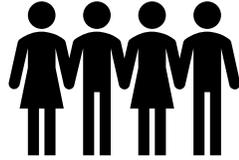


How to get published and make an impact

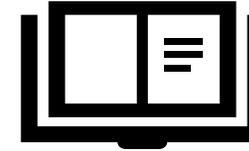
Emma Grylls
Portfolio Manager, Routledge History Journals



Publishing landscape today



10000 publishers
5000 indexed in Scopus



33100 active English language,
peer reviewed journals



7-8 million researchers



Increase in
R&D investment



Over 3 million articles a year



Numbers are increasing

Overview

Pre-publication

- Stages before submission
- Choosing a journal
- Titles, abstracts, keywords
- Pre-submission checklist
- Open Access

Post-publication

- Social media
- Press releases
- Altmetrics



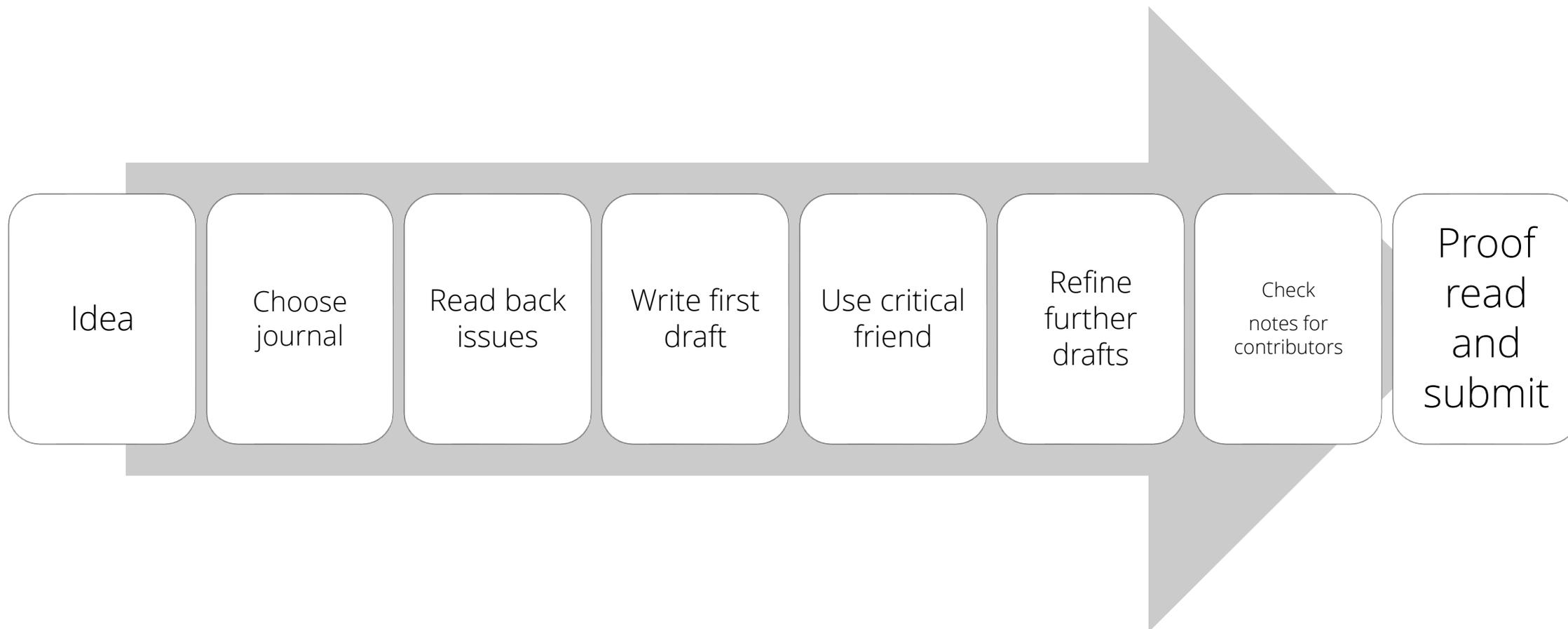
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Pre-publication



Photo: Florian Klauer at Unsplash

Stages to go through before you submit



Choosing the right journal

Reputation and quality

- Do you or your colleagues know the journal?
- What peer review does the journal use?
- Can you identify and contact the publisher?

Overall match for you and your work?



www.thinkchecksubmit.org

What makes a good title

"We would typically expect a strong title, a good title that really expressed what the article was about and made it clear to the reader exactly what the topic was, and it's amazing how often writers neglect to do that."

Professor Mark Brundrett, Editor of *Education 3-13*

Writing an abstract

"A good abstract will tell you what the key issue that's addressed is, it'll give you an idea of the methods that have been used and the conclusions that have been arrived at. So that abstract ought to tell someone whether it's worth them spending part of their life reading this paper. If the abstract doesn't do that the chances are the paper will have further weaknesses".

