# HOW TO PROMOTE YOUR ARTICLE FOR MAXIMUM IMPACT?

Presented by Ozge Sertdemir

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AGENDA

o Getting your paper noticed

o Preparation of your article

o Tips for publishing in Science Direct journals

o Ways to promote your article

o Tips for utilizing social media

o Monitoring your article

o Measuring your article's impact via Plum Metrics and Mendeley

RESEARCHERS CHALLENGE: Getting the attention your research deserved
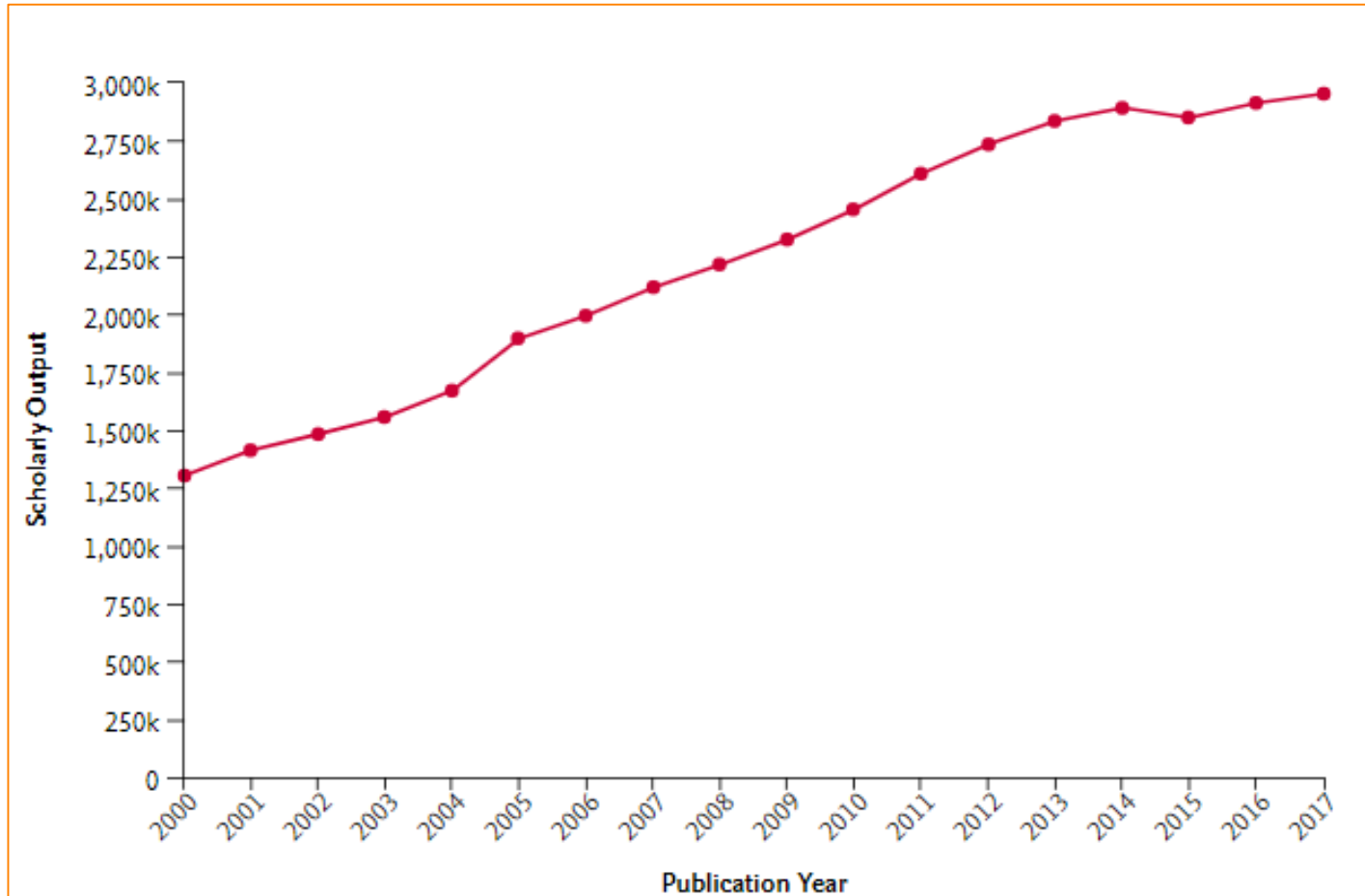
The volume of research articles is growing at an accelerated pace!

Only in 2017, around **3 million research articles** are published!

For most researchers, it is a real challenge to keep up with the available literature and make their research stand out from the growing crowd of articles

Source: SciVal

RESEARCHERS CHALLENGE: Getting the attention your research deserved

7 hrs / week

A researcher spends **7 hours in a week** on average on searching and reading literature.

