Developing effective publication strategies to raise Research Visibility, Impact and Citations

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Continuing Education Course. Cardiff, July 9, 2018

University of Hertfordshire UH TEF Gold

Agencia de Evaluación de Tecnologías Sanitarias de Andalucía (AETSA)

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Part 1. Introduction and contextualisation: METRICS

- **Academic impact** is the demonstrable **contribution that** excellent social and economic **research makes in shifting understanding and advancing scientific, method, theory and application** across and within disciplines
- **Economic and societal impact** is the demonstrable **contribution that** excellent social and economic **research makes to society and the economy**, and its benefits to individuals, organisations and/or nations.

Source: Economic and Social Research Council.
https://esrc.ukri.org/research/impact-toolkit/what-is-impact/

What is visibility?

From Laura Czerniewicz. *Academic visibility online*. Presentation for academics at the University of Cape Town https://www.slideshare.net/laura_Cz/academic-visibility-online-presentation-13-october-2011/13
Adapted from: 'Social media? Get serious! Understanding the functional building blocks of social media', Jan H. Kietzmann, Kristopher Hermkens, Ian P. McCarthy, Bruno S. Silvestre. *Business Horizons* (2011) 54, 241-251. DOI. 10.1016/j.bushor.2011.01.005

Is visibility important?

- ✓ **Get more citations or altmetrics mentions**
- ✓ **Obtain better evaluations and grants**
- ✓ Establish a public personal professional research environment
- ✓ Embrace open scholarship

Evaluation of research

Bibliometrics:

The statistical analysis of books, articles, or other publications

Photo credit: Matt Lavoie
https://medium.com/@MattPLavoie

Types of metrics

Journal Level metrics

- Criteria to be indexed in a database (Academic Journal Guide, Directory of Open Access Journals, Journal Citation Report, etc.)
- Impact factor (Web of Science, JCR) or CiteScore (Scopus Journal Metrics)

Article Level Metrics

- Citations
- Downloads, views.
- Altmetrics (mentions, citations in policy documents or syllabus, etc.)

Author Level Metrics

- h-index
- h5-index
- i10-index

Metrics by level

Macro-level

- global developments
- national R&D systems
- policies
- cross-sectional fields

Meso-level

- research and grant programs
- academic fields
- universities, research institutes, funding agencies

Micro-level

- university institutes/departments
- target/status groups
- research groups
- individuals

Types of indicators

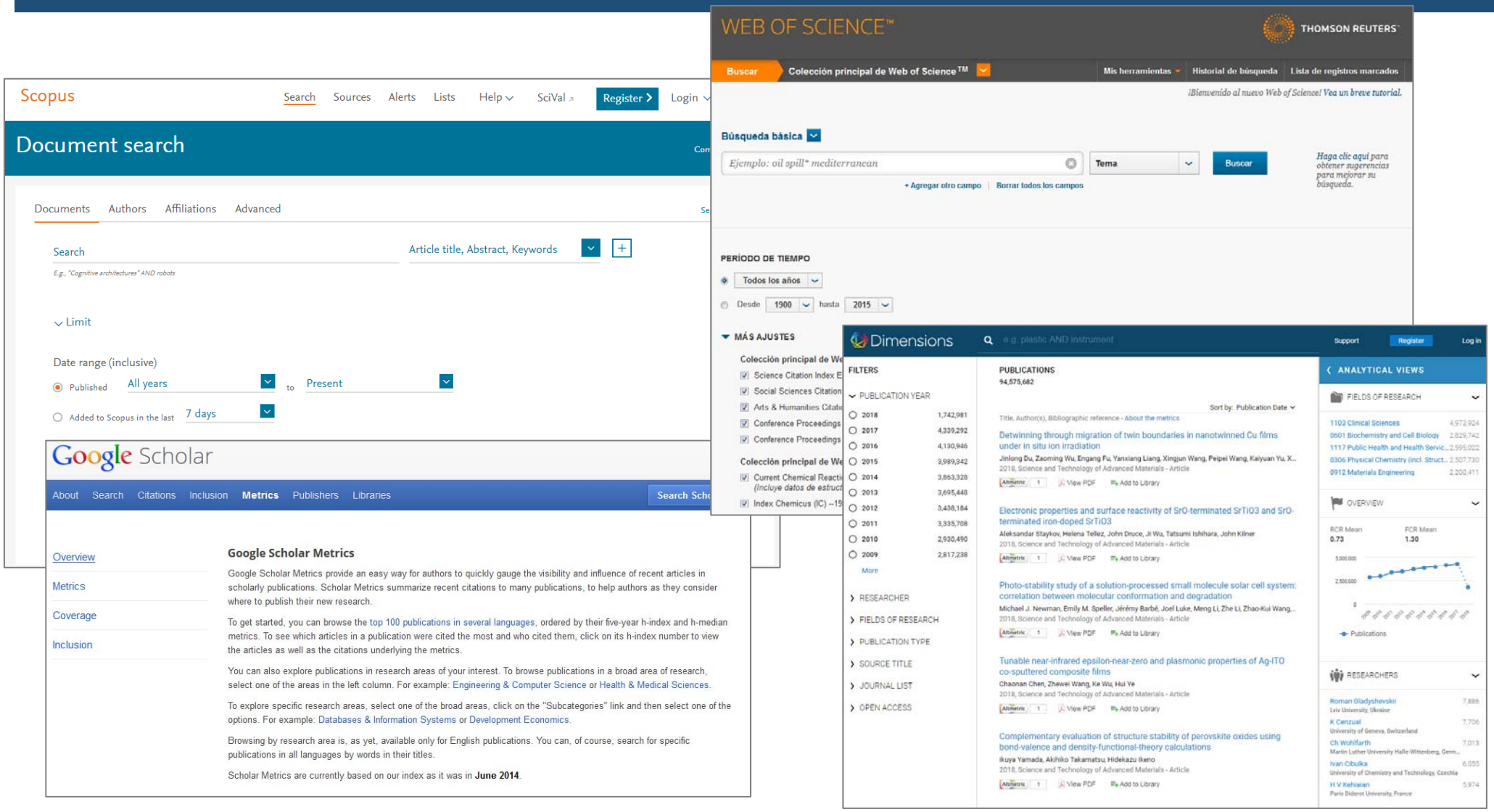
- **Productivity / Activity** → number of publications to reflect the research output, count of publications in recognized databases; number of articles in peer reviewed journals, in IF with or per quartiles/deciles
- **Collaboration** → number of co-authors or co-affiliations to reflect national and international networking
- **Impact** → citation rates (several citation indicators)
- **Cognitive structures** → co-occurrences of words, classifications relations between citations, etc.
- **Other** → main authorship, percentage of contribution, characterization of publications and disciplines, disciplinary vs cross-disciplinary vs interdisciplinary etc.

Remember the limitations!

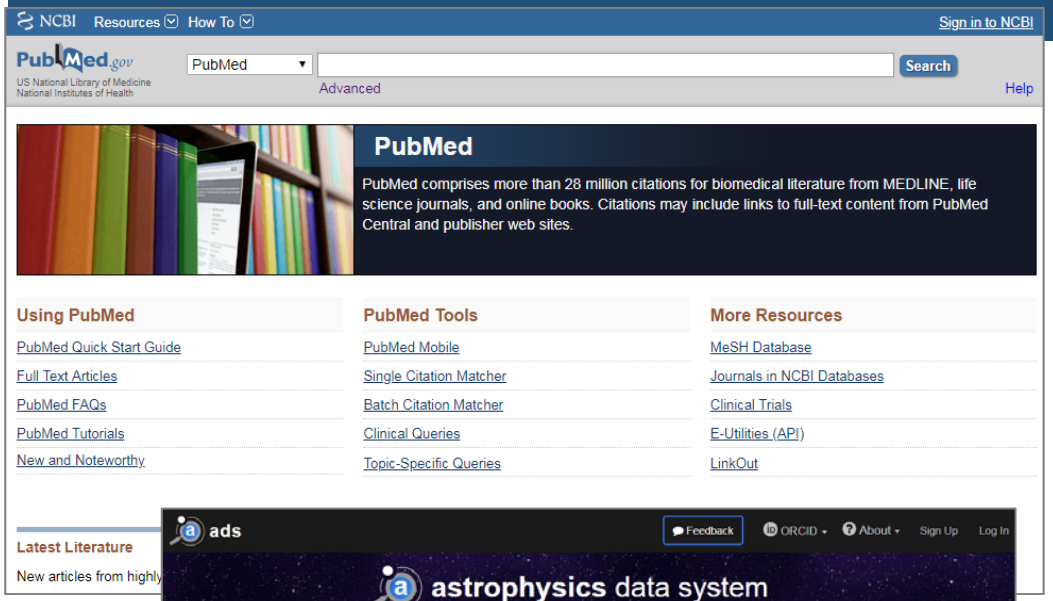
- Coverage of tools is not always comprehensive:

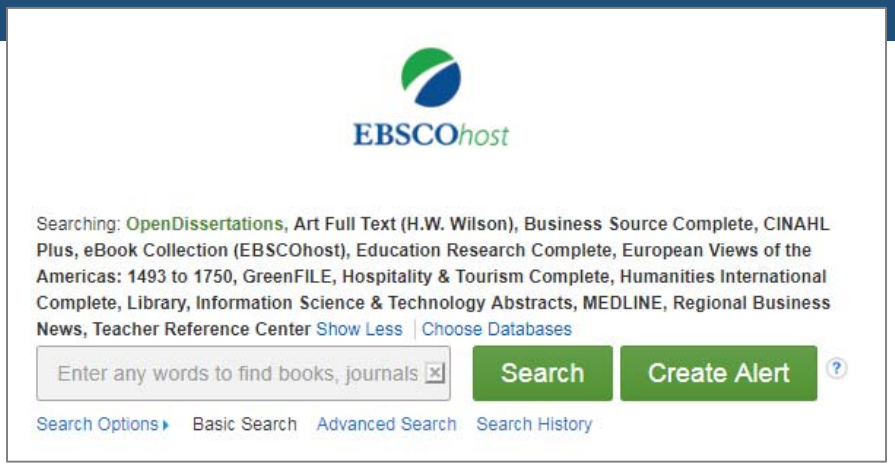
  Some metrics and tools are still **not well established for some subject areas** (Arts, Humanities and Social Sciences), **or for some document types** (books, commissioned reports…)
- Metrics tend not to account for **age of researcher**
- **Citation patterns vary** between disciplines or types of document
- **Self-citations** can distort metrics
- Citations to a paper **may not reflect its quality**

