



PROMOTE YOUR RESEARCH

UCD GUIDE ON
PROMOTING YOUR
RESEARCH FOR
GREATEST IMPACT



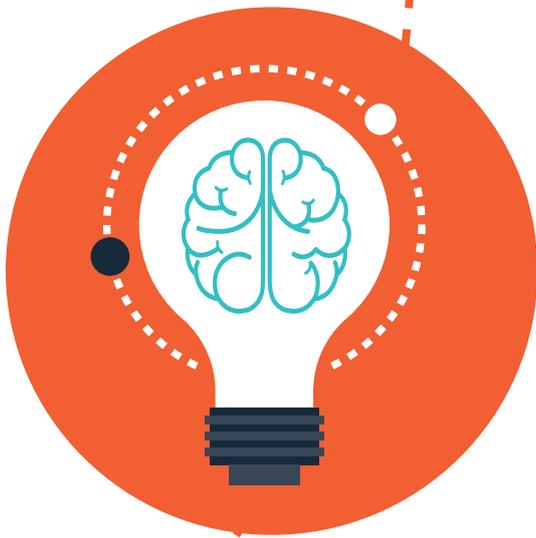
Optimising the discoverability of your research on the internet is a great way to enhance its visibility, citation rate and impact.

This guide shows how social media and online dissemination tools can be used to boost the profile of your research.

This guide along with the website www.ucd.ie/PromoteYourResearch highlight some of the tools you can use to

PREPARE PROMOTE and MONITOR your research.





PREPARE:

Preparing for Publication

Choosing the right publication outlet in which to publish your work is one of the most important decisions you will make in relation to the dissemination of your research. You should be targeting the top journals that are relevant to your work. Also, write a clear and concise abstract, using words that you would like readers to associate with your research, to explain the work and the key findings.

KEY STEPS



» JOURNAL ARTICLES

- Choose the right journal
 - Discuss with senior colleagues or mentors
 - Check discipline-specific lists of top journals, such as the FT45 in Business
 - Check which journals are contained in key databases, such as Scopus
 - Consider your key references and the most highly cited papers and authors in your area, and look at the journals in which they appear
 - Look at journal scope and editorial board
 - Investigate journal impact factors (check Thomson Reuters' [Journal Citation Reports](#) and Elsevier's [ScImago Journal & Country Rank](#))
 - Other factors to check are acceptance (can vary from 5% - 95%) and rejection rates, turnaround times, open access provision and other terms and conditions
- Establish your author name: consistency enhances retrieval.
- Use a standardised institutional affiliation and address
 - i.e. University College Dublin, School of Mathematics and Statistics, Dublin, Ireland.
- Assign [keywords](#), especially to the title and abstract. Remember to use the words that someone searching in Google would use to find your research.
- A good title and abstract are very important to ensure the research is retrievable via search engines and by those searching for work in your field (including individuals from industry or other bodies).
- Make sure your co-authors are the right team to prepare the publication. The involvement of international and industry co-authors can be useful in promoting the work.
- Get an [ORCID](#) ID (Open Researcher and Contributor ID). Publishers are promoting use of this ID to address the name ambiguity problems. ORCID provides a single and unique identifier for each researcher which is linked to your research output.



» BOOKS AND BOOK CHAPTERS

- Think about the intended readership.
- Think about reputation and suitability of the publisher.
- Find out how and where the publisher will promote and distribute the book.
- Check whether an e-book version and/or a paperback version is planned.
- Avoid vanity presses and print-on-demand publishers, where the author pays to have their book published.