Some Tips to minimize the time searching for relevant content:

- Use '*Related Documents*' and '*Cited Documents*' in Scopus

- Use '*Recommended Documents*' and '*Personalized Recommendations*' in Science Direct

- Use '*Literature Search*' and '*Suggestions*' in Mendeley

- Constitute *Group* in Mendeley to share the practices with your colleagues all around the world that are working in the same subject area

How to utilize these tips?

'Related Documents' and *'Cited Documents' in Scopus* : *In the results page, find 'related documents' per result:*

How to utilize these tips?

*'**Related Documents'** and '**Cited Documents' in Scopus** : Once click one of the results, find Cited by documents*

Document details

< Back to results | 1 of 3,508,856 Next >

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Methods
Volume 25, Issue 4, 2001, Pages 402-408

Analysis of relative gene expression data using real-time quantitative PCR and the $2^{-\Delta\Delta C_T}$ method (Article)

Livak, K.J.[a], Schmittgen, T.D.[b] 👤

[a]Applied Biosystems, Foster City, CA 94404, United States
[b]Department of Pharmaceutical Sciences, College of Pharmacy, Washington State University, Pullman, WA 99164-6534, United States

Abstract   ∨ View references (11)

The two most commonly used methods to analyze data from real-time, quantitative PCR experiments are absolute quantification and relative quantification. Absolute quantification determines the input copy number, usually by relating the PCR signal to a standard curve. Relative quantification relates the PCR signal of the target transcript in a treatment group to that of another sample such as an untreated control. The $2^{-\Delta\Delta C_T}$ method is a convenient way to analyze the relative changes in gene expression from real-time quantitative PCR experiments. The purpose of this report is to present the derivation, assumptions, and applications of the $2^{-\Delta\Delta C_T}$ method. In addition, we present the derivation and applications of two variations of the $2^{-\Delta\Delta C_T}$ method that may be useful in the analysis of real-time, quantitative PCR data. © 2001 Elsevier Science (USA).

Metrics ⓘ   View all metrics >

67278 ❝❞ Citations in Scopus
          99th Percentile

33.88 ⊿ Field-Weighted Citation Impact

⬤⬤ PlumX Metrics
⬤⬤⬤ Usage, Captures, Mentions,
⬤⬤ Social Media and Citations
    beyond Scopus.

Cited by 67278 documents

Proteomics profile of Hanseniaspora uvarum enhanced with trehalose involved in the biocontrol efficacy of grape berry

Apaliya, M.T. , Yang, Q. , Zhang, H.
(2019) Food Chemistry

How to utilize these tips?

'Recommended Documents' and *'Personalized Recommendations' in Science Direct: Once click one of the results, find Recommended articles and Citing articles*

How to utilize these tips?

'Personalized Recommendations' in Science Direct: Click your profile or check your registered email box! You need to be registered in Science Direct to be able to benefit from this feature!
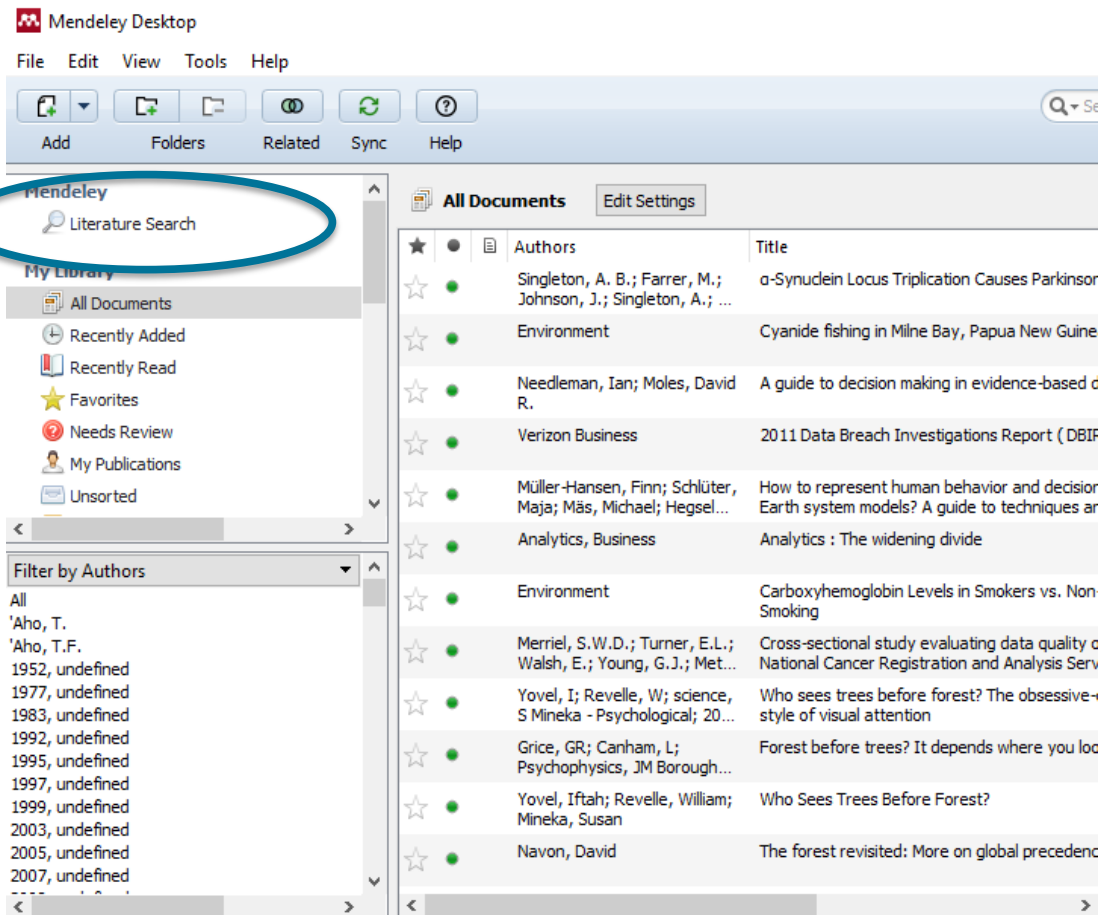
How to utilize these tips?

