



Get Noticed

Promoting
your article for
maximum
interest



ELSEVIER

Contents

Introduction.....	3
How to maximize your article's visibility	4
- Find the right journal	4
- Get it published	4
- Make it easy to find	4
- Enrich your article	5
- Promote your article.....	5
- Sharing data	6
- Conferences.....	6
- Media relations.....	6
- Share your article.....	8
- Be discovered online	9
- Social Media	11
Monitor your article	14
- Mendeley Stats	14
- Article metrics.....	14
Further information and training.....	15
- Publishing Campus	15
- Authors' Update.....	16
- PostDoc Free Access Program.....	16
Conclusion	17



Get Noticed

More than 2.5 million scientific articles are published each year, and the number is constantly rising . As a result, it has never been more important to ensure that your article stands out.

As the author of the paper you are often best placed to explain why your findings are so important or novel.

This brochure explains what Elsevier does and what you can do to get your article the attention it deserves.

How to maximize your article's visibility

Find the right journal

You want your article to reach your target audience. Choosing a journal with the right scope for your paper is the first important step. Locating an Elsevier journal for your publication is easy – visit journalfinder.elsevier.com, submit your title and abstract, and our smart search technology will recommend the best matches for your work.

Get it published

Once your article is accepted, it will normally be accessible within a few days through ScienceDirect – Elsevier's leading platform of peer-reviewed scholarly literature. We are continuously optimizing the platform and indexing the content, which means search engines and other search-and-discovery tools can locate it easily.

Elsevier participates in the multi-publisher initiative CrossRef, enabling articles that cite you to link directly to your paper. Each article receives a unique Digital Object Identifier (DOI), which links to the latest available version of your article. We include a CrossMark logo and link in your online PDF document to allow readers to verify that they are reading the most recent and reliable version. More information on CrossRef and CrossMark can be found on at the CrossRef site www.crossref.org.

An automated message containing a link to your article is also sent to everyone who has subscribed to the journal's free Table of Contents email alert.

Make it easy to find

You can improve the reach of your article by increasing its appeal to search engines, such as Google. This Search Engine Optimization (SEO), improves the ranking of your article in the results returned by these search engines. The closer to the top of the list your paper appears, the more likely it is to attract readers, gain higher visibility in the academic community, and potentially gain more citations.

Your article abstract and title are key sources for SEO, so it is important to make sure they include keywords that are highly relevant to your research – but keep in mind these keywords will be read by people in and outside your field so they need to be accessible. Your abstract should also clearly, and concisely, explain what is new in your paper and why that is important. This will allow potential readers to evaluate the contents of your study.

Other easy ways to improve SEO include:

- Writing captions with keywords for all photographs, images, graphs and tables.
- Adding clear titles or subheadings (with keywords) to each section of your article.
- Linking to your article from relevant websites e.g. your institute's website, Wikipedia, LinkedIn, blogs and social media.

Enrich your article

Whether you want to visualize a graph, add a 3D image to your article, or link to an external dataset, Elsevier can help. We offer a wide range of services, tools and options to enrich your article and increase its impact. By supporting new digital formats commonly used in modern-day research, these enrichments enhance the online appearance of your article, offering readers improved insights.

You can learn more about the options available and how to use them at elsevier.com/authors/author-services/enrichments.

Promote your article

There are various ways you can make it easy for readers to quickly establish whether your research is relevant to their needs and interests. For example, by adding the key findings of your research as a collection of bullet points at the top of your online article. These 'Research Highlights' are available for most of our journals.

If you want to attract readers using multimedia or social media, you may want to consider creating an AudioSlides presentation. These short, webcast-style videos allow you to personally present your research. AudioSlides appear with your paper on ScienceDirect and are free to access. For tips and tricks on how to create a great slide set, visit elsevier.com/audioslides.

A Graphical Abstract is a useful way to provide a visual summary of an article's main findings. It appears in your article on ScienceDirect and it also features in the results lists returned by online search engines. The Elsevier WebShop offers professional illustration services to help you maximize the value of your Graphical Abstract. Visit www.webshop.elsevier.com/illustration-services/.

Both AudioSlides and Graphical Abstracts can be shared on social media or directly with colleagues to help you broaden your audience. Don't forget to include a link to your article!



