

## Tips & Tricks: promoting your research online

Altmetric tracks and reports conversations and attention to your work from thousands of online sources, including mainstream news outlets, policy documents and social media.

This data is vital to securing grant funding, supporting promotion and tenure, and managing your scholarly reputation.

Click on the Altmetric donut to see who is talking about your research, where they are, and what they're saying.



### How can I attract attention to my work?

**Write a lay summary of your research** and introduce it via relevant discussion lists and online forums.

**Upload and make available data, images, posters and other files** via a platform such as figshare.

**Start your own blog (or contribute to an existing one)** - it's a great way to build your online profile and position your research.

**Reach out to key bloggers** to make them aware of your work - look at the Altmetric details pages for other articles in your discipline to see who might be interested.

**Include a link to your work** in your email signature, online profiles or CV.

**Work with the press office** at your publisher or institution to announce the publication of your research.

**Share links to your work** via twitter and other social media after presenting at conferences.

**Register for an ORCID iD** and populate your profile so that others can easily discover your work.

**Make your work available via Open Access** wherever possible, and share links to your full text outputs on social media.

### How can I make sure Altmetric pick up mentions of my work?

Once your work is getting attention there are a few key things that are required for Altmetric to pick up an online mention of your research:



**Always link to a page that includes your research's unique identifier (e.g. DOI, arXiv ID, PubMed ID)** - for example the publisher or institutional repository abstract page.



**The link needs to be in the main body of the post** - unfortunately Altmetric can't pick up any links included in headers or other sections of the page.



**Altmetric needs to be tracking the source that's mentioned the work.** To check if the source is being tracked email [support@altmetric.com](mailto:support@altmetric.com).