'Literature Search' and 'Suggestions' in Mendeley: Once click one of the results, find Cited by documents

Steps to ensure your research gets noticed

STEP 01 Preparing your article

Promoting your research begin BEFORE your manuscript is finished and published online.

STEP 02 Promoting your published article

STEP 03 Monitoring your article

Promoting your research continues some time after it has been published.
Tracking the performance will help drive improved results.

Preparing your article

STEP 1: Preparing your article

Writing your article:

📚	Spend time on abstract, conclusion, and references
🔍	Share research data
📈	Use easy to understand charts and professional illustrations
📝	Use clear and correct manuscript language

Key Take- aways!

1. Abstract, conclusion, and references

1. Abstract

- It should summarize in 50-300 words the problem, the method, the results and the conclusion.
- Make sure that your abstract clearly explains what is new in your paper and why is it important.
- Consider a sentence that starts with "The reason these findings are important is …"and think about what you would write here
- Write the abstract last so it accurately reflects the while article
- Abstract are usually freely available and available through abstract-databases (like Scopus)

*A good **abstract** is instrumental for your article, the quality of an abstract will strongly influence the editor's decision.*

1. Abstract, conclusion, and references

2. Conclusion

- Be short, summarize your main conclusions and make your key claims
- Suggest future work
- So not repeat exactly what has been written in preceding sections
- Do not over-emphasize your work and do not be too speculative
- Ask your colleagues to proofread; while doing so, remember that people working on slightly different topics often have the best feedback because they bring a fresh perspective

After the abstract, most readers will focus on the introduction and conclusion, so spend some quality time on this!

1. Abstract, conclusion, and references

3. References

- Make sure you have a balanced and up-to-date reference list
- Include recent references, include worldwide references
- Make sure you fully understand the papers you are referencing and that citation makes sense.
- Avoid excessive self-citations and excessive citations of publications from the same region or journal
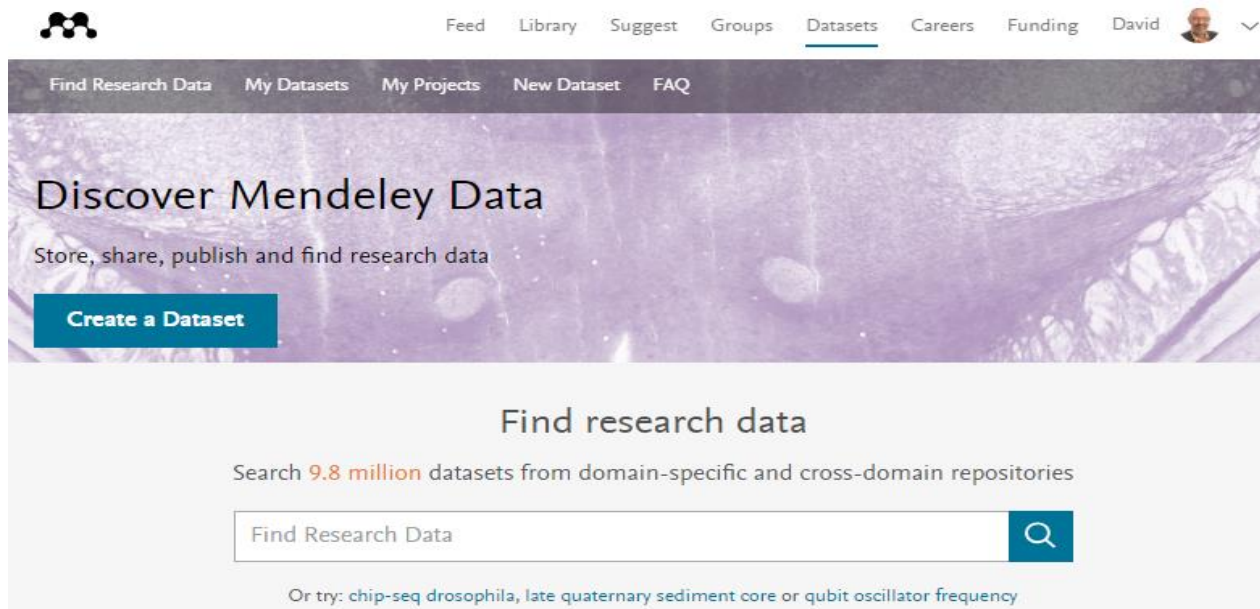- Conform strictly to the style given in the Guide for Authors