Sharing data

Sharing research data is good scientific practice; sharing data makes it accessible and enables others to gain new insights and make interpretations for their own research. As an author, you can increase your exposure by storing your data in a repository, like Mendeley Data. This makes your dataset independently citeable. You can also link to a number of supported data repositories which have research data for your article, and give one-click access to that data. This makes your data discoverable and accessible: elsevier.com/authors/author-services/research-data.

Additionally you can also publish a brief, peer-reviewed data article in journals such as Data in Brief, Elsevier's open access, multidisciplinary data journal. Thanks to a detailed description, the data published in data articles can be reused, reanalyzed and reproduced by others. This helps you get credit for your work through proper data citation and opens doors for new collaborations. For more information, see elsevier.com/books-and-journals/research-elements/data-articles.

Conferences

Presenting and networking at conferences personalizes your work, giving it a face and a voice, and it can create new opportunities for collaboration. Make sure you connect with other delegates on Facebook and LinkedIn, and direct them to your website or blog.

If you create a poster for a conference, perhaps accompanied by flyers, you can also post them on your website, and provide links on your blog, social media profiles, online CV, or institutional page.

Media relations

Research statement

If you would like journalists, media outlets and the public to pick up on your published paper, it can help to have a brief statement prepared which explains the significance of your research and its key outcomes in



simple language. This statement can be used as a basis for press releases or sharing on social media.

Make use of your institution's communications channels. If you're affiliated with a particular institution, chances are that it sends out press releases to local media, and publishes one or more internal newsletters. Increasingly, institutions also have their own press office and PR/media staff. Get in touch with them to see what they can do to help you promote your published paper.

You can request a 'Share Link' from Elsevier (see more information on page 8) to use in the institute's press release. Using the 'Share Link' on social media, personal webpage and institutional page will increase traffic to your article.

Media outreach by Elsevier

Elsevier promotes selected research papers to the global scientific media. The channels available for this are: Press releases (see [elsevier.com/about/press-releases](https://www.elsevier.com/about/press-releases)), the Elsevier Connect (bi-weekly email sent out to more than 1600 subscribing journalists) and [Elsevier Connect](#) (Elsevier's online platform with daily stories by science, technology and health professionals).

If you think your article is interesting for a wider audience and/or would like more information about any of the above, contact us at researchcomm@elsevier.com to explore the possibilities.

Get started

- Write a research statement
- Share your research statement with relations and (influential bloggers)
- Make use of your institution's communication channels
- Contact Elsevier if you think your article is interesting for a wider audience

Share your article

Sharing your research and findings can help you make a greater impact in your community, leading to better collaborations and potential new ideas and innovations. Millions of researchers have access to your formal publication hosted on ScienceDirect helping users to find, access, and cite your research using the best available version. There are a number of options for posting and sharing your article. To find out more, see elsevier.com/promote-your-work.

Share Link

Elsevier will send you a 'Share Link': a personal, customized short link that you will receive after final publication of your article. It provides 50 days' free access to your newly-published article on ScienceDirect to anyone clicking on the link. We encourage you to share this link on social media, so that it will contribute to your article metrics score. After 50 days the share link will still work but automatically revert to a link to your full text article. The more links there are to your article from a range of relevant websites, the more readers you'll attract and the higher it will appear on search engine results. For more information on sharing your article, see elsevier.com/sharing-articles.



MENDELEY

Trusted by over 6 million researchers worldwide, Mendeley is perfect for sharing knowledge, discussing new developments and collaborating on innovative projects. Create your profile, start and join groups to find people and information that will inspire you.

Get started

- Start a free account at mendeley.com and explore

Scholarly Collaboration Networks (SCNs)

Services such as SCNs enable authors to showcase their work, providing fast and effective ways to collaborate and disseminate research. A number of SCNs are working together with publishers to help to showcase your work by sharing links to published journal articles on author profiles.

We encourage authors to share their research responsibly on SCNs. You can share your preprint, article abstract or a link to your article. Example SCNs can be found on the STM Association's howcanishareit.com page.

Be discovered online

It's important people can find you and link to your publications online. If you have a personal page at your institute, include links to the final version of your articles on that page. There are also a few easy tools available to help you increase your online visibility.



