

# Best Practices for Increasing the Visibility of a Researcher's Scholarly Activities

This document was created by the American Society for Engineering Education - Engineering Libraries Division (ASEE- ELD) Scholarly Communication Committee with engineering librarians as the primary focus but may be applicable to a much broader audience. This document assumes no preference for the order of the headings.

| ELIMINATE NAME AMBIGUITY  |  |
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| <p>Register for a unique author identifier at <a href="https://orcid.org/">https://orcid.org/</a></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"><li>• Distinguishes you from others with similar names</li><li>• Allows all your research output to be correctly linked to you</li><li>• Developed by a nonprofit organization</li><li>• Is open, transparent, and non-proprietary</li><li>• Is a source-independent platform</li><li>• Supports several types of works, such as publications, conferences, intellectual property, etc.</li><li>• Is increasingly required by publishers during the manuscript submission process</li><li>• Is increasingly integrated with other platforms for easy maintenance; for example, <a href="#">Zenodo</a>, <a href="#">figshare</a>, etc.</li></ul> <p>Recommendations:</p> <ul style="list-style-type: none"><li>• Make your ORCID profile public</li><li>• Include your ORCID ID on all of your research outputs</li><li>• Keep your ORCID profile up-to-date</li></ul> |
| <p>Be consistent with the personal name format used on all research outputs</p>                       | <p>Recommendations:</p> <ul style="list-style-type: none"><li>• Be consistent by using only one name format or the format recommended by the publisher</li></ul>   |

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| <p>Use the standardized institutional affiliation format for your institution</p> | <ul style="list-style-type: none"> <li>• Check with the intended place of publication to see if they have a preferred format for displaying institutional affiliation</li> <li>• Be consistent by using the correct format of your institution name (e.g., spell out the name of your institution if that is the preferred format)</li> </ul> |
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## MAXIMIZE DISCOVERABILITY OF YOUR WORK

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| <p>Apply Principles of Search Engine Optimization (SEO)</p> | <p>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.</p> <p>Recommendations:</p> <ul style="list-style-type: none"> <li>• Think of how a reader would search for the topic of your paper to determine which keywords to use</li> <li>• Choose keywords carefully to represent the main points of the paper and add synonyms if possible</li> <li>• Use a subject-specific thesaurus for help in selecting standard terms to use as keywords; for example, the LISTA thesaurus for library and information science articles. Always include keywords when submitting your article</li> <li>• Keep the title short (~7-8 words) and include a few keywords related to the topic</li> <li>• Place essential findings at the beginning of your abstract and use keywords 3-6 times</li> <li>• 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)</li> </ul> |
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## LEVERAGE YOUR RIGHTS AS AN AUTHOR

Negotiate with publisher to keep key rights

Recommendations:

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

## PUBLISH OPEN ACCESS

Publish open access if possible

Publishing open access will make your work accessible to a broader audience.

- Many funders require authors to publicly share research outcomes in a timely manner
- Hybrid journals are subscription journals that publish some articles OA
- OA publishing sometimes requires an article processing charge (APC)\*
  - Gold OA: any work freely available on the publisher's site. Sometimes APCs are required.
  - Green OA (self-archiving): work is usually still behind a publisher paywall, but a similar version is accessible elsewhere for free (for example, in an institutional repository).
  - Diamond or Platinum OA: work published open access without authors being charged an APC
- In addition to publishing open access, and for authors who cannot afford APCs, consider depositing the most complete version of your work that you have permission to post in a subject repository (such as a preprint)

