



## 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.

Journal:	<a href="#">Biological Control</a> (ISSN: 1049-9644)
RoMEO:	This is a <a href="#">RoMEO green</a> journal
Paid OA:	A paid open access option is <b>available</b> for this journal.
Author's Pre-print:	✓ author can archive pre-print (ie pre-refereeing)
Author's Post-print:	✓ author can archive post-print (ie final draft post-refereeing)
Publisher's Version/PDF:	✗ author cannot archive publisher's version/PDF
General Conditions:	<ul style="list-style-type: none"> <li>• Authors pre-print on any website, including arXiv and RePEC</li> <li>• Author's post-print on author's personal website immediately</li> <li>• Author's post-print on open access repository after an embargo period of 12 months</li> <li>• Permitted deposit due to Funding Body, Institutional and Governmental policy or mandate, may be required to comply with embargo period of 12 months</li> <li>• Author's post-print may be used to update arXiv and RepEC</li> <li>• Publisher's version/PDF cannot be used</li> <li>• Must link to publisher version with DOI</li> <li>• Author's post-print must be released with a Creative Commons Attribution Non-Commercial No Derivatives License</li> </ul>
Mandated OA:	Compliance data is available for <a href="#">57 funders</a>
Paid Open Access:	<a href="#">Open Access</a>
Copyright:	<a href="#">Unleashing the power of academic sharing - Sharing Policy - Sharing and Hosting Policy FAQ - Green open access - Journal Embargo Period List (pdf) - Journal Embargo List for UK/Authors - Attaching a User License (pdf) - Funding Body Agreements</a>
Updated:	01-Jul-2016 - <a href="#">Suggest an update for this record</a>
Link to this page:	<a href="http://www.sherpa.ac.uk/romeo/issn/1049-9644/">http://www.sherpa.ac.uk/romeo/issn/1049-9644/</a>
Published by:	<a href="#">Elsevier</a> - 12 months [Commercial Publisher] - <a href="#">Green Policies in RoMEO</a>
For:	<a href="#">Academic Press</a> [ <a href="#">Imprint</a> ]
Guidance:	Please see the list of <a href="#">Publisher Categories in RoMEO</a> for guidance on interpreting the priority of multiple publishers.
<p>These summaries are for the journal's <i>default</i> policies, and changes or exceptions can often be negotiated by authors.  <i>All information is correct to the best of our knowledge but should not be relied upon for legal advice.</i></p>	

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](http://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](http://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](http://WeShareScience.org). 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](http://NewBooksNetwork.org) and they may interview you for their podcast.

Talk with Research Communications and write for [The Conversation](http://TheConversation.org), 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](http://go.osu.edu/researchimpact) or contact [libresearchimpact@osu.edu](mailto:libresearchimpact@osu.edu).**