You’ve Published, Now What? Tools and Techniques for Promoting Research

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Cambridge University Library
You will get all the slides – no need to write everything down

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Google Doc (with links):

Benefits of promoting research
How to find out about new research
Sharing research on social media
Innovative ways of sharing research
Benefits of open research
Benefits of promoting research
This is one researcher’s workflow for promoting their work post publication
Reasons to share

Why?

- It lets people know about your work.
- More exposure leads to higher citation rates.
- Enhances your reputation both within Cambridge and outside.
- Increases your impact beyond academia.
- Can help you find collaborators for future work.
How to find out about new research
Sources of information

Alert services
  Citation alerts
  Social media alerts

University websites and publications

Conferences

Symplectic

Altmetric.com

Talking to people!
Use an advanced system search to find publications for your department

(menu>explore>system search)
Set the search options to pick your department, the timeframe and the type of output you are interested in.
OSC

Sharing research on social media
Reasons to use social media

- Excellent for professional networking
- More exposure leads to higher citation rates
- Can reach people all over the world
- Increases your impact beyond academia
- Can help you find collaborators for future works
So many sites...

Cambridge profiles
- Symplectic
- VIVO

Online CVs
- LinkedIn
- Personal websites

Resource sharing sites
- YouTube
- SlideShare

Researcher ID services
- ORCiD
- ResearcherID

Based on a list compiled by Hazel Hall, Edinburgh Napier University
Profile services
- Google Scholar
- About Me

Blogging
- Wordpress
- Tumblr

Collaboration sites
- Citeulike
- Mendeley

Social networking sites
- Twitter
- Google+

Based on a list compiled by Hazel Hall, Edinburgh Napier University
Scheduling services

Link shortening

Templates

Dedicated groups
‘Academic’ social networking
‘Academic’ social networking

CAUTION!
When using social media consider the following:

- Sustainability
- Credibility
- Copyright
- Spam

Based on a list compiled KU Leuven
Open Researcher and Contributor ID

Your lifelong digital name

A unique number that belongs to you and moves with you through your career
Your ORCiD profile

Your unique ID

Links to your research (all in one place)
Innovative methods of sharing research
Keep it simple!

SEO (Search Engine Optimisation)
Use keywords in your title and abstract

Include a link to your work in your email signature

Talk to people!
Buy them a cup of coffee
Present at a conference
Share it with journalists and the media

Platforms between academia and the mainstream media
  The Conversation

Make your work more accessible
  Kudos

Blog
  About both the process and the results

Share your work before publication
Be visual

Infographics
Videos/images
Cartoon abstracts
Dance your PhD thesis competition
Research Data sharing at Cambridge

44,050 visits to www.data.cam.ac.uk

10× as many datasets in the University Repository since the launch of the Research Data Service.

183 downloads of the most popular dataset

79 We’ve held 79 information sessions about data-sharing.

1800+ people have attended Open Data sessions since January 2015.
Images of Research

Images by University of Exeter via Flickr
Dance, dance, dance
Benefits of open research
It’s a GOOD thing!

Helps to advance knowledge

Science relies on the principle that we share our findings

Fundamental to being a good academic
Benefits of being open

Benefits for you

- More exposure for your work
- Practitioners can apply your findings
- Higher citation rates
- Your research can influence policy
- The public can access your findings
- Compliant with grant rules
- Taxpayers get value for money
- Researchers in developing countries can see your work
Benefits of being open

Benefits for others

- Researchers in developing countries can see your work
- Taxpayers get value for money
- Compliant with grant rules
- The public can access your findings
- More exposure for your work
- Practitioners can apply your findings
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- Your research can influence policy
Top takeaways

- Remember that simple methods may be the most effective
- Think about copyright
- Don’t be afraid to try something new
I Can Just Use This, Right?: a Copyright Survival Guide for Librarians

3/5/17, 15:00-16:00  bit.ly/CopyrightSurvival2017
Thanks!!