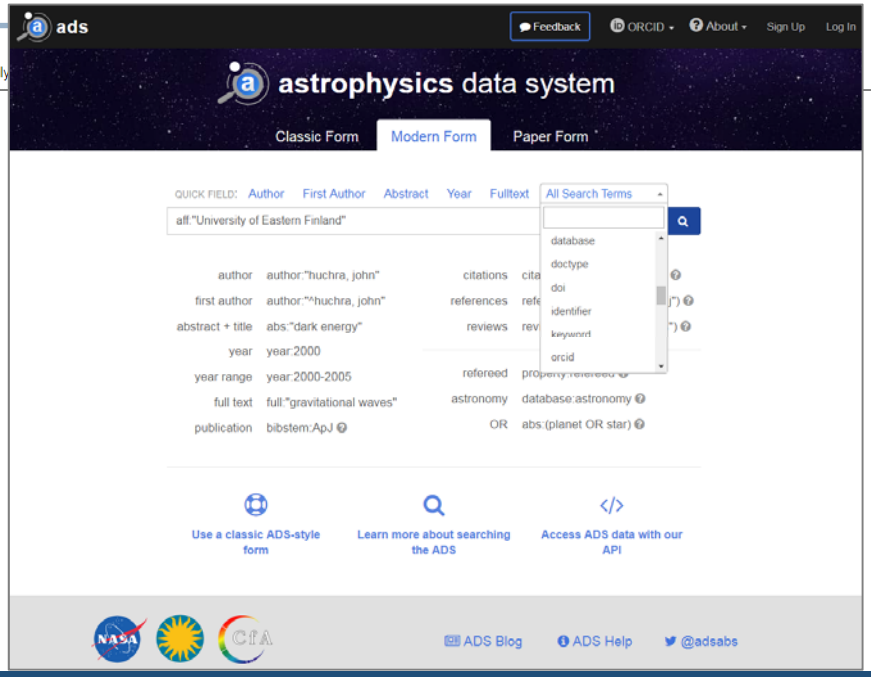
Bibliometric data sources

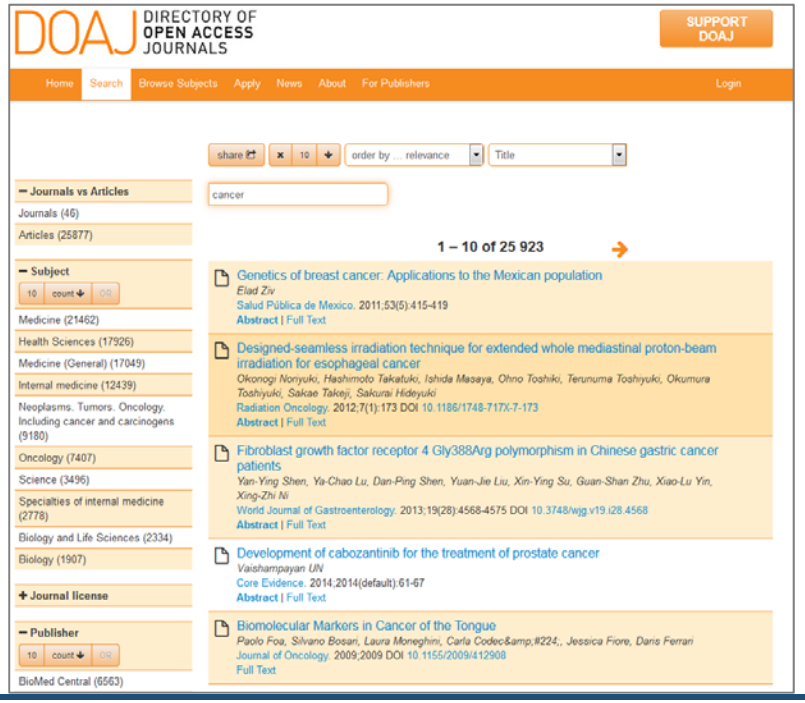


Other bibliographic sources

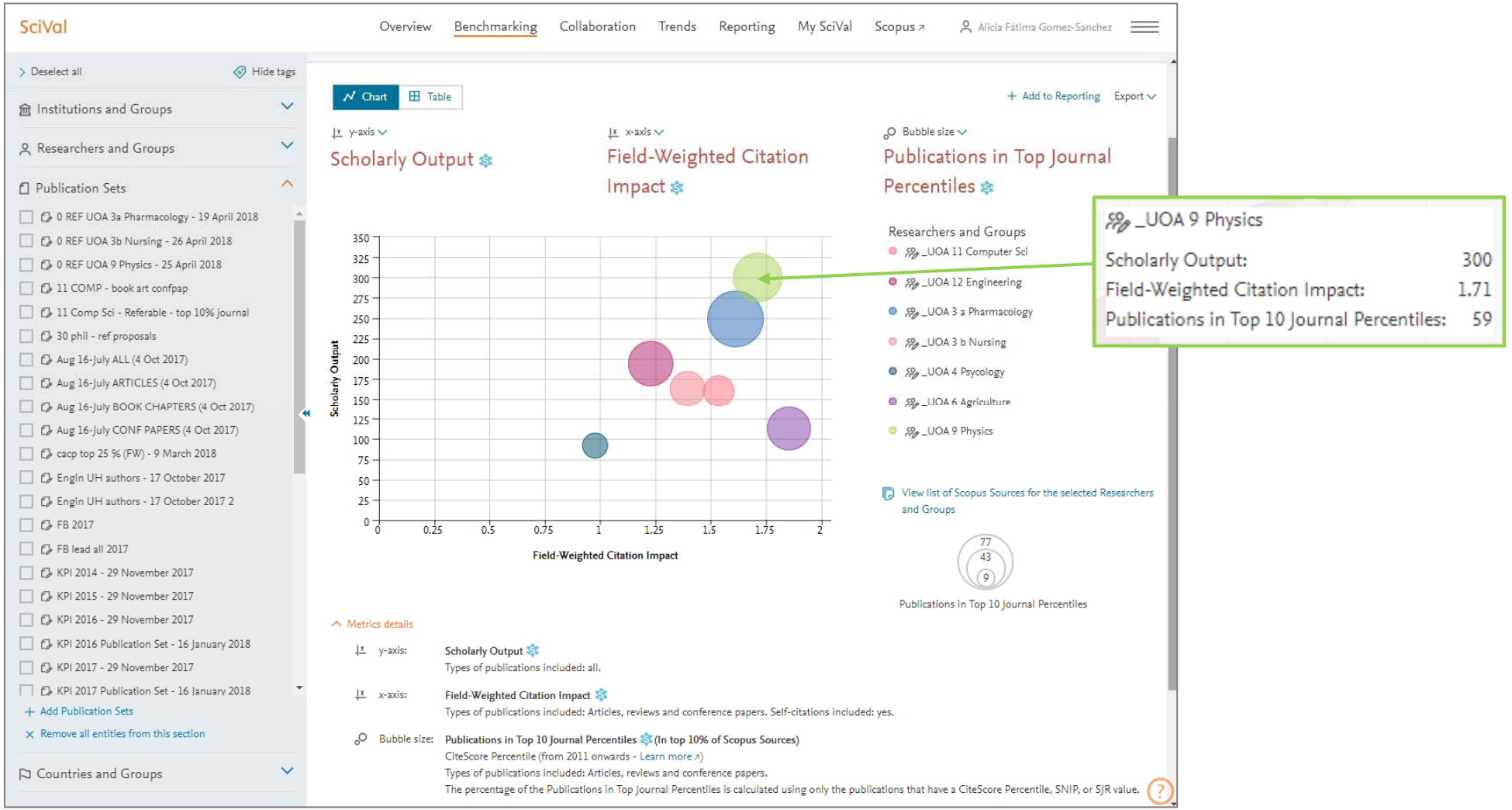




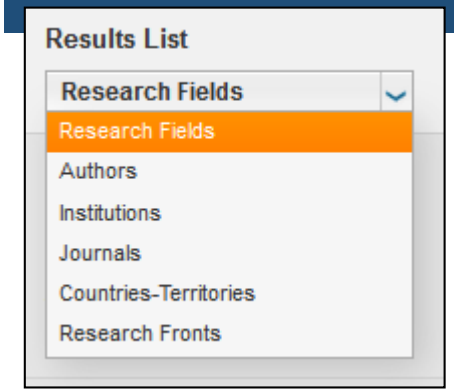


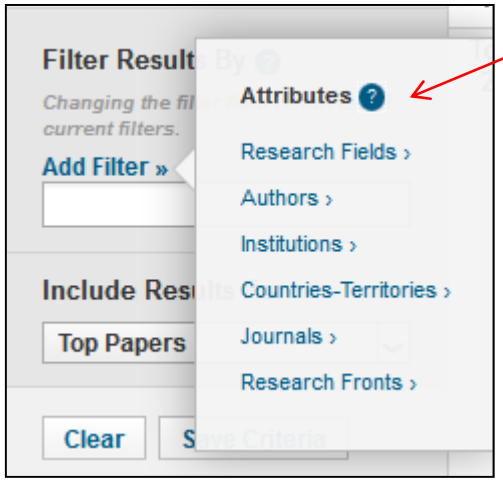


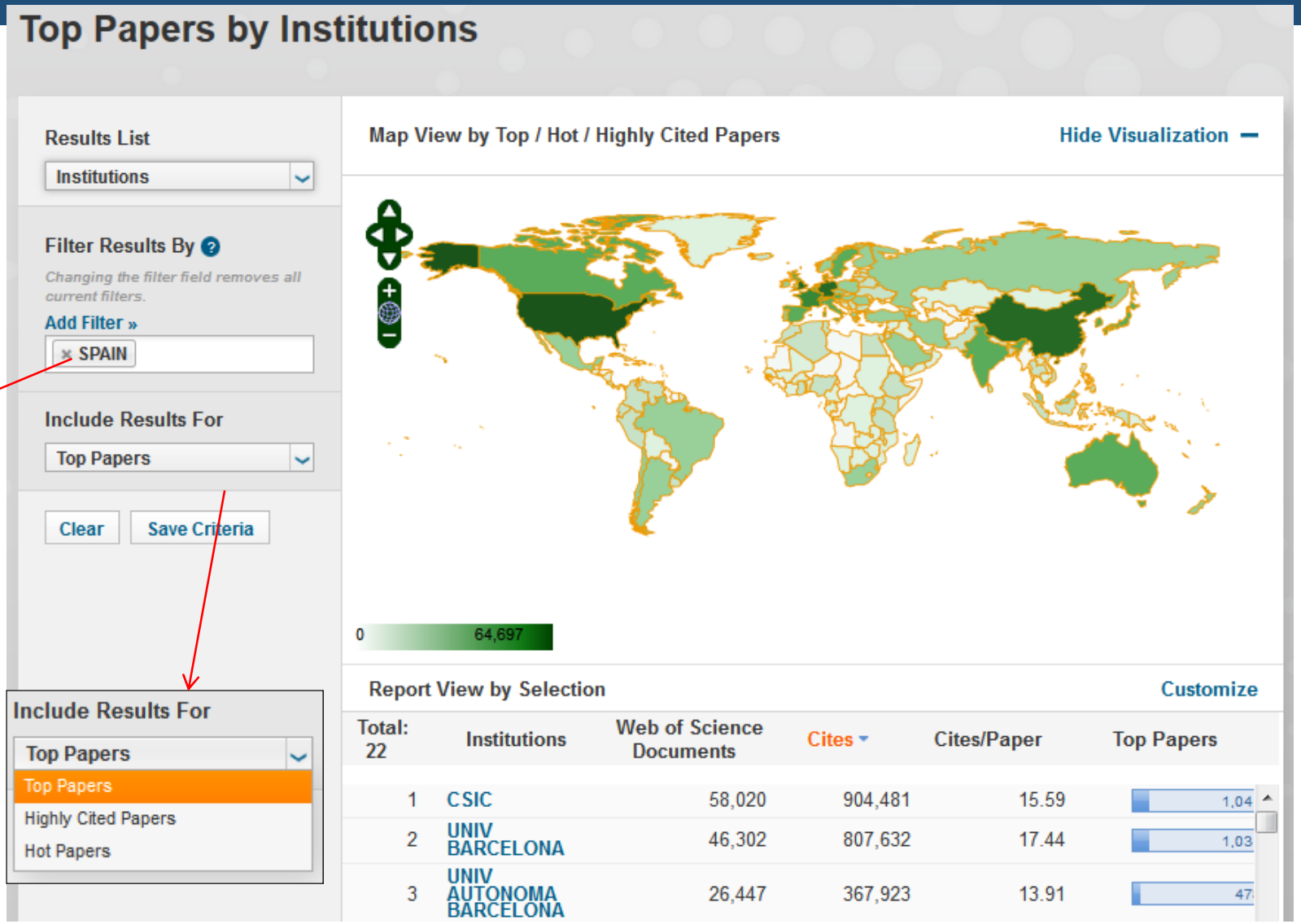
Analytic tools: SciVal



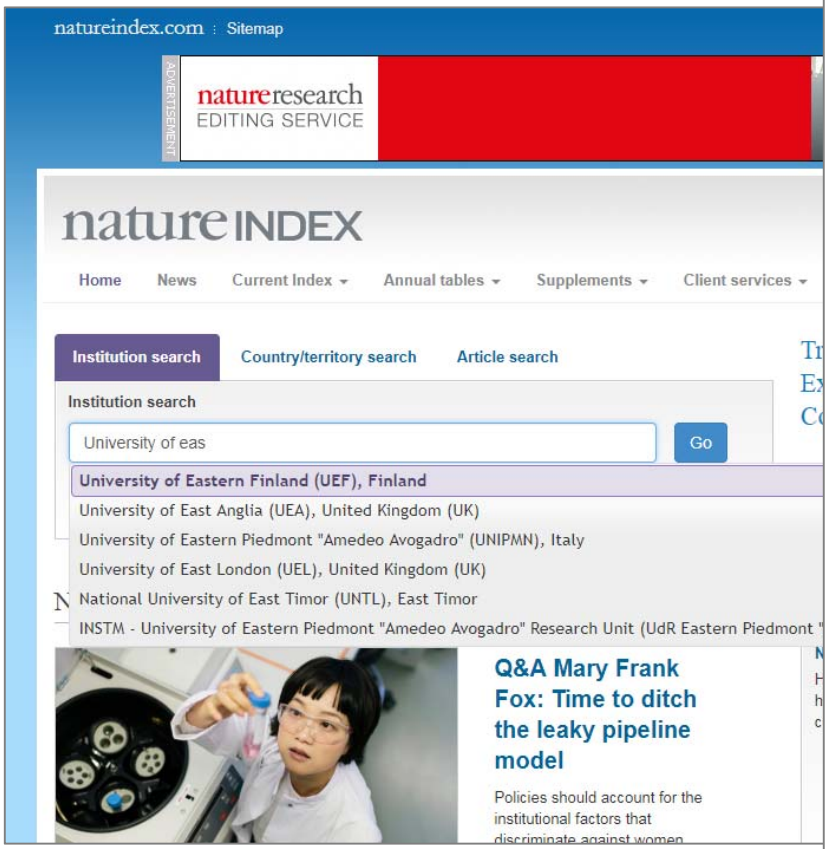
Analytic tools: Essential Science Indicators