ORCID AND SCOPUS AUTHOR PROFILES

Elsevier's Scopus (scopus.com) is the world's largest abstract and citation database of peer-reviewed literature and it features smart tools to track, analyze and visualize research. When you've published an article in any peer-reviewed journal, you automatically have a Scopus profile. It is a good idea to check and update your profile containing the right publications.

ORCID (Open Researcher and Contributor ID, orcid.org) seeks to remedy the systemic name ambiguity problems seen in scholarly research by assigning unique identifiers linkable to an individual's research output.

You can now update both your Scopus and your ORCID at orcid.scopusfeedback.com. Please follow the easy steps online.



LINKEDIN

This networking site is used professionally by 65 percent of the researchers we surveyed. Create a profile and post your latest accomplishments.

You can enhance your profile by adding research findings, articles, images, videos, [SlideShare](https://slideshare.net) presentations and audio recordings (for example, your [AudioSlides](https://audioslides.net) presentation). You can also join relevant groups and connect with other researchers in your discipline.

Get started

- Create a profile on linkedin.com
- Add a picture and your CV
- Reposition the publication section to a more prominent position at the top of your profile
- Include any relevant honors and awards
- Enhance your profile with images, Graphical Abstracts, [AudioSlides](https://audioslides.net) and video



PERSONAL WEBSITE

Whereas LinkedIn is good for connecting and summarizing your research, your own website gives people a better sense of who you are. Create a personal professional website highlighting your research findings, achievements, publications and ambitions. Post videos or images to create a buzz around posters or conference presentations.

Always include links to your articles, and link to your website in your email signature, and on all of your online and social media profiles, to get maximum exposure. You can also add links to your academic social networks, Facebook, LinkedIn, Twitter and other accounts.

Get started

- Pick a url at which to register your website. Try your name or a combination of initials and last name. You can check availability of urls and register them on sites such as GoDaddy, or DomainRegistry.com.
- Once you've registered a url, you can start creating your website. Use a platform such as WordPress, Weebly, Yola or Jiggy.
- Not all websites offer hosting, but WordPress, Weebly and Yola are among those that do. If a platform doesn't offer hosting, you can find a commercial provider which does.
- Use keywords in the text and metadata to increase the number of visitors who find your page through search engine searches.
- For more information see publishingcampus.elsevier.com



BLOG

Blogs are proven to be effective in promoting your research and having an impact. You can promote in-depth conversation via your blog, and build credibility by sharing information and responding to feedback from other researchers. Blogs require a regular time commitment. You may consider your blog a good exercise in learning how to communicate science to the public.

Once you've started your blog, write regular updates to showcase your research undertakings and other topics of interest. Make sure you provide links to your journal articles and publications. Readers can follow and subscribe to your posts, leave comments, and start conversations.

Get started

- Register with one of the several blogging websites and start designing your website.
- Invite friends and colleagues from your network to follow your blog.
- Some of the most popular sites offering simple-to-use blogging are blogger.com, wordpress.com, typepad.com and movabletype.com.

Social Media

Every day scholarly articles receive thousands of new mentions across social media, news and blogs. It's a powerful medium for reaching your potential readers.

You don't have to be on all social media – it can be best to find one or two channels that suit you and your purposes.



FACEBOOK

Facebook is a popular social media tool, but you can also leverage it for professional purposes. You can share photos, status updates and links regarding your research with your Facebook friends. Recent research¹ shows that the richness of the content that you share on Facebook raises the impact of the post, i.e. posting images and videos during business hours has a positive impact on Facebook likes and comments.

You can also join groups catering for your field of expertise, connect with like-minded research professionals and use Facebook as a collaborative space to share with fellow researchers.

Get started

- Make a profile on facebook.com
- If you want to keep your regular profile for only social purposes, create an author page for your professional endeavors
- Invite fellow researchers to be a friend
- Discuss ideas and carry out debates
- Link to your articles
- Share images, videos and audio recordings, e.g. AudioSlides, and a Graphical Abstract
- Recruit participants for research
- Join groups related to your research field

¹Sabate, Ferran, 2014. "Factors Influencing popularity of branded content in Facebook fan pages". European Management Journal. DOI: [10.1016/j.emj.2014.05.001](https://doi.org/10.1016/j.emj.2014.05.001)



WECHAT

WeChat is a fast growing instant messaging social network in China, but you can also leverage it for professional purposes. This mobile-based app offers you a great way to share photos, status updates and links regarding your research with your WeChat friends.

