Social Media for Research Impact
PROMOTING, ENGAGING, DISCOVERING

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Outline

Your social media strategy
Scholarly social networks & profiles
Twitter, blogging & video
Tracking social media with Altmetrics
Why Social Media?

IT'S ALL VERY WELL "MAKING DISCOVERIES," "SAVING LIVES" AND "IMPROVING THE WORLD," ROGER. BUT YOUR RESEARCH IS MAKING BARELY ANY IMPACT ON SOCIAL MEDIA.

Source: Tom Gauld / New Scientist
• Discover & “filter” new research & keep up to date with emerging trends
• Connect with new contacts
• Find out about funding opportunities, conferences, calls for papers etc. before others
• Increase the visibility of your research online
• Communicate with audiences outside academia e.g. practitioners, policy-makers, the media etc.
• Discover how people are engaging with your research, what they are interested in & get feedback
Why Do I Need a Social Media Strategy?

• Hundreds of platforms and tools to choose from
• Social media is time consuming & it’s very easy to “waste” time
• Control your Digital Footprint & ensure social media *adds* to your professional reputation
• Help ensure you are reaching *your* target audience
• Help you plan how to capture and demonstrate impact
• Evaluate if social media is a *positive* or *negative* for you and your discipline
Things to consider:

• What are my objectives & goals?
• Who is my audience & where are they based online?
• Where can I find content to share & help build my presence & reputation?
• Who are the key contacts in my field who I should connect with on social media?
• How can I monitor & track impact?
Fast Track Impact

Prof. Mark S. Reed (2016)
The Research Impact Handbook

Fast Track Impact
Social Media Strategy Template
http://www.fasttrackimpact.com/resources

Fast Track Impact Podcast:
Episode 10:
Stop wasting your time online: get a social media strategy
http://www.fasttrackimpact.com/podcast
Best Practice & Etiquette

- Keep your profiles up to date
- Be consistent
- Cross-link your different profiles
- Add copyright statements for your work and respect those of others
- Don’t overshare or “spam” people
- Engage rather than broadcast
Before signing up

• Be aware that your profile is usually public
• Read the small print
• Who owns the data? Copyright and IP?
• Third party services can close down or be taken over/merged

Terms of Service
Didn’t Read

https://tosdr.org/
Scholarly Networks & Profiles
Networks & Profiles

- ResearchGate
  https://www.researchgate.net/

- Academia.edu
  http://www.academia.edu/

- Mendeley
  https://www.mendeley.com/

- LinkedIn
  http://ie.linkedin.com/

- Facebook
  https://www.facebook.com/

- Humanities Commons
  https://hcommons.org/
ResearchGate

Started in 2008
11+ million members (2016)
19+ million full text papers (80+ million publications)
More than 17,000 job listings

http://www.researchgate.net/

Academia.edu

Started in 2008
44+ million members (2016)
16+ million papers
36 million unique visitors per month

http://www.academia.edu/
Welcome to Humanities Commons, the scholarly communication network for people working in the humanities. Discover the latest open-access scholarship and teaching materials, make interdisciplinary connections, build a WordPress Web site, and increase the impact of your work by sharing it in the repository. Brought to you by the MLA.

What Would You Like to Do?

- View member profiles
- Browse member Web sites
- Discover Open Access scholarship and pedagogical resources

Featured Open Access Collection: Philosophy

Recent Activity on the Commons

Ross Curliffo started the topic Please bear in mind that I am far from an authority and all is in flux in the discussion Digital Utopia and Digital Genres.

Isidro de Jesus Rivera updated “Website URL” in their profile.
• Started in 2003
• 450+ million members (2016)
• 1.3m interest groups
• Professional networking, good for connecting with industry, practitioners, policy makers etc.
• Add your publications, post articles/updates, find job opportunities etc.

http://www.linkedin.com/
Tips for using LinkedIn:

• Customize your public profile URL e.g. (www.linkedin.com/firstname_lastname)

• Create a headline and summary with any important keywords (this helps with search ranking)

• LinkedIn’s search algorithm prioritises those within your network (e.g. 1st level connections, then 2nd level connections etc.) so having more connections helps your ranking & visibility

• Publishing posts & relevant content is a good way to get noticed
Follow, publishers, professional organisations, institutions, researchers in your field

https://www.facebook.com
Annabel Higgins Hoare is an IRC Postgraduate Scholar currently undertaking a PhD in the Department of Chemical and Life Sciences at Waterford Institute of Technology. She joins us today to tell us about her research on using Irish seaweed to develop a novel wound dressing, and to reflect on our November #LoveIrishResearch theme “Science, Technology and You.”