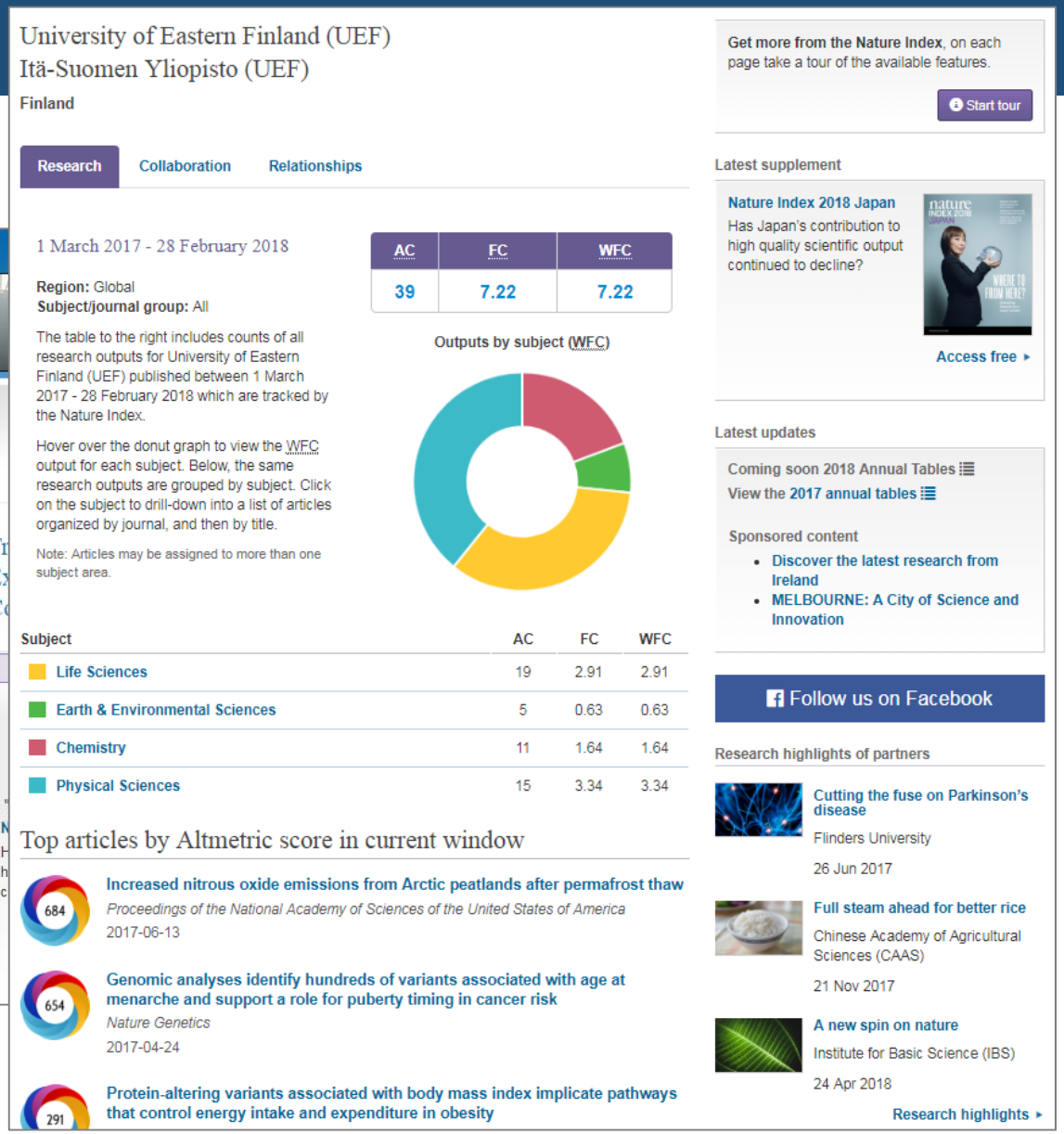






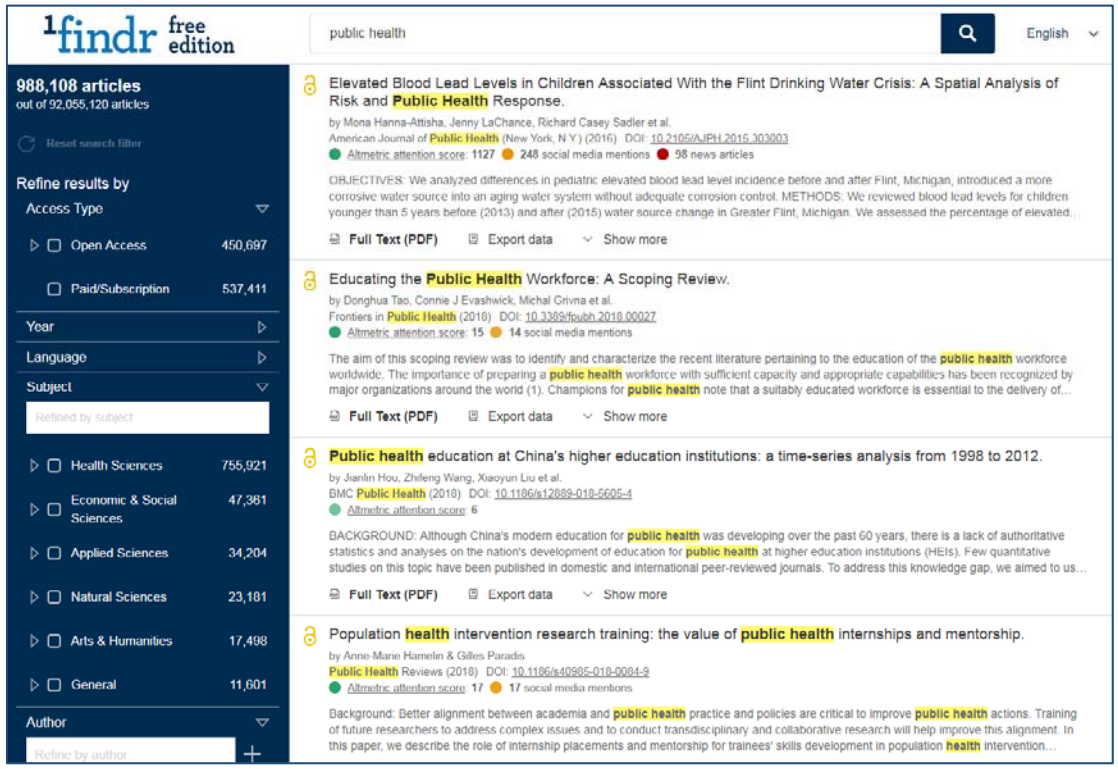
Nature index

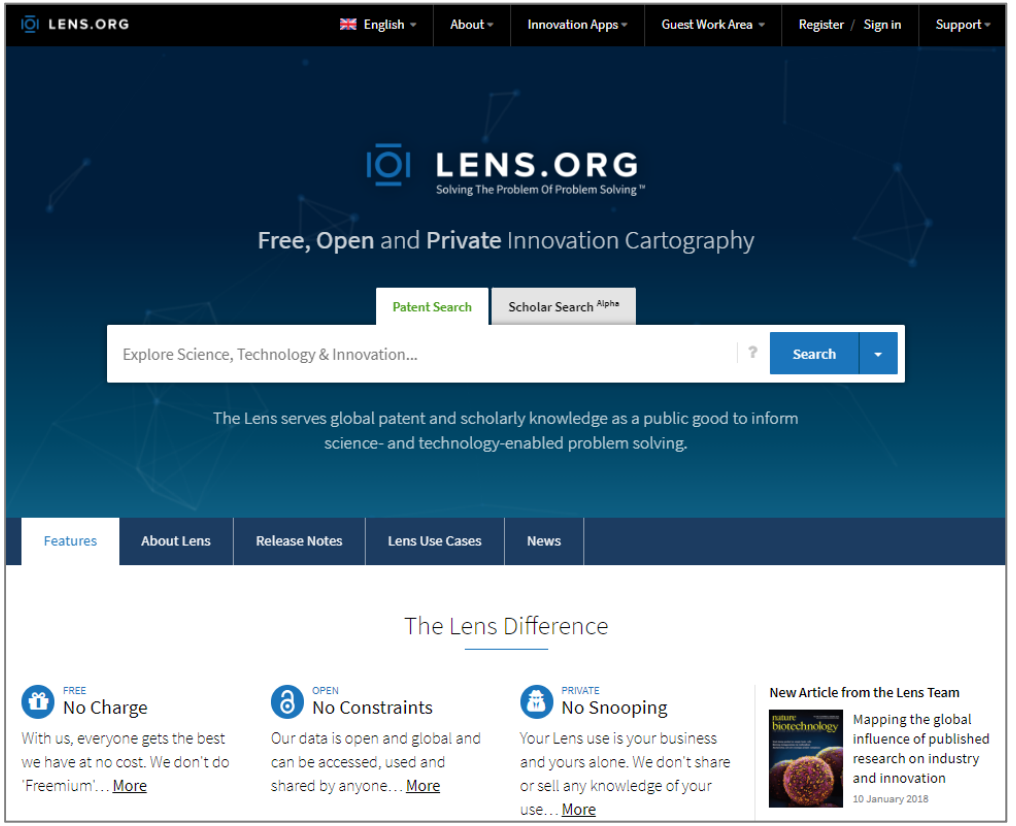




https://www.natureindex.com

Further tools





https://1findr.1science.com/home/

https://www.lens.org

Sources for alternative metrics

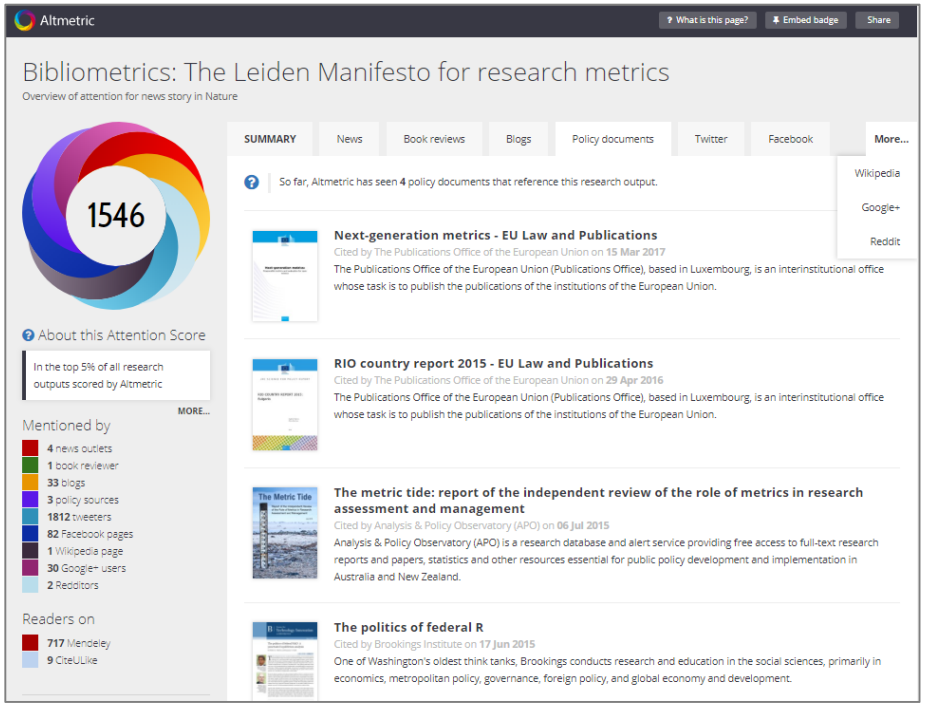
Social Impact of Research: **Altmetrics**
(alternative metrics and tools)