References are one of the places that Editors check initially before making their decision

2. Share research data

Sharing research data is a good scientific practice and helps make your findings reproducible and, in return helps others build upon these findings.

Elsevier supports researchers in storing, sharing, discovering and using data. For example, by creating bidirectional links between articles and data, and launching data journals.
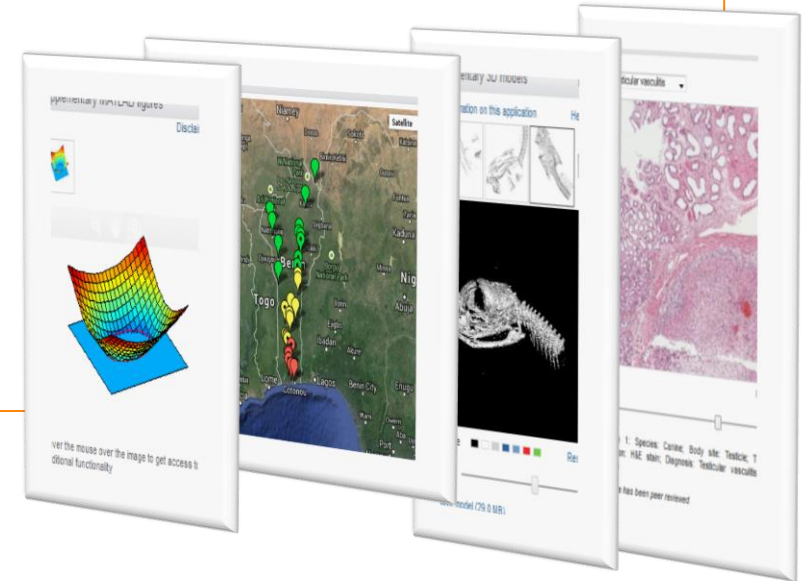

Use Mendeley data!

3. Use easy to understand charts and professional illustrations

- Charts and illustrations are often used by people to quickly understand what a paper is about – so make sure that your figures are clear and convey your point effectively.

- Use innovative abstracting formats:

  - Graphical abstracts
  - Research highlights
  - Audio slides

Check **Science Direct** *to see how your colleagues use it!*

4. Use clear and correct manuscript language

Why language is important?

- Journal editors and reviewers may reject a manuscript simply because of frequent language mistakes.

- Publishers do not language edit manuscripts

- If English is not your mother-tongue:

  - *Find a native-English speaker to read and correct your manuscript*
  - *Use a paid-for editing service. More information at http://webshop.elsevier.com/languageediting/*

- DO NOT copy complete phrases from other papers, it may be considered plagiarism!

- All editors and reviewers hate wasting time on poorly prepared manuscripts and will reject them

Some tips

- Write **short** and direct sentences

- Convey one piece of information per sentence and avoid multiple statements in one sentence

- The average length of sentences in scientific writing is only about 12-17 words

- Double-check unfamiliar words or phrases

- Clearly explain abbreviations

- Use 'present tense' for known facts and hypotheses

- Use 'past tense' for conducted experiments and results

STEP 1: Preparing your article

Search Engine Optimization (SEO) helps your article to appear at the top of the list in search engine results:

- *Use **strong keywords** in title and abstract, use keywords that are both descriptive and specific to your paper.*
- *Interlink your paper with other web content. For example, by using proper citations to interlink with other papers or by linking your article with data repositories, as relevant.*
- *Ensure that authorship information is complete and contains certain details that other researchers may find useful when searching someone in particular*

STEP 1: Preparing your article

- *Using **strong keywords** is the key! Utilize Scopus to find the proper list if keywords! Type your subject area and filter by your interest and see keywords!*

- Very important for indexing: they enable your manuscript to be more easily identified and cited.
- Keywords should be specific. Avoid uncommon abbreviations and general terms.
- Check guide-for-authors for specific keyword policy.
- **Check Scopus** to see how your peers use Keywords, search for your subject area, filter results by keyword