DISTINGUISH YOURSELF IN THREE EASY STEPS

ORCID provides a persistent digital identifier that distinguishes you from every other researcher and, through integration in key research workflows such as manuscript and grant submission, supports automated linkages between you and your professional activities ensuring that your work is recognized. Find out more.

1. REGISTER
   Get your unique ORCID identifier Register now! Registration takes 30 seconds.

2. ADD YOUR INFO
   Enhance your ORCID record with your professional information and link to your other identifiers (such as Scopus or ResearcherID or LinkedIn).

3. USE YOUR ORCID ID
   Include your ORCID identifier on your Webpage, when you submit publications, apply for grants, and in any research workflow to ensure you get credit for your work.

http://orcid.org/
• Distinguish and identify all your research output with a unique ID number

• Now required by many funding agencies & publishers

• Import your output directly from various sources including Scopus, ResearcherID, etc.

• Include your ORCID profile link on all of your social media & network profiles e.g. Twitter, email signature etc.
### User profiles for Michelle Dalton UCD

Michelle Dalton  
University College Dublin  
Verified email at ucd.ie  
Cited by 36

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**Snakes or ladders? Evaluating a LibGuides pilot at UCD Library**  
*M Dalton, R Pan - The Journal of Academic Librarianship, 2014 - Elsevier*  
Abstract Online subject guides are commonly used by libraries to provide information support to students. LibGuides (a cloud-based commercial product launched in 2007) represents one of the latest incarnations of the traditional subject guide or portal, and are ...  
Cited by 11  
Related articles  
All 4 versions  
Web of Science: 1  
Cite  
Saved

**The Form of Search Tool Chosen by Undergraduate Students Influences Research Practices and the Type and Quality of Information Selected**  
*M Dalton - Evidence Based Library and Information ..., 2014 - ejournals.library.ualberta.ca*  
Objectives—To explore the effectiveness of different search tools (EBSCO Discovery Service (EDS), Summon, Google Scholar and traditional library resources) in supporting the typical research queries faced by undergraduate students and gain an understanding of student ...  
Cited by 4  
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More

**A dissemination divide? The factors that influence the journal selection decision**

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<td>Library and Information Research 37 (115), 33-57</td>
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<td>Journal of Information Literacy 7 (1), 30-43</td>
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7 ways to make your Google Scholar Profile better

1. Clean up your Google Scholar Profile data
   Thanks to Google Scholar Profiles’ “auto add” functionality, your Profile might include some articles you didn’t author.

2. Add missing publications to your Profile
   Google Scholar is pretty good at adding new papers to your profile automatically, but sometimes articles can fall through the cracks.

3. Increase your “Googleability”
   One benefit to Google Scholar Profiles is that they function as a landing page for your publications. But that functionality only works if your profile is set to “public.”

4. Use your Google Scholar Profile data to get ahead
   Though Google Scholar Profile’s limitations means you can’t use it to completely replace your CV, you can use your Profile data to enhance your CV. You can also use your Profile data in annual reports, grant applications, and other instances where you want to document the impact of your publications.

Source: http://blog.impactstory.org/make-google-scholar-better/
Remarkable Reach

More than 3,000 scientists and engineers told Nature about their awareness of various giant social networks and research-profiling sites. Just under half said that they visit ResearchGate regularly. Another 480 respondents in the humanities, arts and social sciences were less keen on ResearchGate.

Elsevier clamps down on academics posting their own papers online

Academic publisher Elsevier has been targeting open access websites and universities that are posting their own academic articles online with takedown notices for copyright infringement.

It started earlier this month, when Elsevier sent open access forum Academia.edu 2,800 takedown notices for articles it owns the copyright to within a couple of weeks. Academia.edu is a research-

Source: http://www.wired.co.uk/article/elsevier-versus-open-access

Copyright compliance and infringement in ResearchGate full-text journal articles

51% of 392 non-OA articles infringed copyright & were non-compliant with publishers’ policies
Do academic social networks share academics’ interests?

David Matthews examines the approach of ResearchGate, Academia.edu and Mendeley to profit, user data and open access publishing

April 7, 2016

By David Matthews
Twitter: @DavidMJournu

Dear Scholars, Delete Your Account At Academia.Edu

As privatized platforms like Academia.edu look to monetize scholarly writing even further, researchers, scientists, and academics across the globe must now consider alternatives to proprietary companies that aim to profit from our writing and offer little transparency as to how our work will be used in the future.

In other words: It is time to delete your Academia.edu account.