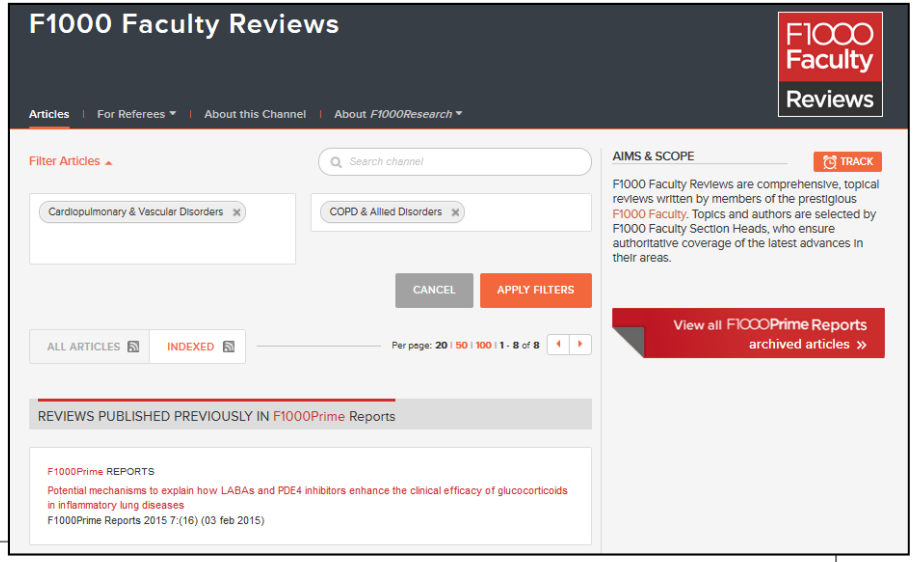
MENDELEY

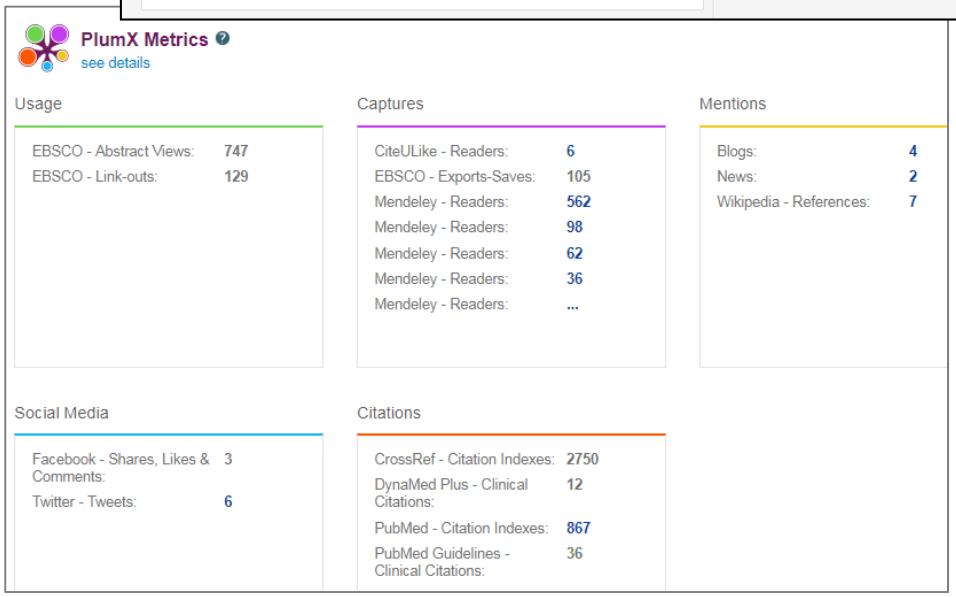
facebook

twitter

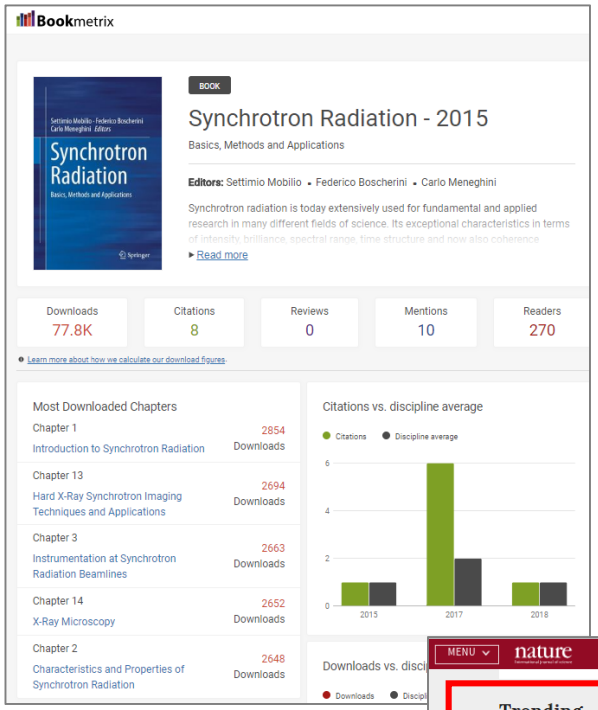
citeulike

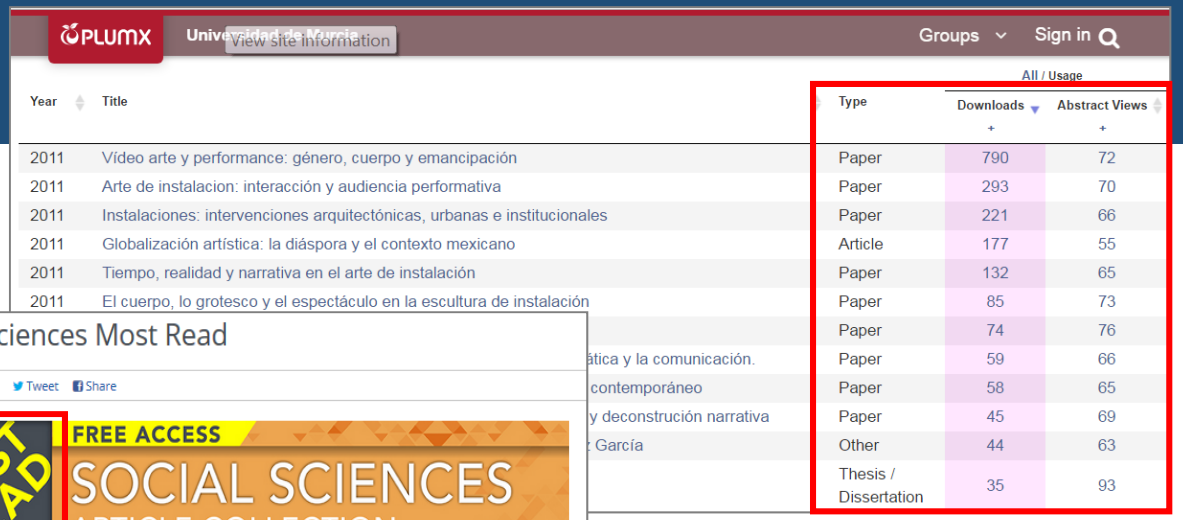


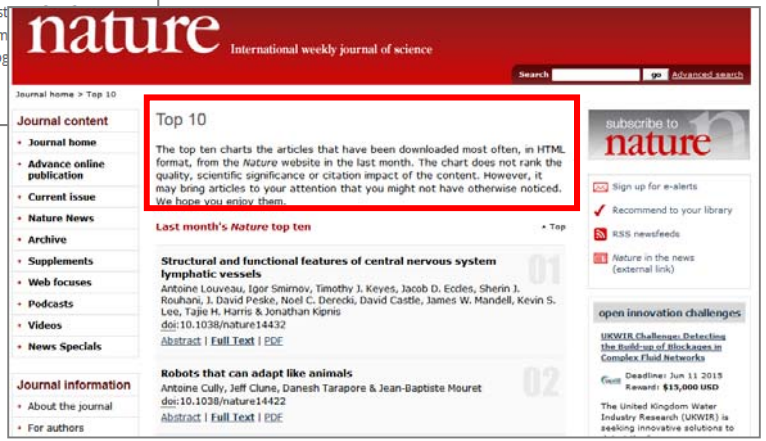




Downloads and views







The movement for responsible use of metrics

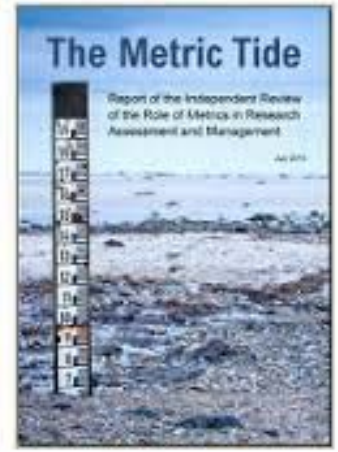
San Francisco Declaration on Research Assessment

San Francisco Declaration on Research Assessment http://am.ascb.org/dora/

16/12/2012

Bibliometrics: The Leiden Manifesto for research metrics. Hicks, D.,et al. (2015) *Nature*. 520, 429-31. DOI: 10.1038/520429a

22/04/2015



The Metric Tide: Role of Metrics in Research Assessment and Management. Wilsdon, J., et al. (2015). DOI: 10.13140/RG.2.1.4929.1363

07/2015

*metrics – Measuring The Reliability and perceptions of Indicators for interactions with sCientific productS

https://metrics-project.net/

18/05/2017

METRICS TOOLKIT

A tool that provides guidance for demonstrating and evaluating claims of research impact http://www.metrics-toolkit.org/

30/01/2018

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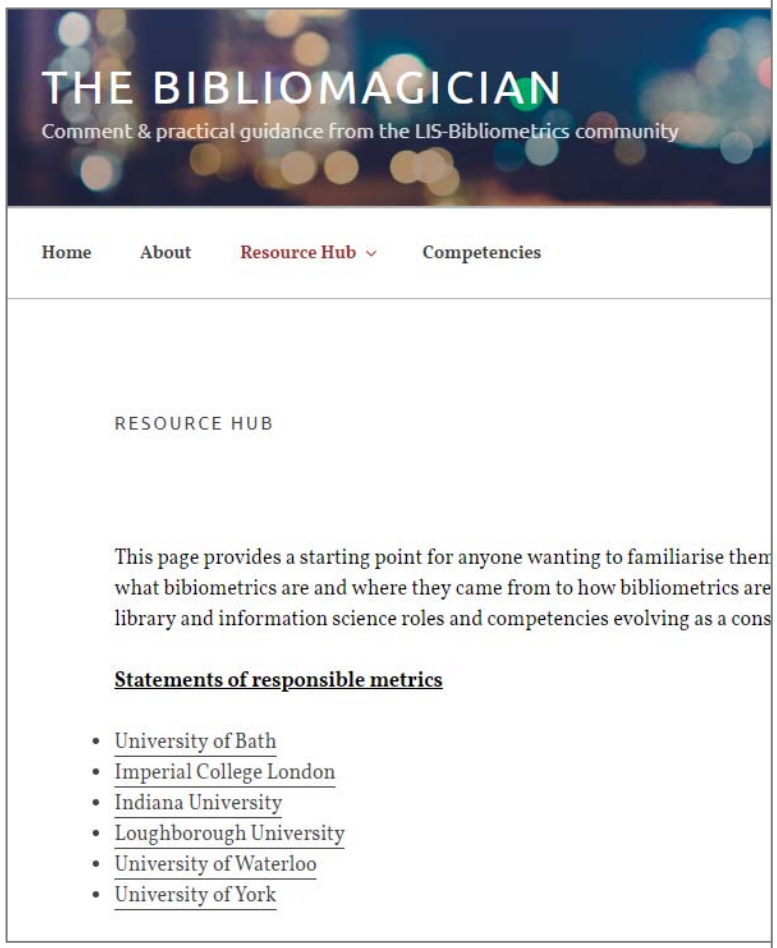
The Leiden Manifesto

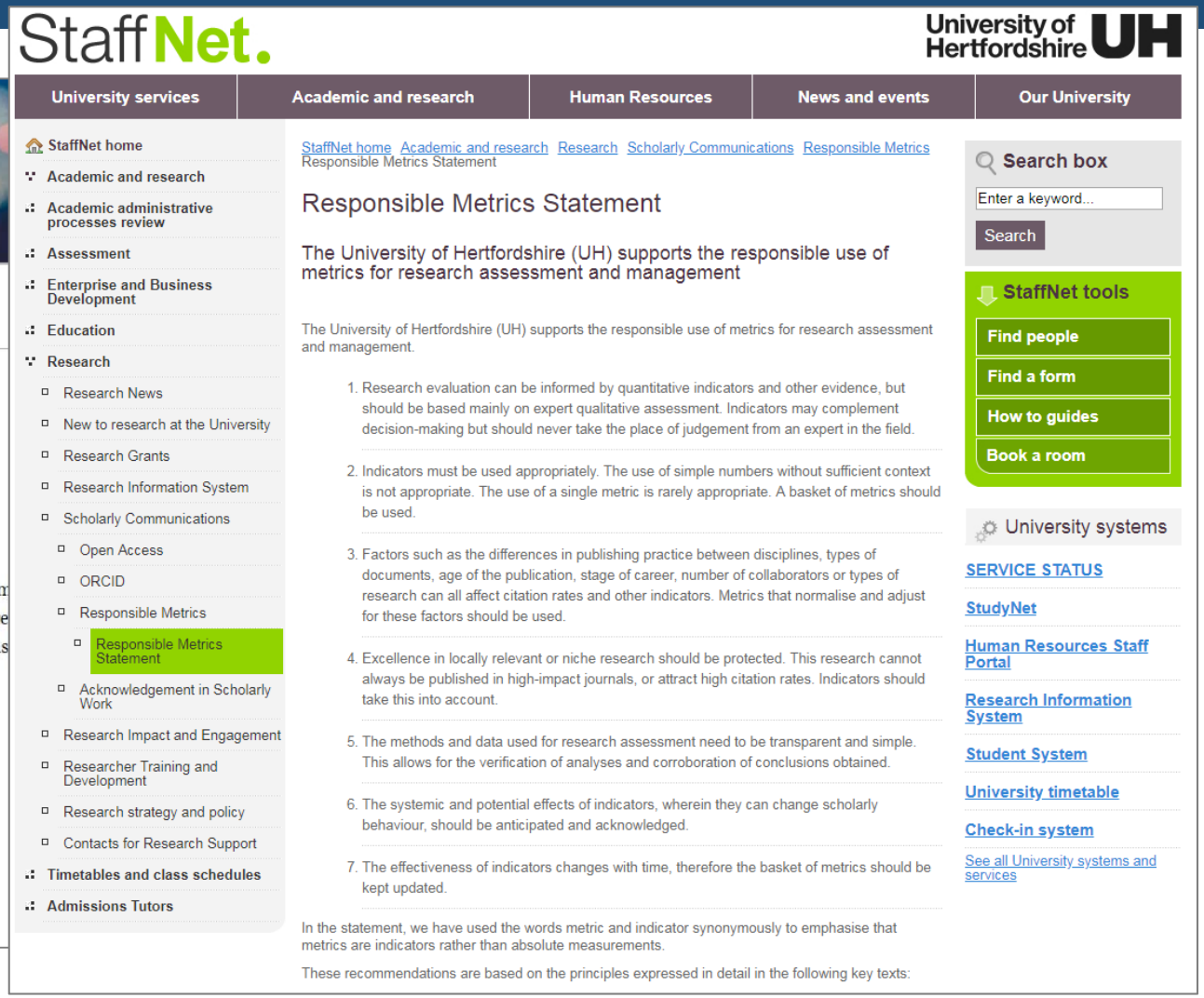
Director of CWTS, Professor of Scientometrics

10 principles to guide research evaluation:

1. Quantitative evaluation should support qualitative, expert assessment
2. Indicators used to evaluate performance should relate clearly to the program goals
3. Protect excellence in locally relevant research
4. Keep data collection and analytical processes open, transparent and simple
5. Allow those evaluated to verify data and analysis.
6. Account for variation by field in publication and citation practices
7. Base assessment of individual researchers on a qualitative judgement of their portfolio.
8. Avoid misplaced concreteness and false precision.
9. Recognize the systemic effect of the assessment and indicators.
10. Scrutinize indicators regularly and update them.

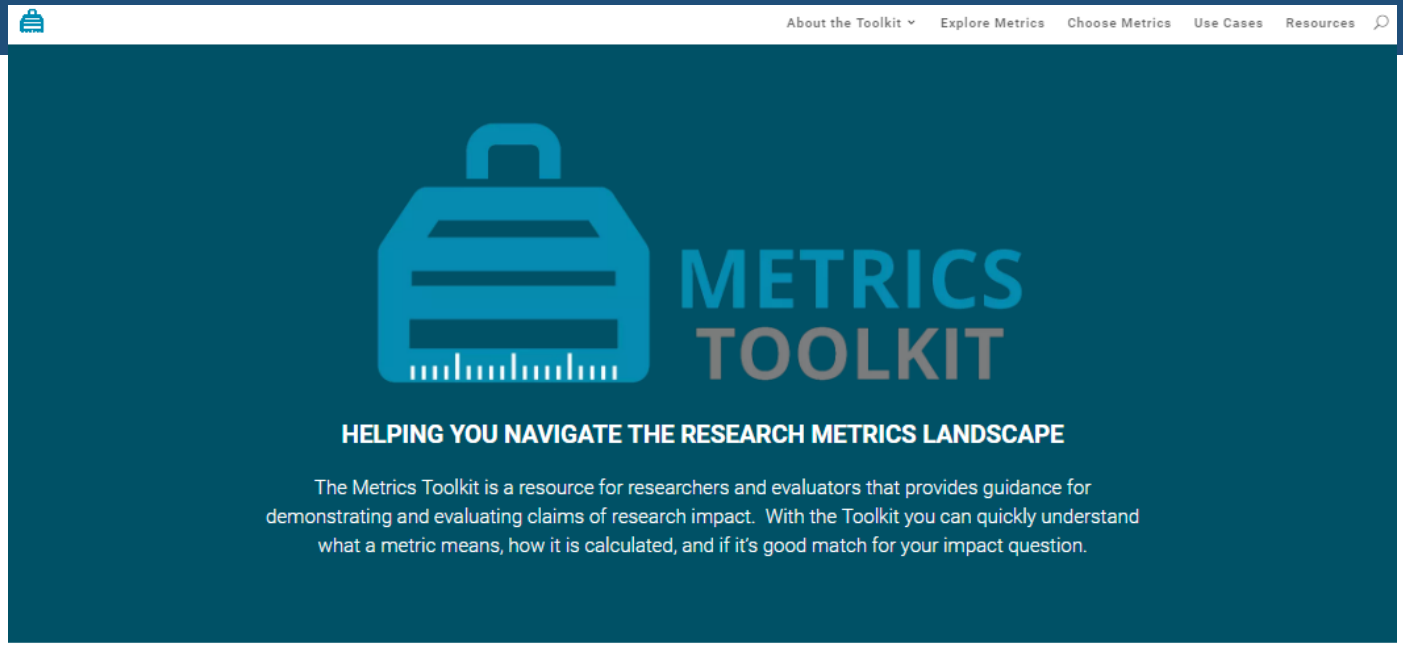
Statement of responsible metrics





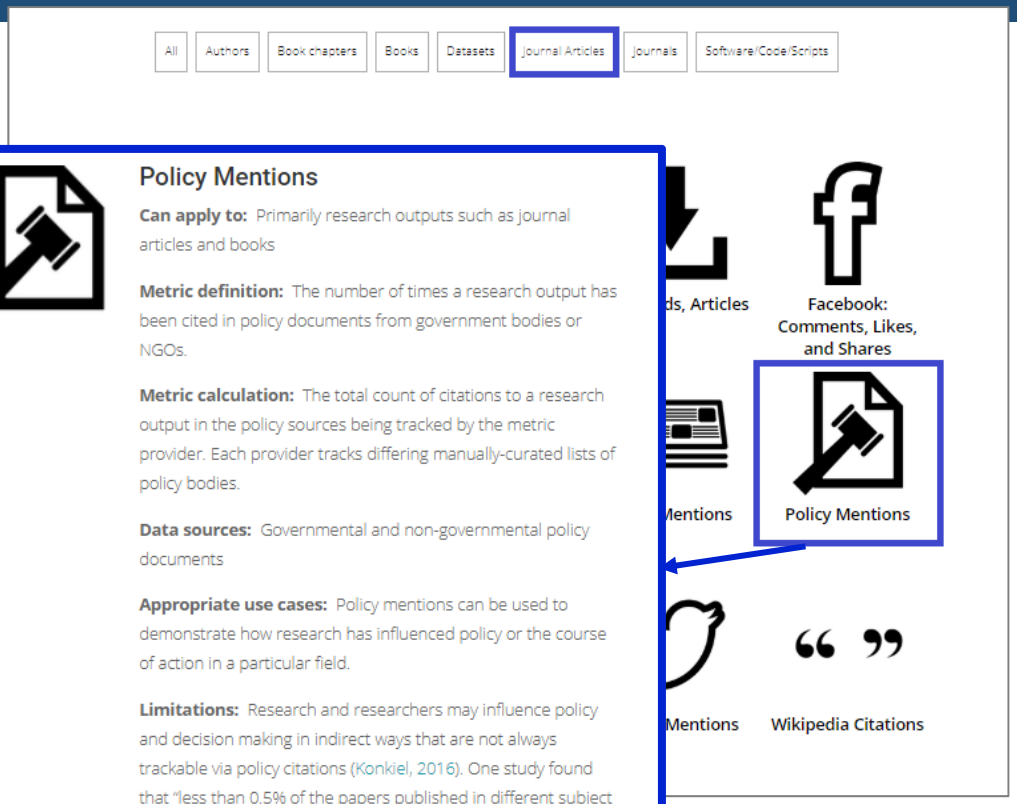
https://thebibliomagician.wordpress.com/resources/

Where to search for the appropriate metrics



http://www.metrics-toolkit.org

Where to search for the appropriate metrics



Policy Mentions

Can apply to: Primarily research outputs such as journal articles and books

Metric definition: The number of times a research output has been cited in policy documents from government bodies or NGOs.

