

# AUTHOR RESOURCES

## MAKING AN IMPACT WITH YOUR RESEARCH

Welcome to University of California Press. As one of the most **forward-thinking** scholarly publishers in the world, UC Press is proud to publish journals of the **highest quality research** from the **brightest minds**. Whether you are a first time or returning UC Press author, we are thrilled to partner with you and our journal editors to publish your important research.

As your publishing partner, we want to work collaboratively to help your article achieve the greatest **reach and impact** as possible. Becoming a published author is news worth sharing, and no doubt you have **prominent, significant, and influential networks** of people who are interested in your work. We hope you will consider the following author resources as we work together to **promote and support** your research.

## BUILDING IMPACT

### BEFORE YOUR ARTICLE IS PUBLISHED

- **SIGN UP FOR THE JOURNAL'S CONTENT ALERTS**

After you sign up, you will receive an email notification when new journal content is available online. To find your journal's website and corresponding alerts, visit [online.ucpress.edu/journals](http://online.ucpress.edu/journals).

### AFTER YOUR ARTICLE IS PUBLISHED

- **SHARE ON SOCIAL MEDIA**

Once your article is published on the journal's website, you can share the link on your personal and professional social media platforms. Start with channels like Facebook, Twitter, etc., but don't forget to update professional pages on sites like LinkedIn, ResearchGate, Mendeley, and CiteULike. You can also ask friends and colleagues to share your article on their channels as well.

- **USE TOLL-FREE LINKS FOR AUTHORS**

Upon publication of your article, the corresponding author may receive an automated email from UC Press with a special "toll-free" link. This link is active for 30 days and allows anyone you share it with to read the full text of your article regardless of their subscription status. Please share this link within your networks!

# AUTHOR RESOURCES

## MAKING AN IMPACT WITH YOUR RESEARCH

### AFTER YOUR ARTICLE IS PUBLISHED (CON'T)

- **POST ON YOUR BLOG OR WEBSITE**

If you have a blog or website, write a brief summary of your research in plain language (describing notable discoveries or outcomes) and include a link to your article. In doing so, your article will be more discoverable to other researchers, readers, and media outlets to find. If you don't have a blog, you could ask a friend or colleague to post your summary and article link on theirs.

- **SHARE WITH YOUR COLLEAGUES AND DEPARTMENT FACULTY**

The colleagues in your department are no doubt aware of your areas of interest and expertise. Send them a brief message that the journal's latest issue, which includes your article, is now available.

- **POST TO LISTSERVS AND DISCUSSION BOARDS**

Share your article on discipline-specific listservs and discussion boards where colleagues in your field can benefit from research that is most relevant to them.

- **UPDATE YOUR DEPARTMENT PROFILE PAGE**

Adding a link to your article in your department profile page on your university's website is an easy way to build a more complete picture of your professional expertise and accomplishments.

- **TALK TO YOUR INSTITUTION'S PUBLIC RELATIONS TEAM**

Get in touch with your institution's public relations or publicity team to see if they are interested in publicizing your research to their networks. Make sure they include a link to your article in any promotions!

- **ADD TO YOUR COURSE READING LIST**

Since your research interests likely coincide with your teaching courses, adding the article to your syllabus benefits both you and your students, facilitating even more engagement with your research.

- **INCLUDE IN YOUR EMAIL SIGNATURE**

Your professional correspondence likely involves others for whom your research is relevant and related, so linking your article in your email signature makes it more readily accessible within your network.

- **TALK TO YOUR LIBRARIAN**

Last but certainly not least, tell your university librarian about your recently published article. Check if your institution has a subscription to the journal you published in and, if not, request that they become a subscriber.

# AUTHOR RESOURCES

MAKING AN IMPACT WITH YOUR RESEARCH

## UNDERSTANDING IMPACT

While metrics on usage and citations remain an important indication of research impact, understanding the full extent of where and how your article is used—both inside and outside of academia—remains complex and nuanced.



Altmetric tracks and monitors research outputs across these non-traditional sources to record the attention your article is getting, resulting in an overall “score” based on the volume, frequency, and sources of mentions.

ALTMETRICS WERE DESIGNED TO HELP ASSESS AN ARTICLE'S IMPACT IN PLACES LIKE

- Social media (including Facebook, Twitter, and blogs)
- Mainstream media outlets
- Scholarly reference managers (like Mendeley and CiteULike)
- Wikipedia, public policy documents, and other reference sources

Alternative metrics are becoming increasingly recognized and respected by institutions, researchers, publishers, and funders alike. Optimizing your Altmetric attention will not only enable you to build your online presence, identify and engage directly with the people talking about your research, and demonstrate the broader impact of your work, but it will also increase the overall influence and reputation of the journal in which you are published.

You can learn more about Altmetrics at <https://www.altmetric.com>.

### HOW DO I CHECK MY ALTMETRIC SCORE?

Using the free Altmetric Bookmarklet, you can instantly get Altmetric details for any recent article.

Visit <https://www.altmetric.com/products/free-tools/bookmarklet/> to install the bookmarklet in your web browser.

### HOW DO I IMPROVE MY ALTMETRIC SCORE?

In order to track your article, Altmetric needs an identifier attached to the research output (such as a DOI). **Thus it is essential that you (and anyone who shares your work) include the article's link in any online mention.** Your research will not be tracked by article name and/or author name alone.

To improve your Altmetric score, begin by executing the tips and tricks detailed on pages 1-2, particularly those related to sharing your article on social media and blogs. If your research is picked up by a news media outlet, be sure to tell your journal editor so that the UC Press team is aware as well.