Source: https://www.timeshighereducation.com/features/do-academic-social-networks-share-academics-interests
Social Media Tools & Platforms
Twitter

• Communications are called “tweets”
• 140 characters or less
• Subjects referred to by using a hashtag “#”
• Refer to someone by using “@” before their username
• Can “retweet” – share tweets from others with your followers
Twitter can be used to:

• Tweet about new publications
• Get feedback on ideas
• Great for reaching external audiences
• Tweet from conferences to build your network
• Promote events you are holding
• Share links to media appearances, newspaper articles etc.
Mish Dalton @mishdalton

Why are some papers cited more than others? Authors and their citations: a point of view [link.springer.com/article/10.100 ... (paywall :()]

Is scientometrics losing its main focus on scientific quality by the new orientation towards societal impact? [link.springer.com/article/10.100...]

A critical comparative analysis of five world university rankings by Henk Moed: [pdfs.semanticscholar.org/2168/a073c233e...]

You Retweeted

Peter Felten @pfeitenNC : Feb 9
Do you teach w/ writing? Check out new journal "Prompt" = academic writing assignments for undergrads & graduate stu [thepromptjournal.com/index.php/prom...]

Mish Dalton @mishdalton : Feb 9
‘Triple impact’ for researchers in English-speaking countries
What legal obligation does the US have to accept refugees?

@LTIlaw_tells @ConversationUK bit.ly/2jxU1mU

What means does the international community have to punish the US if it breaches international refugee or asylum law?

"...a country as powerful as the US can easily set aside international legal obligations to which they had previously adhered. So I would be surprised to see any 'punishment' from the international community."

Dr Liam Thornton
UCD School of Law

Liam Thornton, UCD School of Law, UCD Social Sciences and 6 others
Follow or tweet from conferences.
Make sure your twitter account adds value to your followers

- Keep it up to date with relevant content...
- ...but avoid too many tweets
- Works best as a conversation and not just a broadcast mechanism
- Engage with your community
- Remember the 1 in 4 rule
  - 1 tweet about yourself, 1 retweet, 1 reply, 1 link to something useful
5 Basic Principles to Attract Followers

• Increase the visibility of your profile
• Post tweets that get attention
• Improve your engagement
• Expand your reach
• Find out what’s working through analytics

Twitter Analytics
https://analytics.twitter.com/

• Impressions - how many people saw your tweet

• Engagements - includes breakdown by: retweets, replies, likes, user profile clicks, url clicks, hashtag clicks etc.

• Can be used to identify which tweets are most popular and when is the best time to tweet for maximum visibility & engagement
Twitter analytics

Your Tweets earned 25.5K impressions over this 30 day period.

During this 30 day period, you earned 850 impressions per day.

Engagements
Showing 30 days with daily frequency

Engagement rate
1.9%
1.2% engagement rate

Link clicks
139

On average, you earned 5 link clicks.
Buffer

- Queue your tweets (and Facebook) for publishing at scheduled times and intervals of your choice
- Also calculates your optimal schedule for most impact

**Your Optimal Schedule**

Your 3 optimal posting times (Europe/Dublin):

- Post at these 3 times **Every Day**:
  - 12
  - 17
  - 13
  - 30
  - 20
  - 04

[Graph showing optimal posting times]
Quick Wins - Twitter

• Use images – often attracts more engagement

• Add popular hashtags to your tweets to improve their visibility to those who don’t currently follow you e.g. #WorldMentalHealthDay #LoveIrishResearch etc. (but not too many in a single tweet)

• Follow & RT key people/orgs in the field – it is likely they will follow you back (& hopefully RT you too)
Quick Wins - Twitter

• @mention *relevant* peers, subject influencers, potential collaborators, funders & the media etc. (but don’t spam people)

• Use Twitter analytics to see which of your tweets are most popular (# engagements) and most visible (# of impressions), and tweet more of this type of content, at these times – use a scheduler app to help.
Blogs

Academic blogs can be interesting sources of new and emerging research, & a useful way to increase the visibility of your own research & reach a broader audience.

http://blogs.bmj.com
The following is the introductory summary of a forthcoming article in the EU Politics and Comparative Regional Integration series for the Oxford Research Encyclopedia of Politics on "Ireland and the European Union". This series is designed to be a dynamic, on-line source for researchers, teachers, and students throughout the world. Articles are expected to provide insight, not just information, and are intended to be authoritative and scholarly.

http://europedebate.ie/
Where to host your blog:

- Blogger: http://www.blogger.com/
- TypePad: http://www.typepad.com/
- Tumblr: https://www.tumblr.com/
- Weebly: https://www.weebly.com
- Wix: https://www.wix.com
Use Analytics with Blogger

Use Analytics to find out where readers are coming from and what they're looking at on your blog.