STEP 1: Preparing your article

Pay special attention to the captions of **images and tables**, including strong keywords there as well

Fig. 2. Proportion of manuscript involving "ultrasound/sonochemistry" and "green/eco-friendly/sustainable chemistry" concepts in relation to the scientific fields to which the study refers (from 2000). Data from Scopus website (January 2017).
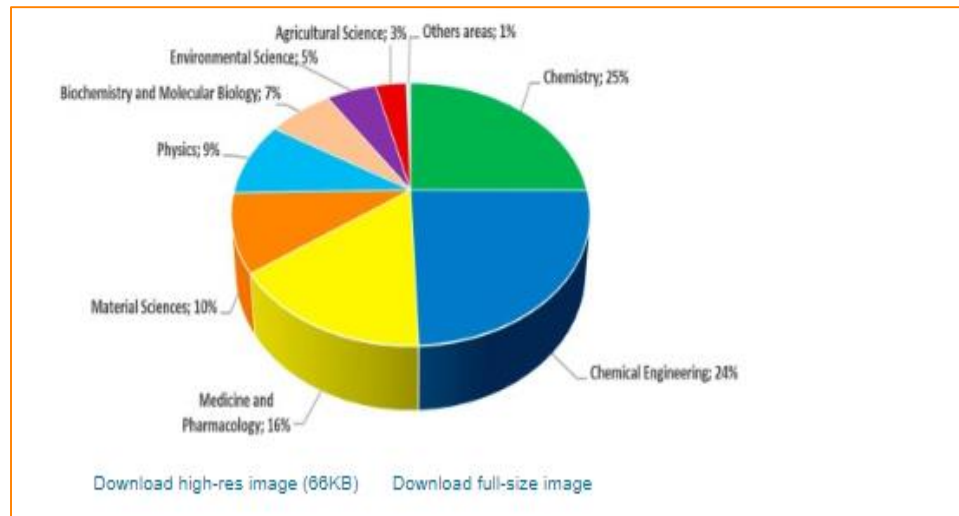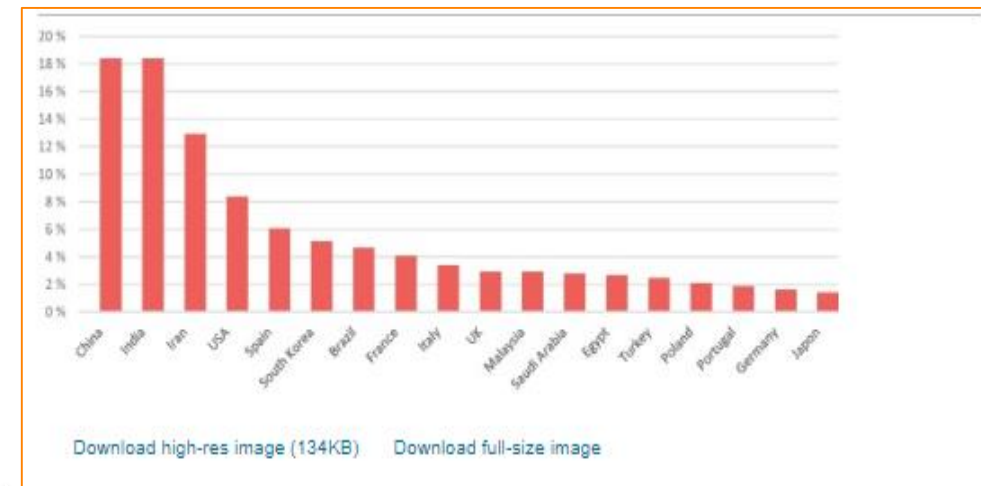
Fig. 4. Proportion of manuscript involving "ultrasound/sonochemistry" and "green/eco-friendly/sustainable chemistry" concepts in relation to the country where the study was conducted (from 2000). Data from Scopus website (January 2017).

*Check **Science Direct** to see how your colleagues use captions of images and tables!*

STEP 1: Preparing your article

- AudioSlides are short, webcast-style presentations, which allow you to present your research in your own words.

- Elsevier offers you the option of creating your own unique AudioSlides presentation, which complements your research and provide readers with a concise overview of the article.

- AudioSlides can be accessed freely
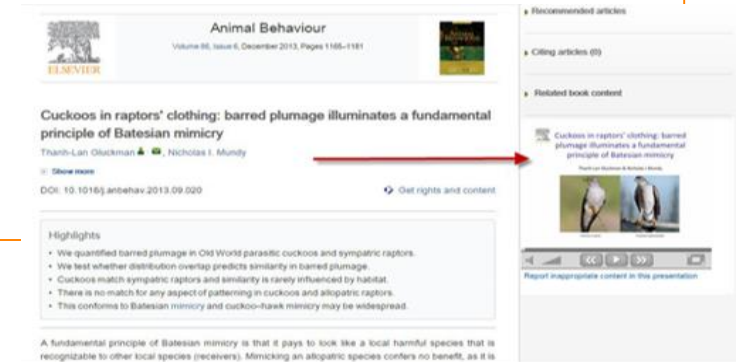
*Use **Audio-slides** – add a video presentation to your article and share it with relations, bloggers, and on social media. Add it to your LinkedIn profile.*

STEP 1: Preparing your article

- A graphical abstract is a visual summary of the main findings of an article.

