You want to make sure your research gets the attention it deserves

- The volume of research articles is growing at an accelerated pace
- For most researchers, it’s a real challenge to keep up with the literature
- How can you make sure your research doesn’t fall through the cracks?

7 hrs/week
average time spent on literature
Consider your readers

- Both human and electronic

- Different audiences:
  - Other researchers
  - Practitioners
  - The public

- Where are they located?

- How are they finding research?

- What do they want to do with that research?
Preparing your article

Writing and publishing your article

- Spend time on abstract and conclusion & references
- Share research data and link to it in your article
- Use easy to understand charts and professional illustrations
- Use clear and correct manuscript language
- Choose the right journal
Preparing your article

Search Engine Optimization (SEO)
Preparing your article

Search Engine Optimization (SEO)
Preparing your article

Search Engine Optimization (SEO)
Preparing your article

Graphical Abstracts

Targeting the lymphatics using dendritic polymers (dendrimers), Lisa M. Kaminskasa, Christopher J.H. Porter, Advanced Drug Delivery Reviews, http://dx.doi.org/10.1016/j.addr.2011.05.016
Preparing your article

AudioSlides

Cuckoos in raptors’ clothing: barred plumage illuminates a fundamental principle of Batesian mimicry

Thanh-Lan Glückman, Nicholas I. Mundy

DOI: 10.1016/j.anbehav.2013.09.020

A fundamental principle of Batesian mimicry is that it pays to look like a local harmful species that is recognizable to other local species (receivers). Mimicking an allopatric species confers no benefit, as it is
Promoting your article

1. Conferences
   - Prepare to network
   - Also connect online
   - Online poster

2. Media relations
   - Research statement – Explain the significance of your research and key outcomes
   - Make use of your institution or funding body’s communication channels
Promoting your article

3. Online CV
Promoting your article

LinkedIn

- Share links to your articles, also in relevant groups
- Add images
- Add videos, AudioSlides
- Reposition the publication section
Promoting your article

4. Social media

**Twitter**
- Follow other researchers
- Post regularly and respond promptly
- Retweet
- Use images

**Facebook**
- Create a ‘fan’ page
- Invite fellow researchers
- Share images, videos, AudioSlides
- Link to your articles
- Discuss and ask for feedback

*one mention of a scholarly article every seven seconds*
Promoting your article

Social collaboration networks

Share your publications with your groups

Connect with research colleagues + join new communities

Elsevier Publishing Campus
Tips for effective outreach

- Create an attention-grabbing headline
  - According to a 6/6/13 *Slate* article, 10% of web readers won’t scroll past the first couple of lines.
  - True for social media too: According to Dan Zarrella of HubSpot, 16.1% of link-containing tweets have more retweets than clicks

- Keep it short and relevant
  - According to that same *Slate* article, the average reader only reads 60% of an article.
  - Be sure to highlight the implications of your research, in simple language (8th-grade level)

- Make it easy to find out more
  - Include the journal citation
  - Who should journalists/readers contact with questions?
The risks of putting yourself out there

- **Negative comments on news sites, blogs**
  - Could be aimed at your research specifically or the topic in general
  - Many people react without reading the article

- **Sensationalist news coverage**
  - Remember that statistic about headlines?
  - Commonly ignored/misunderstood: Sample size, \( p \)-value, causality, other variables

- **Use of your research by sites with an agenda**
  - Such sites often cite research based on news coverage; if the coverage isn’t accurate, it’s not going to get any better.

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**Be Accurate and Provide Numbers**

According to a 2014 *BMJ* article, 40% of 462 press releases included “exaggerated advice,” 33% included “exaggerated causal claims,” and 36% included “exaggerated inference to humans from animal research.” For news articles based on these releases: 58%, 81%, and 86%; for news articles based on other releases: 17%, 18%, and 10%.
Monitoring your article

Article-level metrics:

- Feedback on downloads, shares and citations
- Data about the geographic locations and research disciplines of your readers
- Search terms used to find your publications
- A comparison of the performance of your article with other people’s articles
Monitoring your article

Elsevier Nutrition
@Els_Nutrition

Kids Eat Right month! Concern about Adolescent Consumption of Sports and Energy Drinks @jnebonline @snebonline #KER
http://t.co/lD61QwMLH9

20 Aug 2015

Family Video Games
@FamilyVGEExperts

Adolescent consumption of sports and energy drinks: linkages to higher physical activity, unhealthy beverage...
http://t.co/LWtCniDcxI

04 Apr 2015

Lucia Vallesi
@LuciaVallesi

Le bevande per lo sport (non sempre necessarie) Tra le preoccupazioni attuali dei nutrizionisti, specie nei...
http://t.co/OEjmxVMTeu

23 May 2014

Drew Burton
@strongscience

Why does ANY kid need an energy drink?? Ever???
http://t.co/18pf3XiPHQ

17 May 2014
“Science shows that passion is contagious, literally. You cannot inspire others unless you are inspired yourself.”

-Carmine Gallo
Thank you
Further reading at

- [publishingcampus.com](http://publishingcampus.com)
- [elsevier.com/authors](http://elsevier.com/authors)
- [elsevier.com/reviewers](http://elsevier.com/reviewers)
- [elsevier.com/editors](http://elsevier.com/editors)

- Understanding the Publishing Process with Elsevier – complete guide
- Publishing Ethics brochure – top reasons to publish ethically
- Get Published – top tips on writing, reviewing and grant writing etc.
- Get Noticed – new ways to promote your article and research
- Open access – definitions and options
- Career Planning Guide – download in 12 languages