READ MORE

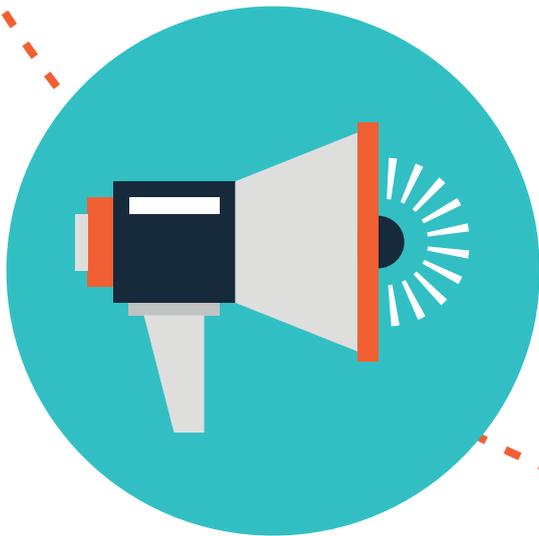


- [ORCID Help Centre](#)
- [Increase the Impact of Research](#) through an effective publishing strategy (UCD Library Presentation)
- An excellent [guide on academic publishing](#) from Institute of Education at UCL
- Information about [vanity publishing](#)



TRAINING AND SUPPORT

- Attend an appropriate workshop, such as these that are run by [UCD Library](#) and by [UCD Learning & Development](#)
- Visit a UCD Library guide on:
 - [Bibliometrics](#)
 - [ORCID](#)
 - [Open Access](#)



PROMOTE:

Dissemination of publications and other research outputs

Promoting your research outputs (such as articles, images, case studies, books, etc.) is an important step in ensuring they are easily discoverable by others who may wish to comment, cite, or write about them. Presenting your research at conferences can also lead to further opportunities for collaboration. Having put months and years of work into your research, it is important that you make sure it is seen by a wide range of audiences.

Scholarly articles receive in excess of 12,000 new mentions across social media channels every day (Source: Elsevier). Exchanging information across these virtual networks is undisputedly a powerful medium for reaching your potential audience and helping your research to get noticed. However you don't need to be on all social media all of the time to make an impact; select one or two channels that are most relevant to you and give it a go!



KEY STEPS

» ONLINE REPOSITORIES

Many funding agencies have a stated requirement that your research is to be made available in an open access repository. An open access repository makes research outputs available online, free of charge, without restrictions to access, i.e. there are no subscription charges, no login requirements and no pay-wall. In addition, you can help increase the impact and reach of your research by having it universally accessible to all potential readers.

- Upload the 'final draft' version to [UCD Research Repository](#) when updating the UCD Research Management System (RMS) or directly (Repository staff will check copyright situation).
- It is important that people can find you and links to your publications online. Adding your latest research publications to the UCD systems will also ensure your researcher profile is fully up to date with your latest research.
- Upload the 'final draft' version to an open access subject repository e.g. [PubMed Central](#) (check copyright situation) if applicable.

» WEBSITE AND SOCIAL MEDIA CHANNELS

- Consider setting up a website or blog for the research project. [WordPress](#) and [Blogger](#) provide guidelines on how to do this.
- A blog is a good way to open up a conversation with your audience. It is also good practice in perfecting your ability to communicate your research to the wider public.
- Ensure your website is optimised for Search Engines. Remember a Google search is the most common route to a website. Use keywords and text in the titles and metadata to increase the number of viewers who can find you through the search engines.
- Consider setting up a Twitter account for the research group or project.
- Create a profile with [Google Scholar Citations](#).
- List publications on social networking profiles such as [ResearchGate](#), [Acedemia.edu](#) or [LinkedIn](#)
 - List also publications in preparation, submitted, or in press.
- Use [Mendeley](#), [Zotero](#) or [CiteULike](#) as online reference managers and add your publications to your profile. These powerful reference managers will enable you to connect and collaborate with the global research community.
- Make research data publicly available (if applicable); this is increasingly becoming a requirement by funders. There are services offering data hosting, such as [Figshare](#) or [Datahub](#). For social sciences data, UCD Library is managing the [Irish Social Sciences Data Archive](#) (ISSDA). More information is on the [Research Data Management LibGuide](#) under How to Share Your Data.

