Increasing the Visibility of your Research

Go open!

Making your articles or other materials open exposes your research to a wider audience and gets it out more quickly.

Publish in an open access journal or place articles preprints or postprints in an open access repository.

Most publishers allow authors to post a preprint (pre-peer review version) of their articles or post an author’s draft after publication. The Sherpa/Romeo tool provides a quick summary of a publishers policies but it is always a good idea to check the journal’s webpage to be sure.

University Libraries’ Copyright Services can assist with understanding author agreements and retaining your rights as an author.

OSU has its own institutional repository, the Knowledge Bank and there are a number of disciplinary and interdisciplinary preprint repositories available. Most will allow you to include a link to the final published version of an article.

You can also choose to publish in an open access journal. Journal Citation Reports (Web of Science) and Scopus both let you display OA journals. There is also the Directory of Open Access Journals. Use the checklist at thinkchecksubmit.org to help evaluate the quality of a journal before you submit.
Use search engine optimization

Use a descriptive title and keywords for your article. Use headings to indicate the structure of your article. Think about words or phrases others might use to search for your topic. Make use of any metadata fields you are asked to fill in.

Place supplementary materials (data, code, posters, presentation slides, images, video abstracts, etc.) in open repositories.

Create posters or infographics even if you aren’t presenting them. Many repositories provide DOIs for these materials, making it easy to track attention to them.

Everyone should have ORCID and Google Scholar profiles.

Register for an ORCID ID and make full use of the available fields. You control the privacy settings but make as much public as you can. Use your ORCID ID on your webpage or in the signature file of your emails. Use other profile platforms as appropriate to your field. Don’t let a profile languish. If you can only commit to one that you will keep up to date, link to it from the others. Use your ORCID ID to distinguish your name and publications from others with similar names. Connect your ORCID profile with Scopus and ResearcherID.

People will look for you on the Internet. Make sure you know what they will find.

Save citations of your work on reference sites like Mendeley, Zotero, or CiteULike.

Promote your work online and through traditional avenues.

Notify people of your publications (or your helpful infographic or availability of data) on social media. Use appropriate hashtags. Always include a link to your work.

Start a blog or website about your research. Make sure you can invest the time to keep it current. OSU has blog/website space available at u.osu.edu. If you don’t have the time, check out bloggers in your field to see if they want to talk about your research or offer to write a guest post.

Create video abstracts of your work and share at We Share Science. There is a lot of advice on the website about how to do it. The Digital Union has a one-button video studio in Denney Hall that you can use.

If you have a book, pitch it to the editors at the New Books Network and they may interview you for their podcast.

Talk with Research Communications and write for The Conversation, a website that publishes articles by academics that can be picked up by other news outlets.

For more information about research impact and links to sources, see go.osu.edu/researchimpact or contact libresearchimpact@osu.edu.