Metric calculation: The total count of citations to a research output in the policy sources being tracked by the metric provider. Each provider tracks differing manually-curated lists of policy bodies.

Data sources: Governmental and non-governmental policy documents

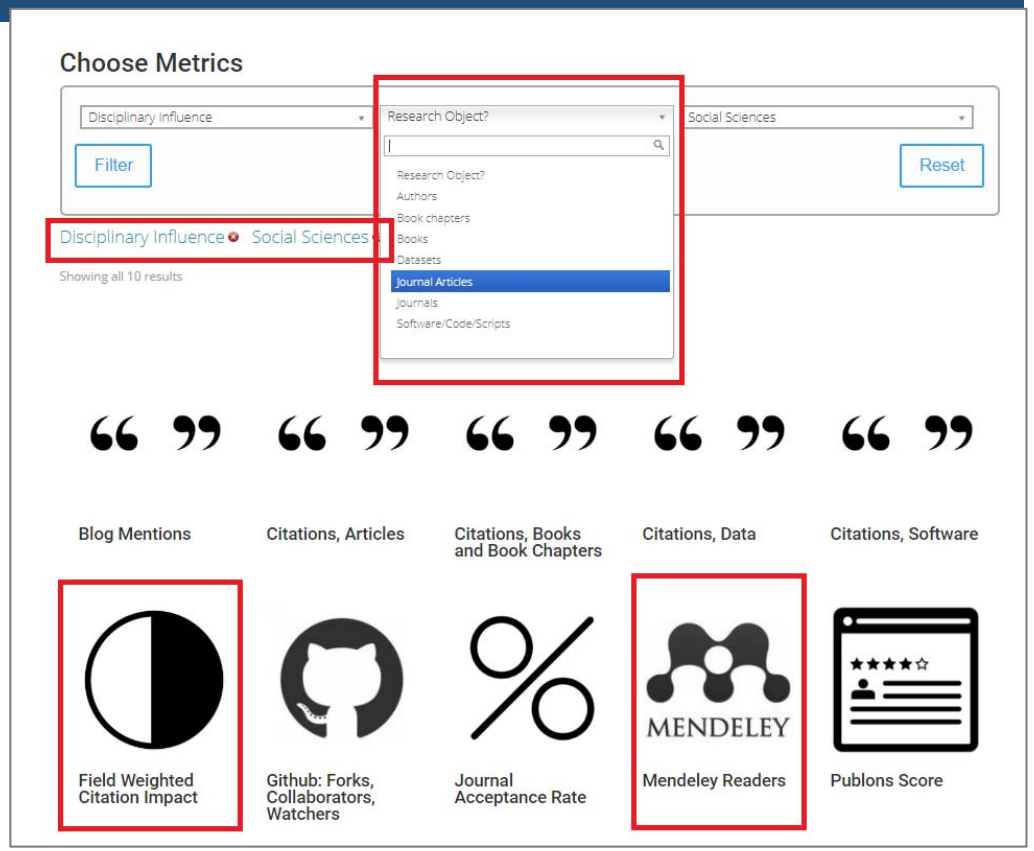
Appropriate use cases: Policy mentions can be used to demonstrate how research has influenced policy or the course of action in a particular field.

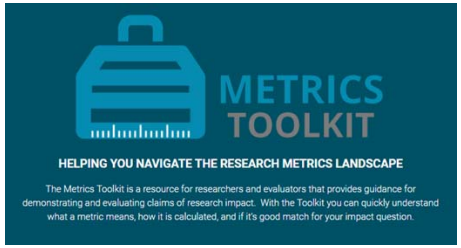
Limitations: Research and researchers may influence policy and decision making in indirect ways that are not always trackable via policy citations (Konkiel, 2016). One study found that "less than 0.5% of the papers published in different subject categories are mentioned at least once in policy-related documents" (Haunschild, 2016). In Altmetric, only those books, book chapters, and journal articles with DOIs can be tracked in policy. It is unknown if PlumX has similar restrictions.

Inappropriate use cases: Policy mentions should not be used as a direct measure of a research output's effect on practice.

Available metric sources: Altmetric, PlumX

Transparency: In relevant providers, one can access the full-text of the policy mentions. However, all providers keep their full





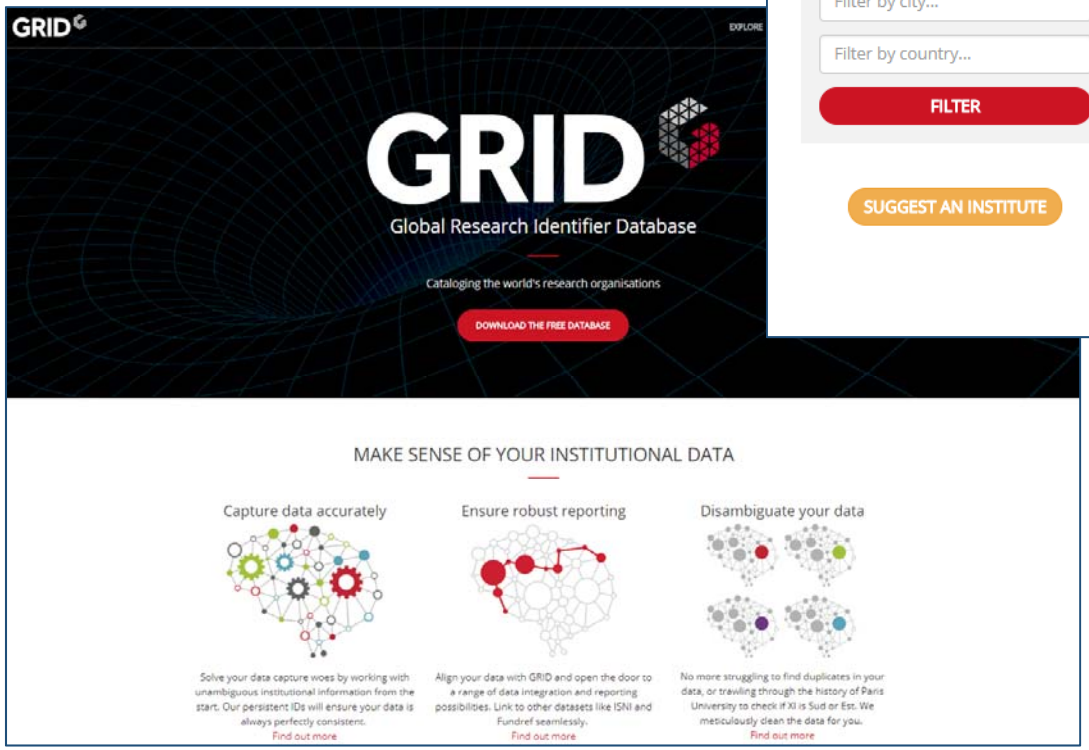
http://www.metrics-toolkit.org

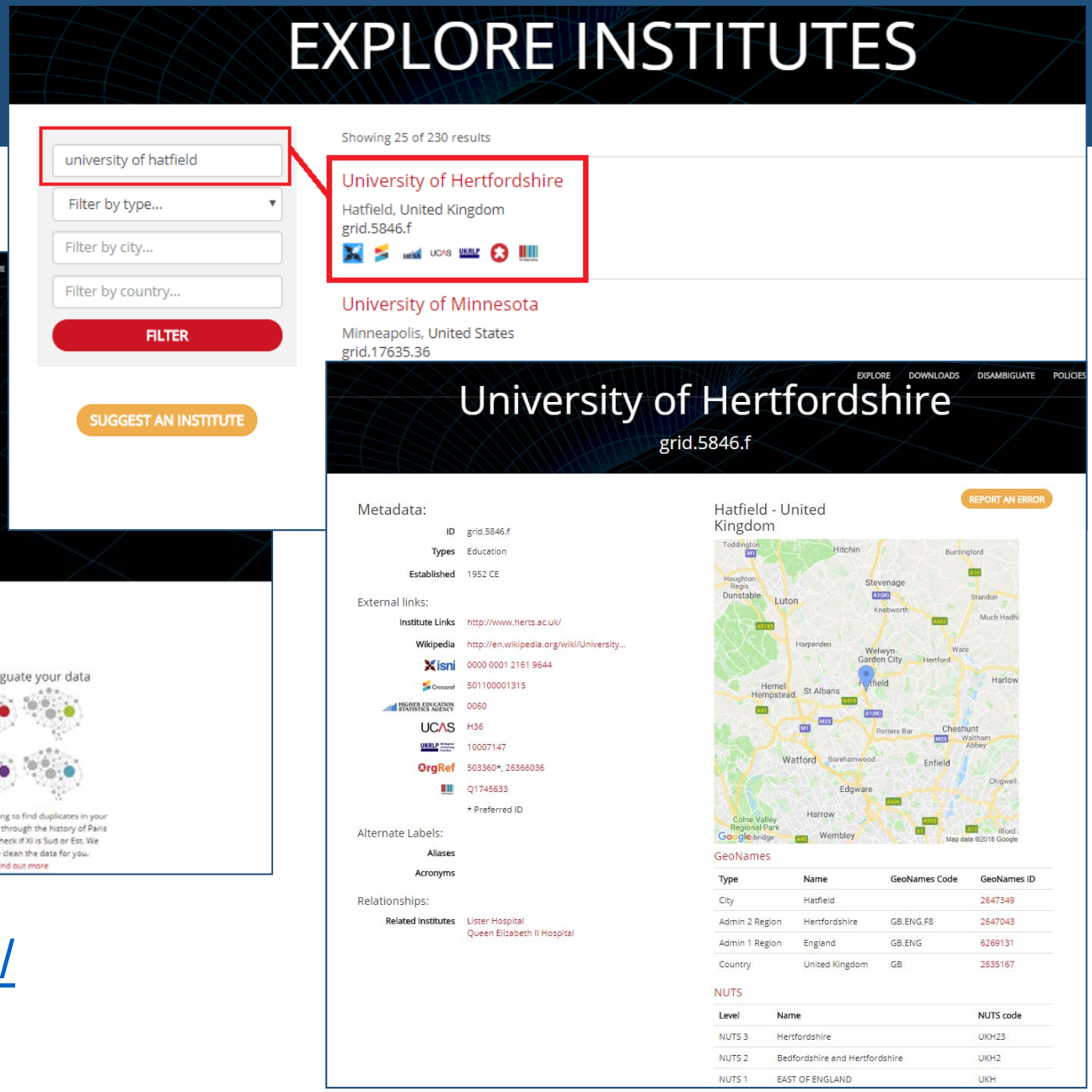
Part 2.
Scholarly Communication support in your institution

How much do you know about the publication trends in your institution?

i. How many outputs publishes your institution per year?
ii. Which is your institution ID in Scopus, WoS or Dimensions
iii. Are your authors publishing in predatory journals?
iv. Are authors consistent using names and affiliations?
v. Are authors attributing funding?
vi. How many researchers of your institution are in ResearchGate? And an Orcid?
vii. What is the % of publications affiliated deposited in your CRIS or repository?

Institution profiles





https://www.grid.ac/

Scopus Search Sources Alerts Lists Help SciVal Register Login

Affiliation details - University of Hertfordshire

About Scopus Affiliation Identifier

Export Print Email

University of Hertfordshire

Follow this affiliation

College Lane, Hatfield
Hertfordshire, United Kingdom
Affiliation ID: 60032760

View potential affiliation matches
Give feedback Set feed

Other name formats: University Of Hertfordshire | Univ Of Hertfordshire | Hatfield Polytechnic | University Of Hertfordshire Business School

Documents, affiliation only
12,826

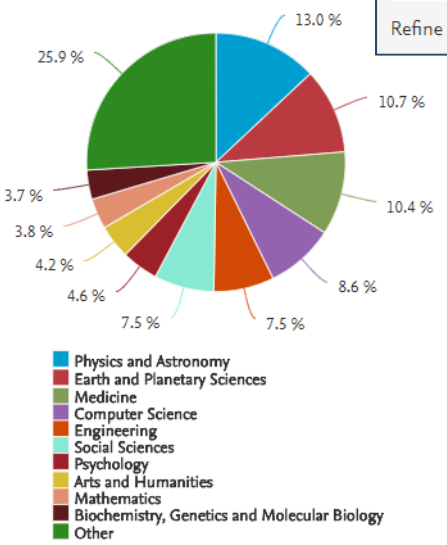
Authors
2,866

Documents by subject area | Collaborating affiliations | Documents by source

Sort by: Document count (high-low)

Physics and Astronomy	2753	Chemistry	463
Earth and Planetary Sciences	2270	Environmental Science	432
Medicine	2213	Agricultural and Biological Sciences	423
Computer Science	1818	Economics, Econometrics and Finance	422
Engineering	1596	Materials Science	362
Social Sciences	1586	Health Professions	230
Psychology	973	Energy	147
Arts and Humanities	894	Chemical Engineering	138
Mathematics	808	Decision Sciences	137
Biochemistry, Genetics and Molecular Biology	777	Immunology and Microbiology	129
Nursing	679	Undefined	118
Business, Management and Accounting	651	Multidisciplinary	97
Pharmacology, Toxicology and Pharmaceutics	563	Veterinary	24
Neuroscience	469	Dentistry	11

University of Hertfordshire



Scopus Search

12,826 document results

(AF-ID ("University of Hertfordshire" 60032760))

Edit Save Set alert Set feed

Search within results...