Professor David Gillborn,
Editor of *Race Ethnicity and Education*

Writing an abstract

- Structure:
 - Why is this research important?
 - What is the problem you are trying to solve or understand?
 - Your argument/hypothesis
 - Methods
 - Results (depending upon discipline)
 - Conclusion

Keywords

- What words or phrases (2-4 words) would you use to find your article?
- Choose some synonyms –words that are not already included in the title
- Be specific-if the word is too simple or broad the search will produce too many documents. i.e. 'homelessness' vs. 'Swedish homelessness policy'
- Test your key words before submitting

Pre-submission checklist

Do:

- ✓ Look at published papers in the journal
- ✓ Check the journal's Aims & Scope
- ✓ Format your article to the journal
- ✓ Check spelling and grammar
- ✓ Consider English language 'polishing'
- ✓ Acknowledge funding / competing interest
- ✓ Avoid self-plagiarism
- ✓ Consult and acknowledge any co-authors

Don't:

- ✗ Rush the title, abstract or keywords
- ✗ Ignore the Instructions for Authors
- ✗ Omit the bibliography
- ✗ Leave acronyms unexplained
- ✗ Forget to clear any copyright
- ✗ Miss out attachments (e.g. images)
- ✗ Send an incorrect version of your paper
- ✗ Submit to more than one journal at a time

What is Open Access?

1. Making content freely available online to read.

Meaning your article can be read by anyone, anywhere.

2. Making content reusable by third parties with little or no restrictions.



Our definitions

Gold Open Access

- publication of the final article (Version of Record)
- article is made freely available online (often but not always after payment of an article publishing charge (APC))

Green Open Access

- Archiving / deposit of an (earlier version of an) article in a repository

Four Reasons to publish OA

1. Increased discoverability: anyone can read (and cite) your work.
2. Reaching beyond academia: it can be easily accessed by people outside your research field, and outside the scholarly community.
3. Highlighting your work: you can share and post your final published article (the Version of Record) anywhere.
4. Ownership: You retain the copyright to your work.



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Post-publication



Photo: Nitish Meena at Unsplash

Simple but effective promotion tools

Some quick tips to maximise the potential of your article to be seen, read, and cited.

- Use your **email signature** to tell people about your new article.
- Add a brief summary and link to your article on your **department website**. Then add it to your students' reading lists if appropriate.
- **Post updates** and link to your article on academic and professional networking sites and discussion lists.
- If you are a blogger or have a personal webpage **write about your article and link to it**.

Create a professional social media presence

Social media drives **article downloads**

7 out of 10 most important factors in **SEO ranking** now come from social media

Altmetric Attention Scores usually take into account social media attention

Journalists use social media as a major source of news stories



Tips for effective social media posts

- Use #hashtags
- Include the handles of related people and organisations
- Keep your posts short
- Make the most of conferences and events
- Ask questions
- Include a 'call to action' and include links
- Think before you post (and respect social media etiquette)

Consider a press release

Is your research newsworthy? Speak to your institution and publisher's press office.

The screenshot shows the Taylor & Francis Group Newsroom website. At the top left is the Taylor & Francis Group logo, an **informa** business. To the right is a search bar. Below the logo is a navigation menu with links: Home, Books, Journals, Online publishing, About us, Newsroom, Careers, Partner with us, and Contact us. The main heading reads "Welcome to the Newsroom". Below this is a large image of a stack of newspapers and a laptop. To the right of the image is a search box for press releases with a "Search" button. Below the search box is a blue banner for "Sign up to Taylor & Francis Press Alerts" with a "Register here" button. At the bottom of the page, there is a line of text: "Here you can find press releases featuring the very latest cutting edge research as soon as it".

What makes an article news-worthy?



Major discovery



Timely



Impact



Human Interest



Quirky



Change in practice

Altmetrics

Altmetric Attention Scores track the attention that scholarly articles receive online.

- A record of attention
- A measure of dissemination
- An indicator of influence and impact



The image displays three overlapping screenshots of the Taylor & Francis Online interface, illustrating the Altmetric Attention Score for a specific article.

Top Screenshot: Article Page
 The article is titled "Othering the 'leaky body'. An autoethnographic story about expressing breast milk in the workplace" by Noortje van Amsterdam. The page shows the article title, author, and a navigation menu where "All Metrics" is highlighted. The article abstract is visible, starting with "In this paper, I present an autoethnographic story about my experiences of expressing breast milk at a Dutch university department..."

Middle Screenshot: Article Metrics Dashboard
 This screenshot shows the "Article Metrics" dashboard for the same article. It features three large circular gauges: "Views" (285), "Citations" (CrossRef), and "Altmetric" (208). The "Altmetric" score is the most prominent, indicating the article's attention score.

Bottom Screenshot: Detailed Article Metrics
 This screenshot provides a detailed view of the "Article Metrics" for the article. It includes a "SUMMARY" section with the following details:
 - Title: Othering the 'leaky body'. An autoethnographic story about expressing breast milk in the workplace
 - Published in: Culture and Organization, March 2014
 - DOI: 10.1080/1479551.2014.887081
 - Authors: Noortje van Amsterdam
 - Twitter Demographics: The data shown below were collected from the profiles of 263 tweeters who shared this research output.
 - Mentioned by: 263 tweeters

Altmetrics

The Colors of the Donut

- Policy documents
- News
- Blogs
- Twitter
- Post-publication peer-reviews
- Facebook
- Sina Weibo
- Syllabi
- Wikipedia
- Google+
- LinkedIn
- Reddit
- Research highlight platform
- Q&A (Stack Overflow)
- Youtube
- Pinterest
- Patents



Guidance, news and ideas for authors



authorservices.taylorandfrancis.com

Thank You!
Questions?

Emma Grylls

emma.grylls@tandf.co.uk