» CONFERENCES

- At conferences, connect with delegates on social networks and invite them to visit your website / blog / online profile
- Consider making conference presentations available online via [SlideShare](#)
- Consider making podcasts available on [YouTube](#) or [Vimeo](#). YouTube is the world's second biggest search engine and is a huge untapped traffic source (it gets over 30 million visitors per day).
- Use [Twitter](#) to raise awareness of your research output
 - Use conference hashtags where available
 - Tweet about your research to peers, subject influencers, potential collaborators / media
 - Where available, include [Digital Object Identifiers \(DOIs\)](#) in your tweets, they link directly to the publication and boost your profile in alternative metrics rankings such as Altmetrics.

» NEWS RELEASES

- Write a research statement for your research. This statement should be brief and it should provide a summary of your research accomplishments and discuss the future direction and potential of your work.
- Check with your School, Institute or College Communications or Marketing Manager to see if your research paper justifies a press release or news article.
- If you are considering drafting a press release, then liaise with the Media Relations function of the UCD Communications Office (newsdesk@ucd.ie) who provide professional advice, guidance and support on press releases.
- Possible publication channels include: School or Institute website, UCD Research website, UCD.ie website, local specialised media, national print media, radio or tv, international media, online media.

READ MORE



» GENERAL

- [Social Media for Research Impact – Publicising, Discovering, Engaging \(UCD Library\)](#)
- [An Introduction to Social Media for Scientists](#) (Source: PLOS Biology)
- [How to Build an Academic Online Presence](#) (Source: Duke Center for Instructional Technology)
- [I'm an academic and need an online presence, where do I start?](#) (Source: LSE Blogs)
- [So you want to communicate science online? The Flowchart.](#) (Source: Nature.com Soapbox Science)
- [Talking to the Media: 12 Top Tips for Scientists](#) (Source: SiliconRepublic)
- [The 30 day Impact Challenge: The ultimate guide to raising the profile of your research](#) (Source: Stacy Konkiel)
- [Reading List: Using Social Media for Research Collaboration and Public Engagement](#) (Collection of blog posts from LSE Impact Blog)
- [Dr Karen's Rules of the Research Statement](#)

» TWITTER

Using no more than 140 characters, Twitter lets you share links to your research publications (include Digital Object Identifiers [DOIs] where available), websites, blogs or presentations with the world. One third of all scholars are now active on Twitter (Source: Elsevier) so there has never been a better time to get tweeting.

- [Using Twitter in university, research and impact activities – A guide for academics and researchers](#) (Source: LSE Public Policy Group)
- [Why should scientists use Twitter? Hear what scientists have to say](#) (Source: AGU Blogosphere)
- [Academic tweeting: using Twitter for research projects](#) (Source: LSE)
- [10 Commandments of Twitter for Academics](#) (Source: The Chronicle of Higher Education)
- [10 Ways researchers can use Twitter](#) (Source: Salma Patel)
- [Live Tweeting at Academic Conferences: 10 rules of thumb](#) (Source: The Guardian)
- [Your favourite academic tweeters – browse by subject area](#) (Source: LSE Impact Blog)
- [Academic Tweeting: Building up your Followers](#) (Source: LSE Impact Blog)



» LINKEDIN

Use LinkedIn to summarise your research and make connections, in particular to those outside of academia. LinkedIn is also useful if you are recruiting.

- [LinkedIn Tips for Scientists](#) (Source: Nature)
- [LinkedIn for Researchers](#) (Source: UCC)
- [How to write an effective LinkedIn Profile](#) (Source: Boston College)
- [The Ultimate Guide to a perfect LinkedIn Profile](#) (Source: The social media hat)
- [LinkedIn Help Centre](#)

» RESEARCH GATE

Create a profile on social networking services for researchers such as ResearchGate where you can connect and collaborate with other researchers, make your research more visible, and obtain metrics about the usage of your profile.