Analyze search results

Refine results

All Export Download

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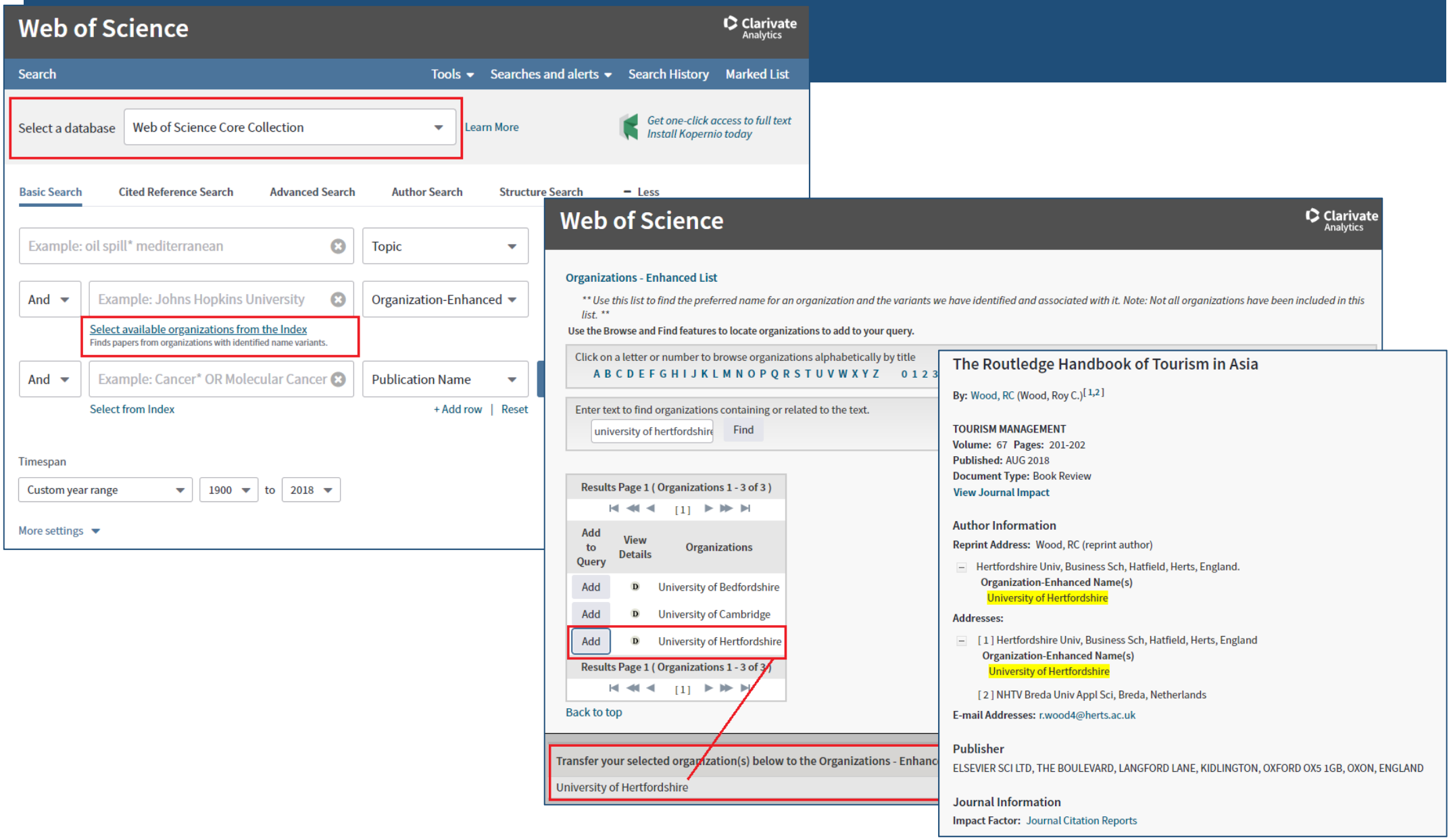
Web of Science
Clarivate Analytics
Search
Tools
Searches and alerts
Search History
Marked List
Select a database
Web of Science Core Collection
Learn More
Get one-click access to full text
Install Kopernio today
Basic Search
Cited Reference Search
Advanced Search
Author Search
Structure Search
Less
Example: oil spill* mediterranean
Topic
And
Example: Johns Hopkins University
Organization-Enhanced
Select available organizations from the Index
Finds papers from organizations with identified name variants.
And
Example: Cancer* OR Molecular Cancer
Publication Name
Select from Index
+ Add row | Reset
Timespan
Custom year range
1900
to
2018
More settings
Web of Science
Clarivate Analytics
Organizations - Enhanced List
** Use this list to find the preferred name for an organization and the variants we have identified and associated with it. Note: Not all organizations have been included in this list. **
Use the Browse and Find features to locate organizations to add to your query.
Click on a letter or number to browse organizations alphabetically by title
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 0 1 2 3
Enter text to find organizations containing or related to the text.
university of hertfordshire
Find
Results Page 1 (Organizations 1 - 3 of 3)
[1]
Add to Query
View Details
Organizations
Add
University of Bedfordshire
Add
University of Cambridge
Add
University of Hertfordshire
Results Page 1 (Organizations 1 - 3 of 3)
[1]
Back to top
Transfer your selected organization(s) below to the Organizations - Enhanc
University of Hertfordshire
The Routledge Handbook of Tourism in Asia
By: Wood, RC (Wood, Roy C.)[1,2]
TOURISM MANAGEMENT
Volume: 67 Pages: 201-202
Published: AUG 2018
Document Type: Book Review
View Journal Impact
Author Information
Reprint Address: Wood, RC (reprint author)
Hertfordshire Univ, Business Sch, Hatfield, Herts, England.
Organization-Enhanced Name(s)
University of Hertfordshire
Addresses:
[1] Hertfordshire Univ, Business Sch, Hatfield, Herts, England
Organization-Enhanced Name(s)
University of Hertfordshire
[2] NHTV Breda Univ Appl Sci, Breda, Netherlands
E-mail Addresses: r.wood4@herts.ac.uk
Publisher
ELSEVIER SCI LTD, THE BOULEVARD, LANGFORD LANE, KIDLINGTON, OXFORD OX5 1GB, OXON, ENGLAND
Journal Information
Impact Factor: Journal Citation Reports

What type of support can we offer?

- ✓ Record the institutions' performance.
  - Establish a monitoring workflow
  - Define a curation process
- ✓ Use a CRIS or repository or create a database ad hoc with the academic and scientific output .
  - Define types of reports
  - Set how can gaps be recognized
- ✓ Set up a list of services
  - Help researchers with CVs and profiles
  - Assess researchers regarding publication sources and strategies

Scholarly Research Communication:

How can we help you?

Open Access

- Research Information System (RIS)
- Green open access and self-deposit
- APCs and publication fees for Gold open access
- Copyright and licensing
- REF 2021 compliance
- Funders' OA requirements (RCUK, ERC, Horizon 2020...)

Metrics

- Article-level metrics: citations, views, downloads...
- Journal metrics (top journals by field, etc.)
- Personal metrics: h-index
- Altmetrics and social media impact
- Top journals by field, normalized metrics

Research Data Management (RDM)

- Research Data Management Plans
- Data storage and preservation
- Data protection and anonymization
- Open Data policies and mandates
- Publication and visibility of research data

Publication strategy

- Publication best practices
- Guidance about predatory publishers
- Open science and research visibility
- Personal identifiers: RIS, ORCID, Scopus ID, Google Scholar
- Academic profiles: ResearchGate, Academia.edu

Part 3.
Strategies to promote research visibility

What we already know

Benefits of Open Access for you and society

http://blogs.bournemouth.ac.uk/research/files/2015/08/Screen-Shot-2015-08-05-at-21.24.01.png

PLOS BIOLOGY

OPEN ACCESS Freely available online

Editorial

Open Access Increases Citation Rate

Catriona J. MacCallum*, Hemai Parthasarathy

PLoS Biology publishes today a research article by Gunther Eysenbach that is not about biology. It is about citations. It provides robust evidence that open-access articles (OA articles) are more immediately recognized and cited than non-OA articles. As such, it adds objective support to the belief we have always held that open-access publication speeds up scientific dialog between researchers and, consequently, should be extended to the whole scientific literature as quickly as possible. It is therefore fitting that we publish such a paper.

We have long argued that papers freely available in a journal will be more often read and cited than [illegible] behind a subscription barrier. [illegible] to support

Eysenbach also looked at the impact of self-archiving non-OA articles. One route to open access, it is argued, is for authors to archive their published articles on their own Web sites or in institutional repositories, although this does not include an explicit business model to cover the cost of peer-review and publishing. The analysis revealed that self-archived articles are also cited less often than OA articles from the same journal.

Yes, you're right; we do have a strong and vested interest in publishing results that so obviously endorse our existence. Moreover, the author of the article is also an editor of an open-access journal. But sometimes a potential conflict of interest can actually help to ensure rigor. In this case, we have an acute interest in ensuring that the article merits the same, if not higher, [illegible]. Not only must

and controlled for so many potentially confounding factors. Eysenbach's multivariate analysis took into account the number of days since publication, number of authors, article type, country of the corresponding author, funding type, subject area, submission track (*PNAS* has three different ways that authors can submit a paper), and the previous citation record of the first and last authors. He even administered a supplementary questionnaire to assess whether authors choosing the OA option in *PNAS* chose to do so for only their most important research (they didn't). As Ian Rowlands from the Centre for Publishing at University College London—and one of the reviewers who agreed to be identified in this article—said at the start of his review:

"Many (most) of the papers and presentations I have read/seen on this topic have completely failed to address the kinds of confounding issues that the kindly tackled here. For [illegible] deserves

esa

ECOSPHERE

Open access increases citations of papers in ecology

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[2]Department of Ecology and Evolutionary Biology and Kansas Biological Survey, University of Kansas, Lawrence, Kansas 66045 USA

Citation: Tang, M., J. D. Bever, and F.-H. Yu. 2017. Open access increases citations of papers in ecology. Ecosphere 8(7): e01887. 10.1002/ecs2.1887

Abstract. Open access (OA) can effectively increase the accessibility and visibility of scientific articles and thus potentially confer them with citation advantages. Such an impact may be more pronounced in developing countries where the cost for journal subscription is comparably expensive and usually unaffordable. By comparing one OA article with one non-OA article published in the same issue, we tested the impact of OA on citation advantages of articles published in 46 ecology journals indexed in the Journal Citation Reports (JCR). We compared OA to non-OA articles published in the same issue of these journals, thereby controlling for potentially confounding effects of publication requirement and period. OA articles received significantly more citations than non-OA articles, and this citation advantage of approximately one citation per year was sustained across publication years from 2009 to 2013. The OA citation advantage did not depend upon income of the country of origin of the citing scientists, and the OA citation advantage was found for citing scientists from North America, Europe, Asia, Africa, and Oceania, but not for Latin America. A total of 10 countries contributed more than 1000 citations each, and the OA citation advantage was found in all the 10 countries except Canada. Therefore, in ecology journals OA confers articles with citation advantages and such an impact accumulates with years and independent of the economic status of the countries. This information may guide decisions of scientific societies, journals, and individual authors as they weigh the relative costs and benefits of open electronic accessibility of scientific research.

Key words: citation advantage; citation pattern; gross national income; hybrid journals; open access.

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Benefits for sharing open research data

Reinforcing open scientific inquiry

Encouraging diversity of analysis and opinion

Promoting new research, testing of new or alternative hypotheses and methods of analysis

Supporting studies on data collection methods and measurement

Facilitating education of new researchers

Permitting the creation of new datasets by combining data from multiple sources

[Piwowar HA, Day RS, Fridsma DB (2007) Sharing Detailed Research Data Is Associated with Increased Citation Rate. PLoS ONE 2(3): e308]

How and where

- Make your research open as soon as possible
- Share your data, linked to publications
- Update your profiles
- Be consistent using your name and use the appropriate affiliation and e-mail
- Begin informally publishing (posting or blogging, sharing news…)

- Repositories and research information systems
- Personal identifiers (Orcid, Google Scholar…)
- Professional and academic networks (ResearchGate, LinkedIn…)
- Social media (Twitter, blogs...)

Assessment and support of academic publishing

- Search for appropriate journals
- Search for the right Creative Common licences
- Ensure that the researcher has an Orcid
- Help with affiliation, acknowledgements, etc.
- Design a research data management plan
- Upload the manuscript in a repository
- Management of APCs
- Update the version of the document record in the repository
- Update the different profiles
- Promote research in social media
- Share research data

How to avoid predatory publishers

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Choose the right journal for your research

http://thinkchecksubmit.org

THINK

Are you submitting your research to a trusted journal? Is it the right journal for your work?

- More research is being published worldwide.
- New journals are launched each week.
- Stories of publisher malpractice and deception are also on the rise.
- It can be challenging to find up-to-date guidance when choosing where to publish.

How can you be sure the journal you are considering is the right journal for your research?

CHECK

Reference this list for your chosen journal to check if it is trusted.

- Do you or your colleagues know the journal?
  – Have you read any articles in the journal before?
  – Is it easy to discover the latest papers in the journal?
- Can you easily identify and contact the publisher?
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  – Can you contact the publisher by telephone, email, and post?
- Is the journal clear about the type of peer review it uses?
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- Is it clear what fees will be charged?
  – Does the journal site explain what these fees are for and when they will be charged?
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  – Have you heard of the editorial board members?
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SUBMIT

If you can answer 'yes' to most or all of the questions on the list.

Complete the check list and submit your article only if you are happy you can answer 'yes' to most or all of the questions.

- You need to be confident your chosen journal will have a suitable profile among your peers to enhance your reputation and your chance of gaining citations.
- Publishing in the right journal for your research will raise your professional profile, and help you progress in your career.
- Your paper should be indexed or archived and be easily discoverable.
- You should expect a professional publishing experience where your work is reviewed and edited.
- Only then should you submit your article.

