

Best Practices for Increasing the Visibility of an Individual's Scholarly Activities to a Broader (Wider) Audience

ELIMINATE NAME AMBIGUITY	
<p>Register for a unique author identifier at https://orcid.org/</p>	<p>ORCID ID (Open Researcher and Contributor ID) is an alphanumeric code to uniquely identify authors that has several advantages:</p> <ul style="list-style-type: none"> • Developed by nonprofit organization • It is open, transparent, and non-proprietary • Source independent platform • Increasingly required by publishers during the manuscript submission • Can list approximately 50 types of scholarship • Increasingly integrated for easy maintenance • Distinguishes you from others with similar names • Allows all your research output to be correctly linked to you • Make your ORCID profile public • Include your ORCID on all of your research outputs
<p>Be consistent with the personal name format used on all research outputs</p>	<p>Recommendations</p> <ul style="list-style-type: none"> • Be consistent with using only one name format, for example John Q. Smith and not J. Smith, John Smith, J.Q. Smith
<p>Use the standardized institutional affiliation format for your institution</p>	<ul style="list-style-type: none"> • Be consistent with using the correct format of your institution name (e.g. spell out the name of your institution if that is the preferred format) • Check with the intended place of publication to see if they have a preferred format for displaying institutional affiliation

MAXIMIZE DISCOVERABILITY OF YOUR WORK

Apply Principles of Search Engine Optimization (SEO)

As most of the traffic to scholarly resources comes directly from Google, Google Scholar, and other search engines, applying SEO principles will help improve the chances of your works being discovered. The same principles are applicable for improving discovery in scholarly databases.

Recommendations

- Think of how a reader would search for the topic of your paper to determine which keywords to use
- Choose keywords carefully to represent the main points of the paper and add synonyms if possible
- Use the [thesaurus](#) for the LISTA database for help in selecting standard terms to use as keywords for library science articles. Always include keywords when submitting your article
- Keep the title short (~7-8 words) and include 1-2 keywords related to the topic
- Place essential findings at the beginning of your abstract and use keywords 3-6 times
- Incorporate keywords in your headings and repeat them throughout the text. Make sure that the keywords are a natural part of the text and context (and not overly repeated)

LEVERAGE YOUR RIGHTS AS AN AUTHOR

Negotiate with publisher to keep key rights

Recommendations

- Include [SPARC Author Addendum](#) with your manuscript submission
- Retain the rights to post your publications on your personal or institutional website
- Retain the rights to reuse data and images

PUBLISH OPEN ACCESS

Publish open access if possible

Open Access (OA) publishing will allow your work to be accessed by a wider audience.

- Some traditional subscription journals allow for some works to be published as OA
 - Gold OA: Any work freely available on the publisher's site
 - Green OA: Usually still behind a publisher paywall, but accessible elsewhere for free
- OA publishing sometimes requires an article processing charge (APC)
- If all else fails, or perhaps as an addition to publishing open access, consider depositing your work in a preprint server or institutional repository

INCREASE VISIBILITY OF YOUR WORK

Create multiple points of access to your work

The development of Internet and social media, along with the changes these brought to scholarly communications make scholarly works' visibility one of the key factors in "get visible or vanish"

- Submit preprints of your scholarly work to institutional and non-commercial subject repositories
 - Check self-archiving policy of the journal publication. The best places to check are the journal website and the [SHERPA/RoMEO](#) database
 - May be mandated by institutional policies or funders' policies
 - Submission to multiple repositories is allowed for non-commercial use
 - Add a "This paper was published as and please cite as follows: [full citation for your work]" note at the top of your preprint
- Submit preprints to subject repositories such as
 - [E-LIS repository](#)
E-LIS is an international digital repository for Library and Information Science (LIS)
 - [LIS Scholarship Archive Preprints](#)

	<p>Through LISSA, library and information science scholars can showcase, share, and preserve materials and solicit feedback on the full spectrum of work completed</p> <ul style="list-style-type: none"> ○ DLIST (currently closed for submissions) Digital Library of Information Science and Technology (DLIST) is a cross-institutional, subject-based, open access digital archive for the Information Sciences, including Archives and Records Management, Library and Information Science, Information Systems, Digital Curation, Museum Informatics, records management and other critical information infrastructures • Use multidisciplinary repositories such as: <ul style="list-style-type: none"> ○ figshare “figshare is a repository where users can make all of their research outputs available in a citable, shareable and discoverable manner” ○ Zenodo General-purpose open-access repository by OpenAIRE and CERN • Find more repositories using these tools: <ul style="list-style-type: none"> ○ OAlster Facilitates access and navigation across relevant digital content stored in Open Access repositories. Developed by the library at the University of Michigan and adopted by OCLC ○ OpenDOAR Uses Google’s Custom Search Engine to search across the repositories listed in the OpenDOAR directory of repositories
Publish supplementary materials	<ul style="list-style-type: none"> • Upload datasets to institutional repositories and/or data repositories (Consider using DataCite, Figshare, SlideShare, Zenodo, etc.) • Choose a data repository that provides a DOI for the dataset • Link publication with the corresponding dataset • Grant permission to Trusted organizations to automatically update your ORCID profile