- [ResearchGate Help Centre](#)

» ACADEMIA.EDU

Use Acedemia.edu in the same way as ResearchGate. Create a profile on both services or choose the one that is most popular with your peers.

- [Academia.edu Help Centre](#)

» FACEBOOK

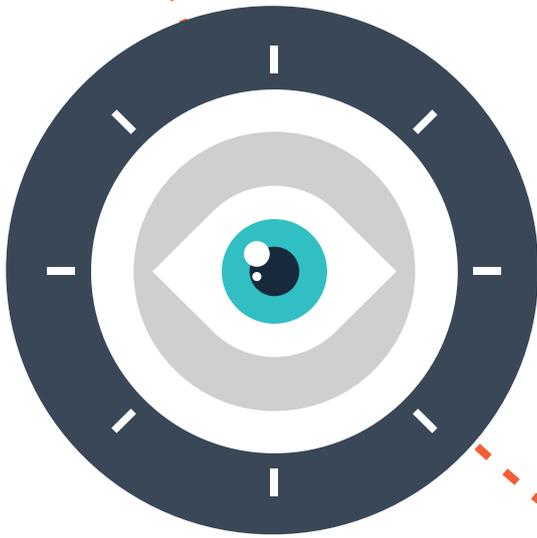
- [5 Tips for Promoting your Research using Facebook](#) (Source: Wiley Exchanges Blog)
- [Social Media University: Facebook Guide](#) (Source: National Institutes of Health)
- [Facebook Help Centre](#)



TRAINING AND SUPPORT

- Attend an appropriate workshop, such as these that are run by [UCD Library](#) and by [UCD Learning & Development](#)
- Visit a [Library guide](#)





MONITOR:

Keeping track of your research output

After promoting your article, it is important to monitor it to see what effects your interventions have had on the discoverability and reach of your research. In addition to tracking citations, alternative metrics can be tracked to see if the research was picked up in other channels such as blogs, Twitter, news outlets, etc. You can also evaluate what tools to use for your next project, or report the impacts back to funders.



KEY STEPS

» TRADITIONAL METRICS

- Track citations of your publications by setting alerts in [Web of Science](#), [Scopus](#), [Google Scholar](#) or [SciVal](#).
- Get download and viewing statistics from uploaded items on the [Research Repository UCD](#).

» ALTERNATIVE METRICS

- Article-level metrics (or alternative metrics) allow users to understand how their journal article is being used in the digital environment via downloads, page views, bookmarks, saves, blog postings, media references, and other social engagement activities. Many publisher platforms such as PLoS, ScienceDirect, and Nature Publishing Group and software tools such as the Altmetric bookmarklet or Plum Analytics provide article usage reports.
- You can track the attention a collection of your research outputs get in news media, policy documents, research blogs, Twitter, or Facebook by using [Altmetrics for Institutions](#).
- You can also get download and viewing statistics on your outputs from repositories and social networking sites e.g. UCD Research Repository; ResearchGate; Academia.edu; LinkedIn.

» GOOGLE ANALYTICS

Track and report your website traffic using Google Analytics. Google Analytics is a free web analytics tool that helps website owners understand how visitors are engaging with their website. Get the basic tracking code at the [Google Analytics website](#).

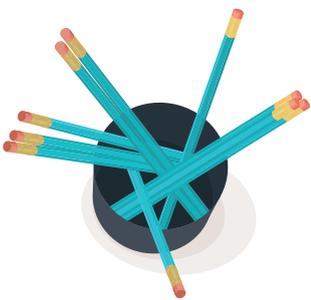


READ MORE

- [Funders drawn to Alternative Metrics](#) (Source: Nature)
- Altmetric Services
 - [Altmetric.com](#)
 - [PlumAnalytics](#)
 - [ImpactStory](#)

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To access an online version of this guide,
or for further information on promoting
your research, check out our website:
www.ucd.ie/PromoteYourResearch

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University College Dublin 2016