- It is placed as part of your article in Science Direct and will turn up in online search results lists.

- It helps people understand the key points of your article at a glance.
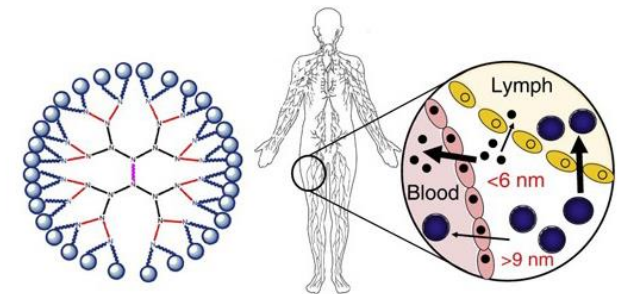
Targeting the lymphatics using dendritic polymers (dendrimers), Lisa M. Kaminskasa, Christopher J.H. Porter, *Advanced Drug Delivery Reviews*, http://dx.doi.org/10.1016/j.addr.2011.05.016

*Use **Graphical Abstracts** as a promotional tool by tweeting it, sharing it on social media, or sending it to an influential blogger. Always add a link to your article!*

Advantages of Publishing your article in Elsevier

Once your article is accepted, Elsevier will publish it in **Science Direct**, where 14 million researchers around the globe can access your content.

Your article will also be included in **Scopus**, world's largest abstract and citation database of peer-reviewed literature. Also features several tools to track, analyze and visualize scholarly research.
Remember that Scopus contains abstract and references from more than 70 million content (more than 23500 journal titles only) sourced from 6000 publishers worldwide.

Research Highlights is a free Elsevier application for smartphones and tablets that highlights your article to users on the basis of search terms.
Readers can preview your article abstract on their smartphones or tablets and send the full text link to their inbox
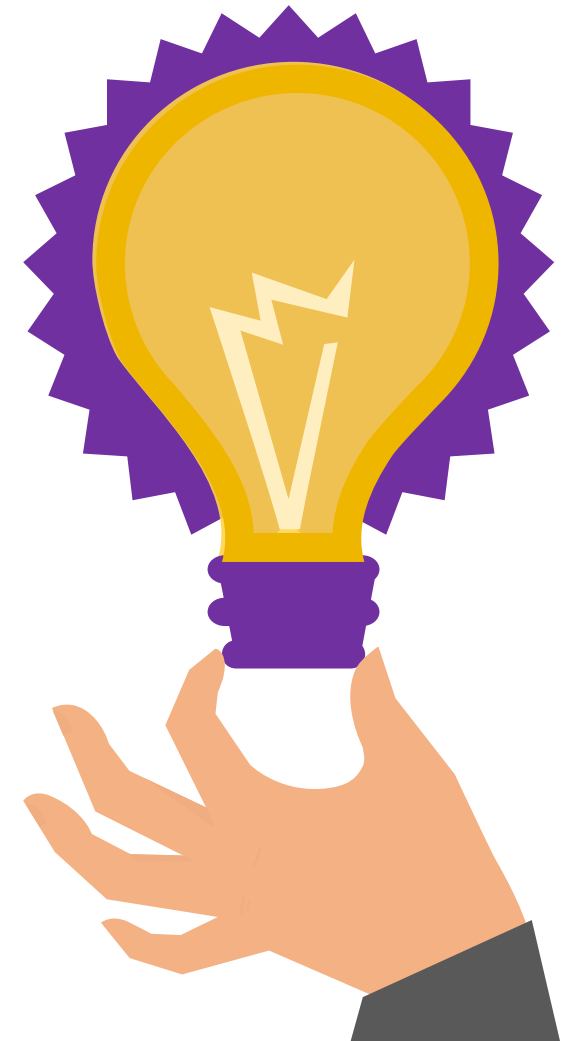
Promoting your article

Step 2: Promoting your article

Conferences

- Present your work face-to-face during conferences, contact with participants in advance, send them the link of your paper

- Ensure that you connect with other delegated on social networking websites

Media Relations

- Prepare brief research statement, which explains the significance of your research and its key outcomes in simple language. This statement can also be used as a basis for press releases as well as sharing on social media or other channels available to public.

- Contact your institution's media relations department to see how they can help you promote your published paper.