Step 1: Sign up for Analytics

1. Sign up for an Analytics account.
2. Find your Analytics tracking ID.

Step 2: Add Analytics tracking

1. Sign in to Blogger.
2. Click the blog you want to analyze.
3. In the left menu, click Settings > Other.
4. Under "Google Analytics," type the Analytics tracking ID. It should use this format: UA-XXXX-XX.
5. In the top right corner, click Save settings.

It can take up to 24 hours for data to show up in Analytics.

Learn more about Analytics

Find out more about how to use Analytics.
Slideshare

http://www.slideshare.com
Loreto 1916

http://www.instagram.com

How to use Instagram for research communication:
http://www.researchtoaction.org/2013/10/using-instagram-for-research-communication/
Video

- Use a powerful idea as a “vehicle” for your research findings e.g. a real-life application or something visually striking

- Develop a strategy to drive traffic to your video e.g. other social media or mainstream channels

Source: Reed, Mark S., the Research Impact Handbook (2016), p. 183
Create Once Publish Everywhere
e.g. A Conference Presentation:

- Upload the slides to Slideshare
- Use one of the slides as a picture on Instagram to explain your research
- Link to the video clip if it was recorded
- Tweet the links - @mention the conference organiser etc. & include the #hashtag
- Embed the above links on your blog/website, research network profiles etc.
- Include a link to the full text of any related research outputs e.g. a published journal article
Tracking & Monitoring your Social Media Impact
Altmetrics

• ‘Mentions’ in mainstream media, social media, policy documents & more for outputs with a digital identifier e.g. DOI, ISBN etc.

• Capture practitioner and policy impact/engagement

• Real-time indicators

• Can show how people are engaging with your research

• See which channels are most effective for promoting your research

• May indicate future citations?
Whenever you share your work online make sure to use a link to a page with the research output identifier (e.g. the DOI, ISBN etc.) to ensure it will get captured by altmetrics providers.
Showing all research outputs from University College Dublin sorted by Altmetric Attention Score

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<tr>
<th>#</th>
<th>Title</th>
<th>Authors</th>
<th>Journal</th>
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<tr>
<td>1</td>
<td>Observation of $\phi/\eta\pi\pi$ resonances consistent with pentaquark states in $\Psi(\Lambda_b)$</td>
<td></td>
<td>Physical Review Letters</td>
<td>August 2015</td>
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<td>2</td>
<td>The genetic history of Ice Age Europe</td>
<td></td>
<td>Nature</td>
<td>May 2016</td>
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<td>4</td>
<td>A whole mitochondria analysis of the Tyrolean Iceman's leather provides...</td>
<td></td>
<td>Scientific Reports</td>
<td>August 2016</td>
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<td>6</td>
<td>The timing and spatiotemporal patterning of Neanderthal disappearance</td>
<td></td>
<td>Nature</td>
<td>August 2014</td>
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<td>7</td>
<td>Widespread exploitation of the honeybee by early Neolithic farmers</td>
<td></td>
<td>Nature</td>
<td>November 2015</td>
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<td>8</td>
<td>Ancient Ethiopian genome reveals extensive Eurasian admixture throughout the...</td>
<td></td>
<td>Science</td>
<td>October 2015</td>
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<td>9</td>
<td>Observation of a new boson at a mass of 125 GeV</td>
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<td>10</td>
<td>Genetic studies of body mass index yield new</td>
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Impactstory

- Open-source tool which tracks mentions of your outputs
- Links with your ORCID to find and import your scholarly works
- Most data supplied by Altmetric.com

http://www.impactstory.org
• Explain → Enrich → Share → Measure

• Allows you to create a profile of your outputs, add explanations, share them to social media, and view altmetrics and Web of Science citation data using a single tool

• Links with ORCID, CrossRef etc. to import your publications

http://www.growkudos.com
Key Take Aways

Always remember who you are trying to reach, what your goal is & how it can support your overall impact strategy.

Use altmetrics & other analytics to help build up a profile of your existing audience.

Create Once Publish Everywhere to help drive attention to & engagement with your content and research output.
Forthcoming Workshops

- Introduction to Twitter for Absolute Beginners
  Tuesday, Feb 28th 10.00 – 11.30am

- ORCID Workshop
  Wednesday, March 22nd 10.00 – 10.45am

- Advanced Twitter for Discovering & Promoting Research
  Tuesday, March 28th 10.00 – 11.30am

- Increase the Impact of Your Research Through an Effective Publishing Strategy
  Tuesday, April 11th 10.00 – 11.30am
Questions?

Further help and information:

http://www.ucd.ie/promoteyourresearch/

Contact:
Michelle Dalton
michelle.dalton@ucd.ie
Scholarly Communications Librarian