You can also join groups catering for your field of expertise, connect with like-minded research professionals and use WeChat as a collaborative space to share with fellow researchers.

Get started

- Install the app on your mobile phone
- Sign up with your phone number and make a profile
- Add your friends to your Contacts by scanning your mobile contacts or searching their WeChat ID, phone number, or QQ ID
- Invite fellow researchers to be a friend
- Discuss ideas and carry out debates in your groups
- Link to your articles
- Share images, status updates and links regarding your research
- Ask your friends to add you to groups related to your research field



WEIBO*

Known as Chinese Twitter, Weibo is one of the most popular social network in China. It gives you a chance to share quick thoughts using no more than 2000 Chinese characters (4000 English characters), and 140 Chinese characters for re-posts and comments. Today, millions of people are active on Weibo. It's a great way to share your current research, publications and links to new blog posts.

Get started

- Make a profile on weibo.com
- If you want yourself and your research field to be discovered easier, apply for verification for your account
- Follow other researchers and thereby increase your own following
- Post regular content, e.g. links to hot papers, events and conferences
- Respond promptly to direct messages and comments
- Repost. By promoting other members of your community you are raising your own profile at the same time
- Use images. A picture is twice as likely to be reposted as text

* "Weibo" is often used generically to refer to Sina Weibo.



TWITTER

Twitter is a news and social networking service where you can post messages and interact with others, using 140 characters or less.

The platform is popular among academics and is an effective medium for promoting your work and discussing developments in the field.

Get started

- Make a profile on twitter.com
- Follow other researchers and thereby increase your own following
- Post regular content, e.g. links to hot papers, events and conferences
- Respond promptly to direct messages and comments
- Retweet. By promoting other members of your community you are raising your own profile at the same time
- Use images. A picture is twice as likely to be retweeted as text



WIKIPEDIA

[Wikipedia](#) is the well-known, free, online encyclopedia where registered users can create and edit entries. Not everyone can have a Wikipedia page; once you've published several books and articles, and have gained a solid reputation in your field, you have a better chance of successfully obtaining one. Links to your article from a Wikipedia page will dramatically increase your SEO. You can try to include an entry with a link to your article on a relevant topic page. Wikipedia has many guidelines for writing an entry, so check its website for more details.

Monitor your article

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

Mendeley Stats

Mendeley Stats is an Elsevier service to authors but not limited to Elsevier published articles. Based on Scopus it also provides citation information for articles published with other publishers. Any author who has published at least one article with Elsevier within the last 10 years will be invited to register for a personalized dashboard, offering:

- early feedback on how your publications are being downloaded, shared and cited based on ScienceDirect, Mendeley and Scopus;
- data about the geographic locations and research disciplines of your readers; detailed information about search terms used in ScienceDirect to find your publications; and
- a comparison of the performance of your article with other articles

Have you not been invited to register for your personal dashboard yet? Don't worry, you can easily register via mendeley.com/stats.

Article metrics

Who's talking about papers online and what's being said? Article metrics allow you to track and analyze online activity around your article.

Online article mentions are monitored from social media sites (e.g. Twitter, Facebook, Google+), science blogs, many mainstream media outlets (including the NY Times, The Guardian, non-English language publications like Die Zeit and Le Monde and special interest publications like Scientific American, and New Scientist) and reference managers for mentions of academic papers.

Via our journal homepages, we will show Top-10 lists of popular articles. Any article covered on Scopus will both show article metrics and percentile comparisons to articles of the same type and age.

Article metrics are provided via PlumX. Metrics will only be displayed if data is available.

Further information and training

Publishing Campus

The Elsevier Publishing Campus provides researchers all over the world with free access to valuable training and advice on applying for grants, planning their career or improving their publishing skills.

Divided into six colleges, the Campus offers online lectures, interactive training materials, videos and expert advice on a wide range of topics. For every online lecture or interactive course completed, researchers are awarded an Elsevier certificate.