University of Hertfordshire UH TEF Gold

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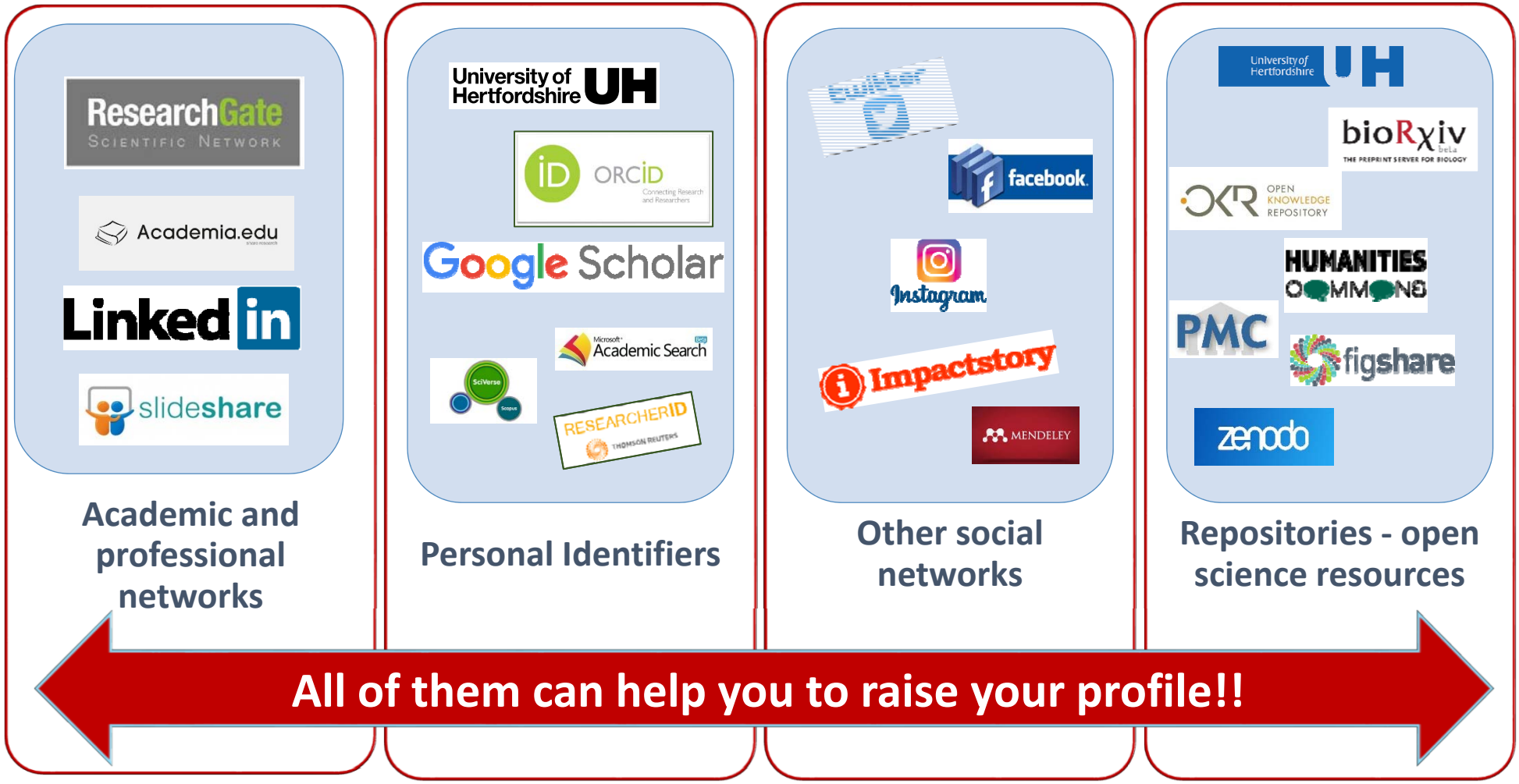
ResearchGate
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Academia.edu
LinkedIn
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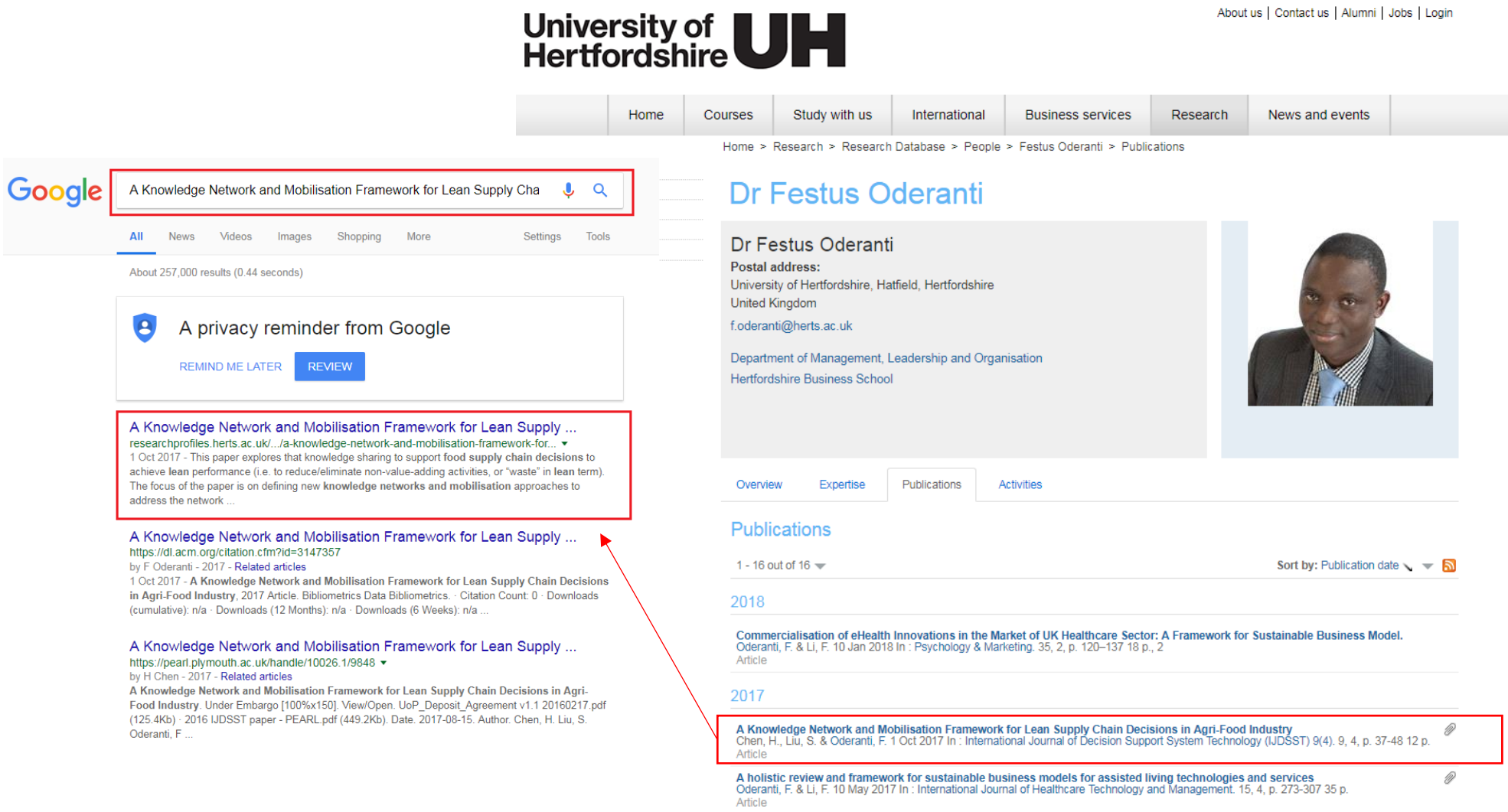
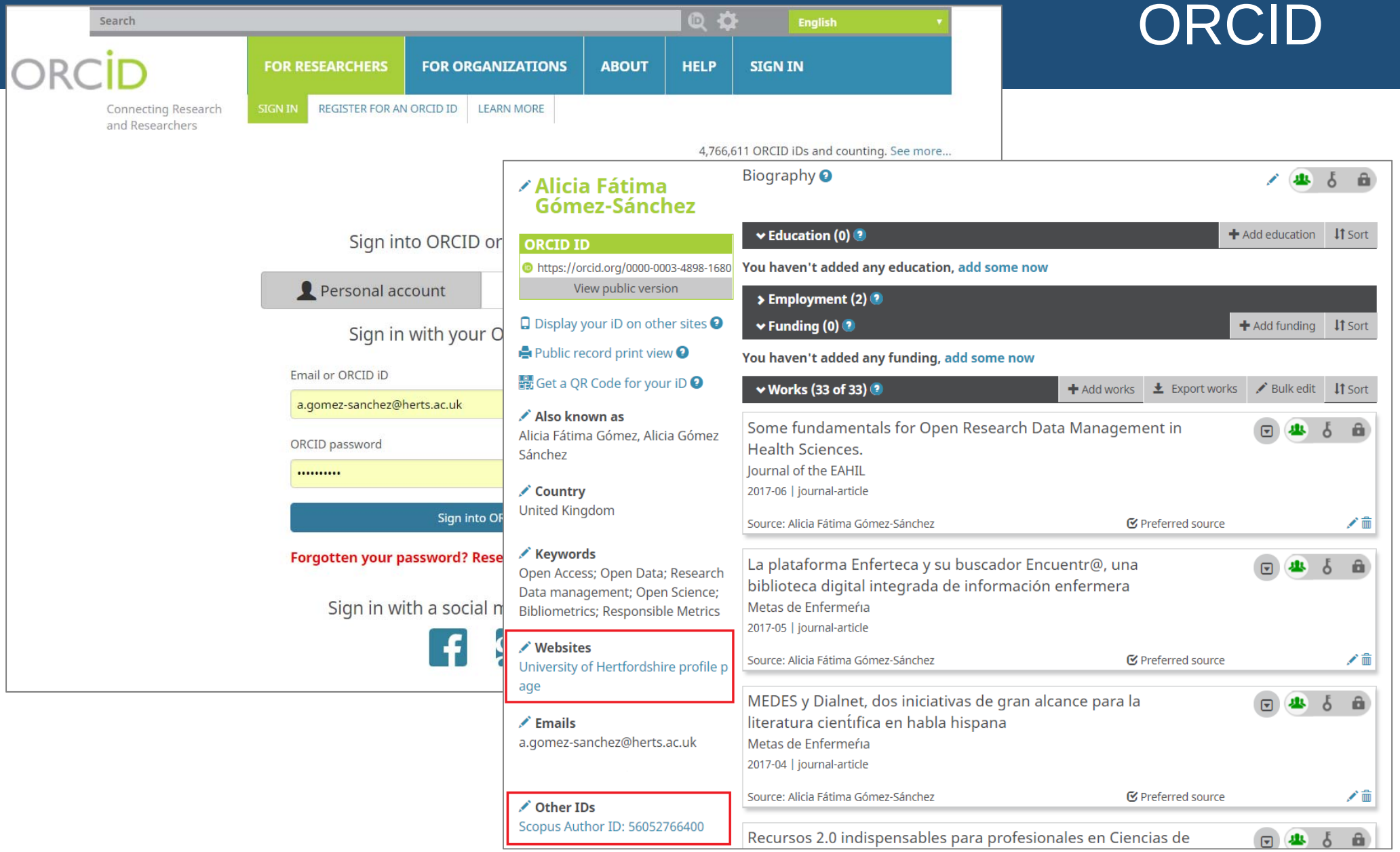
Table of publishers/publications

Publisher or Publication	Journals Included	Author receives % discount on APC	Discount Based On	Notes	N.B.
American Chemical Society (ACS)	ACS journals	25%	All Publications - subscription	Author will need to indicate his affiliation when purchasing the AuthorChoice license in the Copyright Clearance Center. More information about OA publishing in ACS	Negotiations ongoing between the publisher and FinELib consortium
BioMed Central & Springer Open	BioMed Centralin and SpringerOpen journals	15%		Submission must be made through UH network. Outside the university it is possible to use remote connection.	
BMJ	Any full OA BMJ journal	25%	BMJ Open Access Membership	Correspondence with the publisher from helsinki.fi -email address	
Elsevier	Journal list	UH funding covers APC	HULib agreement as part of FinELib consortium	Corresponding Author Correspondence with the publisher from helsinki.fi -email address if possible Article is accepted for publishing 1.1.2018-31.12.2020 See below	
Hindawi	Hindawi journals	10%	Associate Membership Programme	Helsinki University Library is able to offer 3 open access article processing charge fee waivers annually, if the article gets accepted, and all authors at the University of Helsinki are eligible to a 10% discount on all Hindawi APCs. NB! this membership includes submissions from HUSLAB and Helsinki University Hospital. Article APCs are waived on the basis first come first serve.	
LWW - Wolters Kluwer/Lippincott	Wolters Kluwer hybrid and full OA journals in	HULib agreement covers APC	HULib agreement as part of	See below	

Where to promote research



ORCID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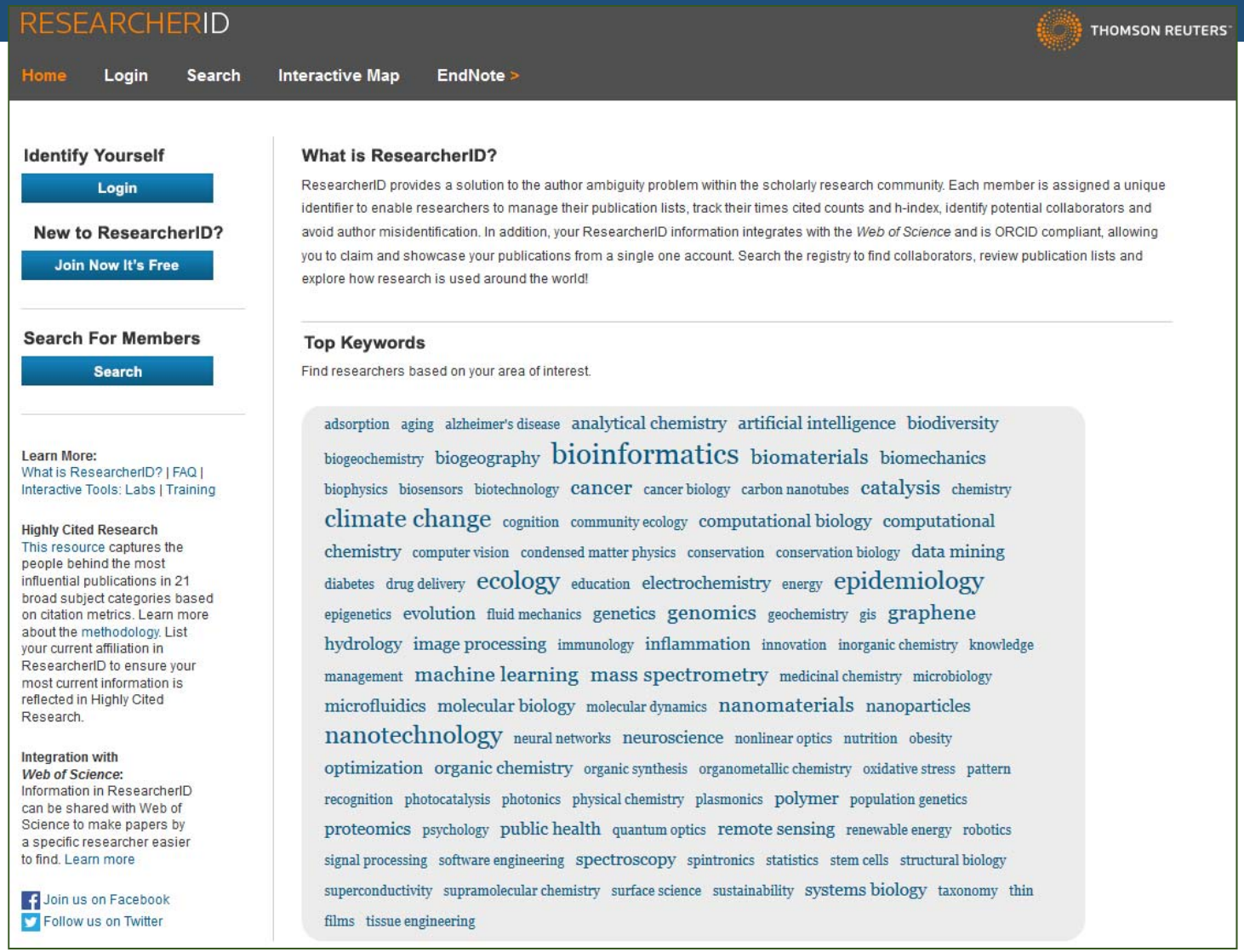

http://www.researcherid.com

- ResearcherID is a tool from the Web of Science that helps researchers to solve the problem about author ambiguity, giving a unique identifier that consists of alphanumeric characters.
- ResearcherID **does not normalize the names in the WoS authorities database, but allows you to search under this identifier.**

Benefits:

- ✓ Authors can manage their publication lists, track their times cited counts and h-index, identify potential collaborators and avoid author misidentification
- ✓ ResearcherID Labs offers new features that have been developed to provide additional data on each member's collaborators and on those papers citing a researcher's works. Additionally, you can incorporate a ResearcherID "badge" into your own Web page or blog.