- Elsevier also sends press releases and has different ways to highlight articles online.
Contact the journal editor or send an email after acceptance to researchcomm@elsevier.com

Step 2: Promoting your article

Share link to your article

- Sharing your research and findings can help you make a greater impact in your community, leading to collaborations and potential new ideas and innovations.

- Following publication, Elsevier sends you a ''share link'', which is a personalized and customized short link that provides <u>50 days of free access</u> to anyone clicking the link. We encourage you to share this link on social media or on your institutional Webpage.
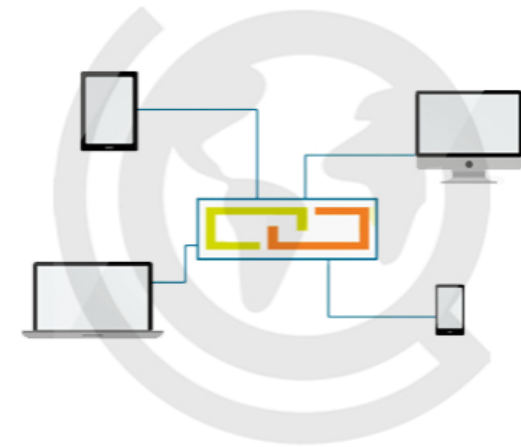
The more links there are to your article from a range of relevant Websites, the more readers you will attract and the higher your article will appear on search engine results!

Step 2: Promoting your article

Online CV

- **ORCID** – a unique researcher identifier linking your name, research activities and articles. If you don't already have one, you can register in www.orcid.org for an ORCID and add details of the article to your profile. If you have Scopus profile, you can add ORCID as well.

- **Scopus Profile** – includes around 12 million researcher profiles world wide, if an author has at least 2 articles in Scopus, his profile is created automatically. Keep it up-to-date so other can find you easily.

- **Social Media** - Every day scholarly articles receive 12,000 new mentions across social media, news and blogs. Ensure your CV is available in such platforms

  - *Share links to your articles.*
  - *Post regularly.*
  - *Know the influential people in your field.*
  - *Engage with others in discussions.*

Step 2: Promoting your article

Linkedin

- **Linkedin** is used professionally by 65% of researchers!

- Create a profile on www.linkedin.com , add a picture and your CV, and your publications; include any relevant honours and awards

- Ensure that you are well represented by creating a profile and posting your latest accomplishments. On LinkedIn you can:

  - *Share links to your articles, especially in relevant groups*
  - *Add images, such as your graphical abstracts*
  - *Add videos or your AudioSlides presentations*
  - *Reposition the publication section to a more prominent position on your profile*

Step 2: Promoting your article

Other Social Media

Even if these are popular tools, you can use them for professional purposes:

Social media: Facebook

- Share link to your articles, images, videos, AudioSlides
- Connect with like- minded research professionals
- Join/ create groups catering for your field of expertise
- Create a fan page- and invite fellow researchers

Social media: Twitter

- One third of all scholars are active on Twitter. It is a great way to share your current research, publications and links to new blogs.
- Follow other researchers and thereby increase your own following
- Post regular content and respond promptly
- Retweet and use images

Step 2: Promoting your article

MENDELEY

Mendeley is **a free research workflow tool and academic social network** that enables and empowers researchers to **organize their references**, **connect and inspire each other**, **store and share their data** and **find new career opportunities**.

Mendeley has over 6.5 million users worldwide!

Free reference manager	Scholarly collaboration network	Datasets	Fully searchable library	Cite as you write
	Read and annotate your PDFs	Find funding	Discover career opportunities	

Step 2: Promoting your article

MENDELEY
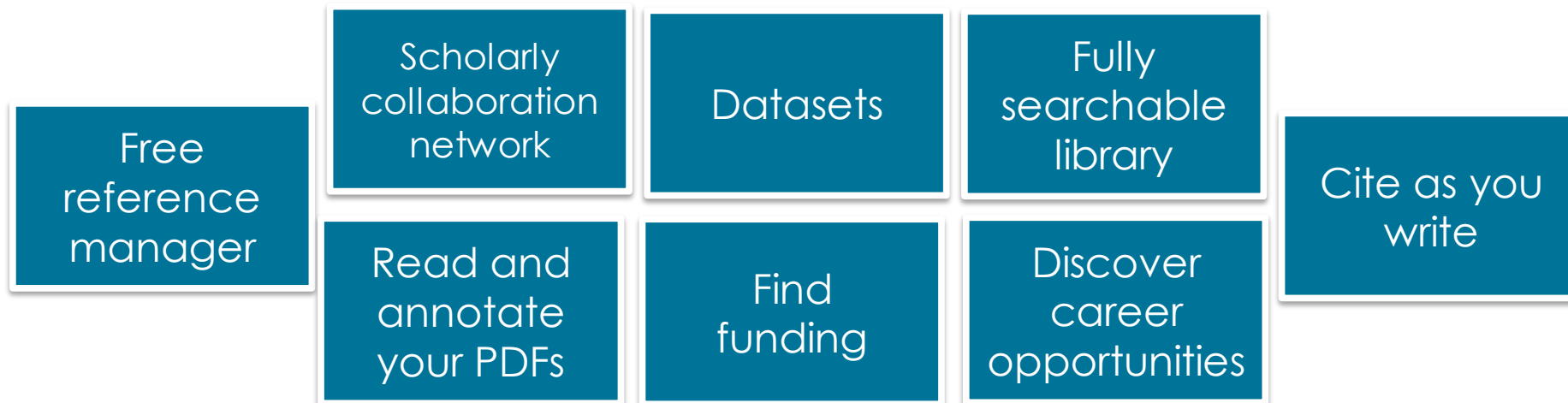
- Search one of the world's largest crowd-sourced research catalogues, with a single click, you get related research, refine your search to full text PDFs and add papers to your library