The College of Skills Training - the biggest and most widely used of the colleges - covers the whole academic publishing process. This college provides in-depth information and training on how to write, structure and submit a great article and improve authors' chances of getting published. Key subjects such as ethics, author rights and open access options are included. Advice on successful grant writing can be looked up in the Research Funding section. The peer-review process, essential to improve the quality of articles, is also explained in detail – training not only includes how authors can work with reviewers' comments, but courses on how to become a good peer reviewer. For more information see publishingcampus.com.



Authors' Update

Our interactive Authors' Update website has all the information you need to help you get published and promote your articles. Regular posts keep you in touch with industry developments and services designed to support your publishing efforts. You can also sign-up to receive free, regular email alerts. For more information see elsevier.com/authors-update.

PostDoc Free Access Program

Elsevier's Postdoc Free Access Program supports young scholars who are between jobs or looking for their first postdoctoral position.

Qualified applicants are granted up to 12 months' free access to all our journals and books on ScienceDirect, greatly benefitting their work on grant applications and research projects. For more information see elsevier.com/postdoc-free-access.

Conclusion

The availability of online and social media tools help you to get noticed today. Online media promotes your research findings and publications to a wider audience making your research more visible.

As a result, you'll attract more readers, potentially increase citations, build a stronger reputation and expand your professional network. The efforts you make online today will make you stronger offline tomorrow – so get involved, and get noticed!

Elsevier Publishing Campus

Training. Advice. Discussion. Networking.

Packed with free online lectures and interactive courses, together with expert advice and resources, to help you on your way to publishing a world-class book or journal article.

College of Skills Training

Boost your publishing skills in journals and books



College of Big Ideas

Discuss trending topics in publishing and academia



College of Networking

Make the most of every opportunity



College of Research Solutions

Training for effective and efficient research skills



College of Career Planning

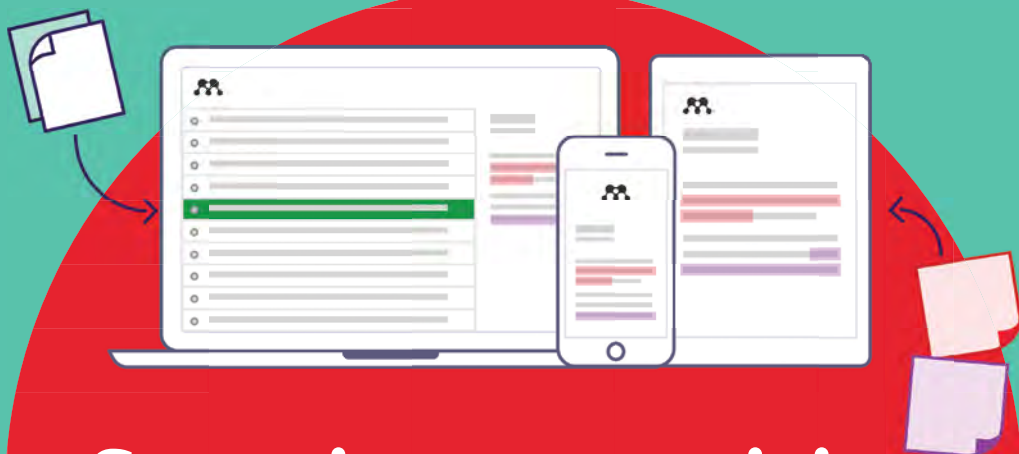
Get ahead in your academic career



College of Recommended Organizations

Reach your potential with support from global resources





Save time organizing and writing papers

Download Mendeley for free
mendeley.com



Useful Links

Authors Services
elsevier.com/author-services

Authors' Update
elsevier.com/authors-update

Elsevier Connect
elsevier.com/connect

Elsevier Newsroom
elsevier.com/about/elsevier-newsroom

Elsevier Webshop
webshop.elsevier.com

Ethics in Research & Publication
publishingcampus.com/ethics

Journal Finder
journalfinder.elsevier.com

Mendeley Stats
mendeley.com/stats

Postdoc Free Access Program
elsevier.com/postdoc-free-access

Promote Your Work
elsevier.com/promote-your-work

Publishing Campus – online training
publishingcampus.com

Share Link
elsevier.com/share-link



Copyright © 2017 Elsevier.
All rights reserved.

[September 2017]