Scopus ID

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Case Study: Scopus improves product development outcomes

Scopus is the choice of preference for more than 3,000 academic, government and corporate institutions. This is what James, a research pathologist for a medical device manufacturer who works with Scopus on a regular basis, told us about his experience.

James is an experienced research pathologist for a medical device manufacturer, busy with at least 10 projects at any given time. His contribution to product development ranges from shaping early stage proof-of-concept work to preparations for submission to regulatory authorities. The common denominator for him is to understand disease states and product impacts on the body.

James spends about 20% of his time on large, breakthrough innovation projects on a team dedicated to uncovering new ideas. The product innovation process starts with discussing approaches and capabilities for addressing a problem. James and his team then gather input from industry opinion leaders as well as physicians and surgeons treating the disease or injury state.

erature review plays the important role of anchoring the team to current science and sizing the potential market. "Scopus just helps us know t we are going in the right direction," James says. "We view a lot of literature to see what, if anything, people have done in the past. And we o have to predict the market, so we know if it's going to be a small or large population."

mes relies on Elsevier's Scopus two to three times a week as he works across multiple teams and projects. For him, Scopus is an efficient, e-saving way to get up to speed and identify what others have done to address the problem: "Scopus helps me to get familiar with different odels and what people are thinking," he explains. "It helps me to quickly build a basis to make a decision on next steps and prepare us for re extensive literature searches as we go through the process and approach submission to regulatory authorities and a complete launch. It ickly delivers the basics that we need to understand things."

peed is very important. Many of the questions I receive must be answered right away or at least the next day. So I need something to base the swer on," James says. "Scopus is nice because it's linked to any journals we have rights to, so we can pull up a full article online… I can sily identify what I think I need to know, read it, digest it, and move on to the next one."

- Read the full case study
- Learn more about how Scopus benefits corporate researchers

What is Scopus Author ID?

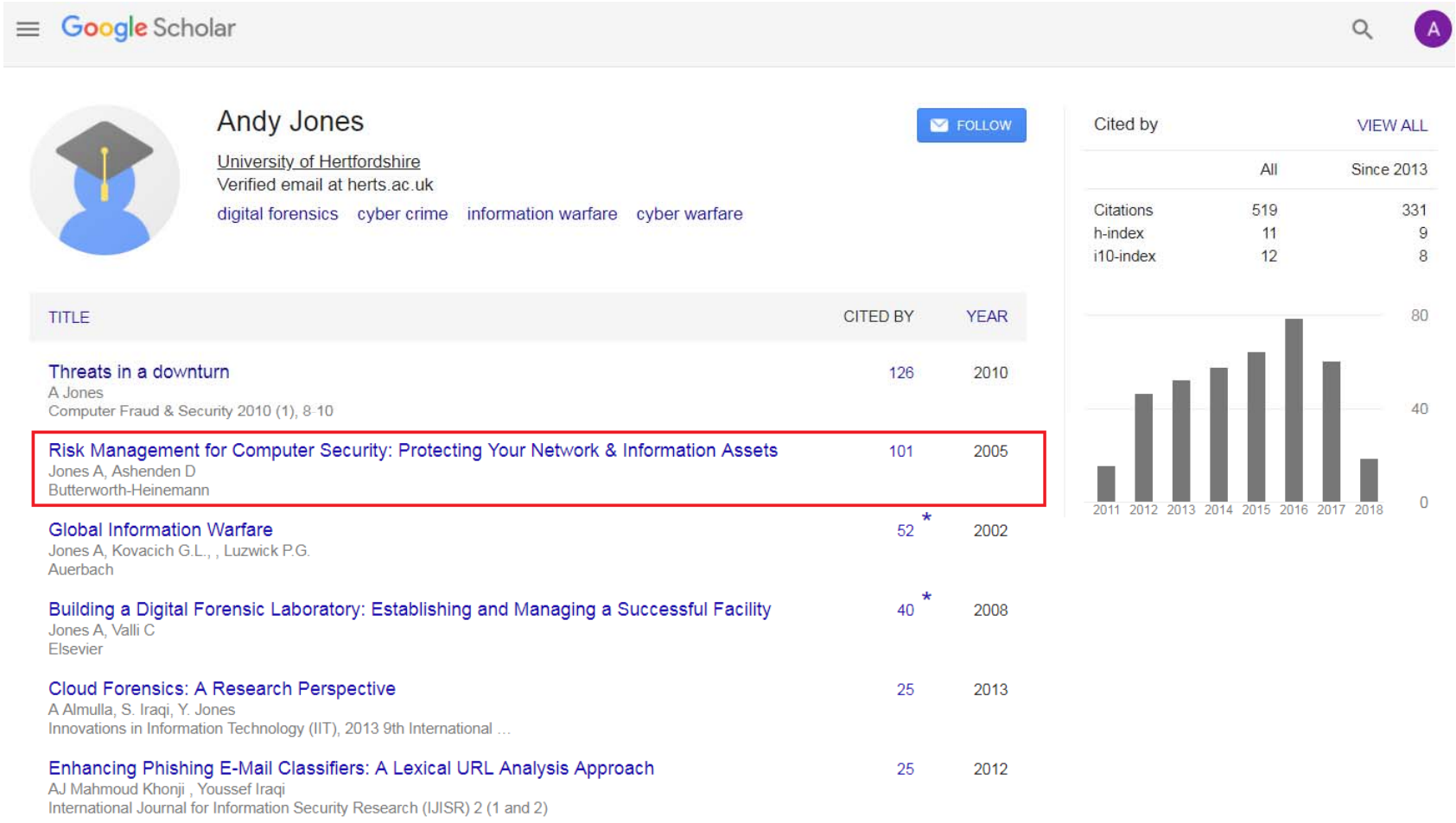
SciVerse Scopus

Scopus distinguishes between authors with the same name by giving each author a separate Scopus Author ID and grouping together all the documents written by that author.

Find out more information about Scopus Author Identifier here.

- The Scopus Author Identifier distinguishes between these names by assigning each author a unique number and grouping together all of the documents written by that author.
- **Scopus asigns this Author-ID automaticaly**.
- As the author does not give approval, there can be errors. In this case, authors can request this to be corrected.
- They can consult the authors 'Author details' and communicate Scopus if information that appears has to be modified
- Other available option is to '**Request to merge authors**', in order to groupe different names from the same researcher.

Google Scholar



Google Scholar

Andy Jones

FOLLOW

University of Hertfordshire
Verified email at herts.ac.uk
digital forensics cyber crime information warfare cyber warfare

TITLE	CITED BY	YEAR
Threats in a downturn A Jones Computer Fraud & Security 2010 (1), 8-10	126	2010
Risk Management for Computer Security: Protecting Your Network & Information Assets Jones A, Ashenden D Butterworth-Heinemann	101	2005
Global Information Warfare Jones A, Kovacich G.L., , Luzwick P.G. Auerbach	52 *	2002
Building a Digital Forensic Laboratory: Establishing and Managing a Successful Facility Jones A, Valli C Elsevier	40 *	2008
Cloud Forensics: A Research Perspective A Almulla, S. Iraqi, Y. Jones Innovations in Information Technology (IIT), 2013 9th International ...	25	2013
Enhancing Phishing E-Mail Classifiers: A Lexical URL Analysis Approach AJ Mahmoud Khonji , Youssef Iraqi International Journal for Information Security Research (IJISR) 2 (1 and 2)	25	2012

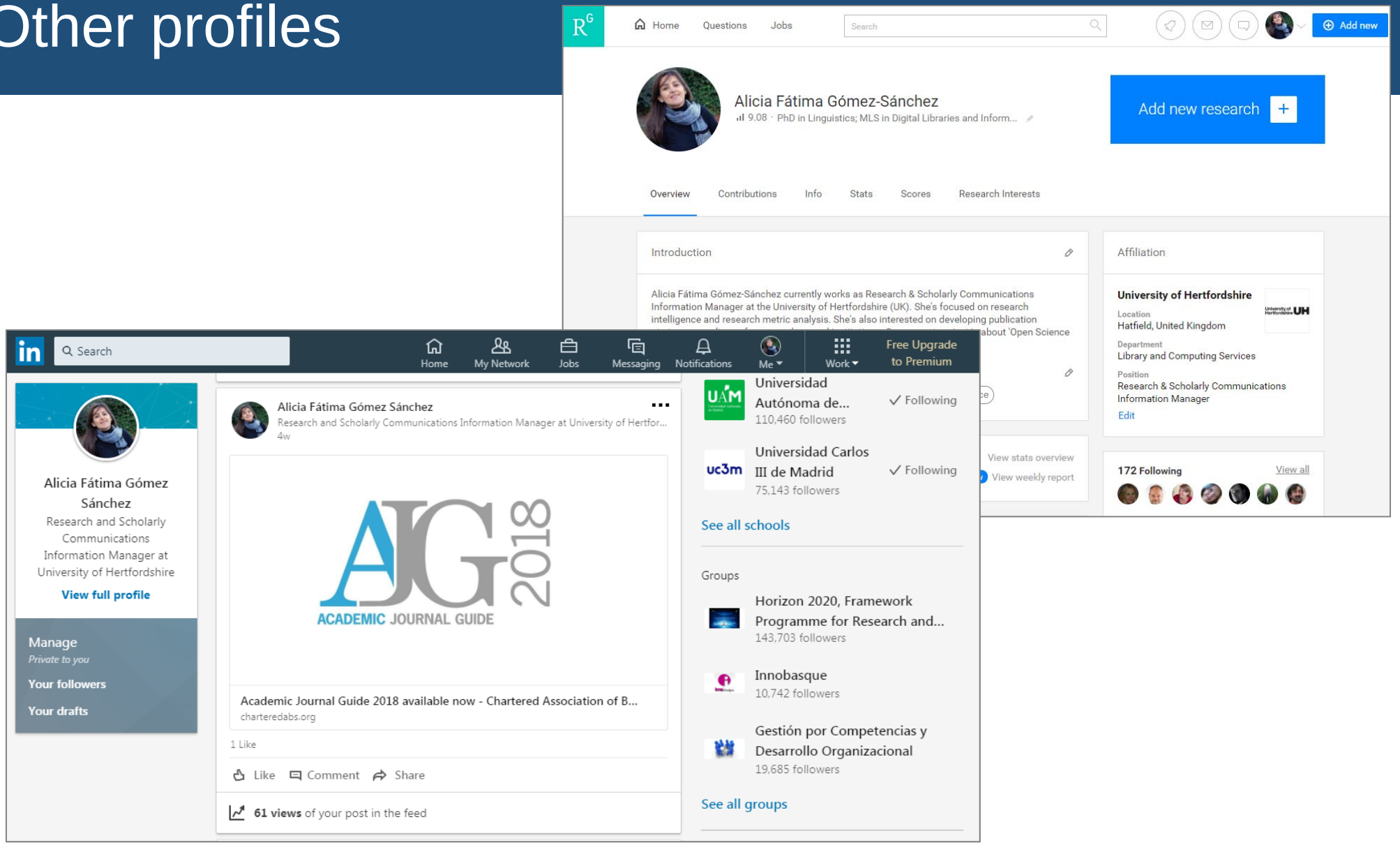
Cited by VIEW ALL

	All	Since 2013
Citations	519	331
h-index	11	9
i10-index	12	8

- After having register, it shows a personal page with the scientific production and the number of citations of publications of an investigation.
- It displays 3 bibliometric indicators:
  - Total number of citations of publications
  - H-index
  - I10 index (number of publications with more than 10 citations)
- Tracks, indexes and turns any document "scientific appearance" hosted on a public domain without any prior control.
- Does not detect data manipulation.

López-Cózar, E; Robinson García, N; Torres-Salinas, D. *Manipular Google Scholar Citations y Google Scholar Metrics: simple, sencillo y tentador*. EC3 Working Papers 6, 29 de mayo. http://hdl.handle.net/10481/20469

Other profiles



Competencies table

	Competency level					
How often you need that competency?		Novice	Advanced beginner	Competent	Proficient	Expert
	Daily, Every time					
	Often					
	Sometimes					
	Occasionally					

Top tips – be consistent and professional

Some advice for your researchers!

- Get an ORCID, and other personal profiles, and use it everywhere
- Take metadata seriously to maximise discoverability
- It's not only about publications, there are other outputs, as research data
- Enhance the use of Twitter to share questions, observations, little victories, and references; remember to use it positively.
- Keep track of your digital footprint and your media impact
- Blogs are time consuming, but receive 'mentions' and build a reputation before formally publishing
- Recommend a sensible email address for professional use

What did you learn?

What will you be able to implement?

Where would you think you would need improve your knowledge

THANK YOU FOR YOUR ATTENTION!

For further questions:

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Rebeca Isabel Gómez
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