- Read new topics, find ongoing research, follow curated bibliographies and get involved in discussions in public groups

- Create an academic profile, upload your papers, link it to your Scopus profile, and publicize your research.

- Explore your network! Find interesting contacts or public groups related to your interest especially if you are looking to identify an expert/ author in a particular field.

- Create and join groups, discuss your ideas and get inspired!

Step 2: Promoting your article

Receive personal stats on how your work is used

Add your Scopus and ORCID ID to share your work with other researchers

Add your research interests, to get suggestions of related research and people

Share your work with global audience and track its metrics respectively

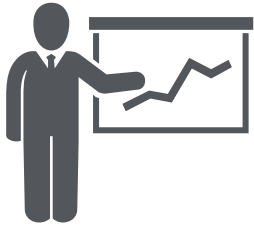# Step 2: Promoting your article

Step 2: Promoting your article

Monitoring your article

Step 3: Monitoring your article

After promoting your article, you'll want to know how it has been received. Elsevier helps you monitor your success in variety of ways:

1. Use your Mendeley profile, the data feeding the Stats dashboard comes from Scopus, ScienceDirect, Mendeley, and Newsflo.

Step 3: Monitoring your article

After promoting your article, you'll want to know how it has been received. Elsevier helps you monitor your success in variety of ways:

2. Citation alerts – both in Science Direct and Scopus, you can set citation alerts on your article.

Step 3: Monitoring your article

After promoting your article, you'll want to know how it has been received. Elsevier helps you monitor your success in variety of ways:

3. Plum Metrics

USAGE
(clicks, downloads, views, library holdings, video plays)

CAPTURES
(bookmarks, code forks, favorites, readers, watchers)

MENTIONS
(blog posts, comments, reviews, Wikipedia links)

SOCIAL MEDIA
(+1s, likes, shares, tweets)

CITATIONS
(citation indexes, patent citations, clinical citations)

Plum tracks activity from **>50 platforms**, and we continue to invest more:

delicious · MENDELEY · slideshare · bitly · amazon · facebook · PLOS
twitter · GitHub · dSPACE · WIKIPEDIA · Google+ · PubMed.gov · eprints
Scopus · YouTube · figshare · OCLC WorldCat · DRYAD

PLUMX

Usage
Clicks: 814
Abstract Views: 960
HTML Views: 192
Link-outs: 131

Captures
Exports-Saves: 72
Readers: 86

Mentions
Blog Mentions: 3
Comments: 8
Links: 1

Social Media
Shares: 23
Likes: 12
+1s: 9
Score: 4
Tweets: 114

Citations
Clinical Citations: 4
Citations: 298

see details

YOU WILL GET NOTICED!

Getting noticed today means using the abundant online and social media tools available to better promote your research findings and publications. As a result:

| Your research becomes more visible | You will attract more readers | You will increase citations | You will build a stronger reputation | You will expand your professional network |

The online efforts that you make today will make you stronger offline tomorrow- ***so get involved, and get noticed!***

How to reach the resources by yourselves?

Researcher Academy provides free access to countless e-learning resources designed to support researchers on every step of their research journey.

Browse our extensive module catalogue to uncover a world of knowledge, and earn certificates and rewards as you progress.

https://researcheracademy.elsevier.com

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  Browse our extensive module catalogue to uncover a world of knowledge, and earn certificates and rewards as you progress.
  https://researcheracademy.elsevier.com

- Watch Scopus tutorials on various topics:
  https://service.elsevier.com/app/answers/detail/a_id/14799/supporthub/scopus/

- Subscribe Scopus and Mendeley blogs to receive the latest developments and updates:
  www.Blog.scopus.com and www.Blog.mendeley.com

- Online resource centre where you will find detailed guides, videos and tutorials that will help you to read some of the features of Mendeley in a little bit more detail.
  http://www.resources.mendeley.com

- For further questions: o.sertdemir@elsevier.com

THANK YOU!