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|  | <p>server) or institutional repository. A preprint is defined as a full draft research paper that is shared publicly before it has been peer reviewed</p> <ul style="list-style-type: none"> <li>● It is important to note that institutional repositories can accommodate embargo periods if one is required</li> </ul> <p>* For more information about different OA types, please refer to <a href="#">this Wikipedia entry</a> and the <a href="#">Engineering and Applied Science Societies OA Policies Resource</a>.</p> |
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| <b>DEPOSIT YOUR WORK IN REPOSITORIES</b>             |   |
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| <b>Create multiple points of access to your work</b> | <p>The development of the internet and social media, along with the changes these brought to scholarly communication, make scholarly works' visibility one of the key factors in "get visible or vanish".</p> <ul style="list-style-type: none"> <li>● Submit the most complete version of your work that you are allowed to post to institutional and subject repositories <ul style="list-style-type: none"> <li>○ Check the self-archiving policy of the journal publication. The best places to check are the journal website and the <a href="#">SHERPA/RoMEO</a> database</li> <li>○ Sometimes mandated by institutional or funder policies</li> <li>○ Submission to multiple repositories is allowed for non-commercial use</li> <li>○ Add a "This paper was published as and please cite as follows: [full citation for your work]" note at the top of your preprint</li> </ul> </li> <li>● Submit the most complete version of your work that you are allowed to post to subject repositories; examples of engineering repositories are <a href="#">arXiv</a>, <a href="#">EngRN</a>: <a href="#">SSRN</a>,</li> </ul> |

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|                                 | <p><a href="#">engrXiv Preprints</a>, <a href="#">TechRxiv</a>, <a href="#">MobilityRxiv</a></p> <ul style="list-style-type: none"> <li>● Use multidisciplinary repositories such as: <ul style="list-style-type: none"> <li>○ <a href="#">figshare</a><br/>“figshare is a repository where users can make all of their research outputs available in a citable, shareable and discoverable manner”</li> <li>○ <a href="#">Zenodo</a><br/>General purpose open-access repository by <a href="#">OpenAIRE</a> (a European project supporting Open Science) and <a href="#">CERN Open Data Portal</a></li> </ul> </li> <li>● Find more repositories using these tools: <ul style="list-style-type: none"> <li>○ <a href="#">OAster</a><br/>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</li> <li>○ <a href="#">OpenDOAR</a><br/>Uses Google’s Custom Search Engine to search across the repositories listed in the OpenDOAR directory of repositories</li> </ul> </li> <li>● Encourage your library to maintain an up-to-date list or archive of its librarians’ publications.</li> </ul> |
| Publish supplementary materials | <ul style="list-style-type: none"> <li>● Upload datasets to institutional repositories and/or data repositories (consider using <a href="#">DataCite</a>, <a href="#">figshare</a>, <a href="#">Zenodo</a>, etc.)</li> <li>● Choose a data repository that provides a DOI for the dataset</li> <li>● Link article with the corresponding dataset; the link to the corresponding datasets should be displayed in both the pdf and online versions of the article</li> <li>● Grant permission to <a href="#">Trusted Organizations</a> to automatically update your ORCID profile</li> </ul>  |

## ACTIVELY PROMOTE YOUR WORK

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| <p>Reach out to your primary audience</p>  | <p>Identify the audience that would most benefit from your work and promote your work to that audience. For example, engineering librarians are most likely to be your best audience for engineering librarianship related publications.</p> <ul style="list-style-type: none"><li>● Send email notifications to various professional listservs: for example, the <a href="#">ELDnet-L</a> and <a href="#">ELD-L</a> listservs, using the subject line “Current Scholarly Activity by ELD Members”</li><li>● Share information about your publication with the ELD Scholarly Communication Committee for inclusion in the ELD Newsletter, and the <a href="#">ELD Google Scholar</a> profile, or any other professional organization’s communication channels</li></ul>   |
| <p>Make it easy for your connections or other scholars to find out about your publications</p> | <ul style="list-style-type: none"><li>● Join professional and research network platforms: for example, create profiles in <a href="#">LinkedIn</a>, <a href="#">Mendeley</a>, <a href="#">Open Science Framework</a><ul style="list-style-type: none"><li>○ Add your publications to your profile</li><li>○ Announce your new publications on your profile</li></ul></li><li>● Network and share your publications on social media:<ul style="list-style-type: none"><li>○ Use social media venues to share new publications but exercise caution when uploading full text to not infringe on copyright (see <a href="#">SHERPA/RoMEO</a>):</li><li>○ Use Twitter, Facebook, etc.</li><li>○ Use personal, local, or organizational newsletters, websites, and blogs</li></ul></li><li>● Create and keep other up-to-date online profiles: for example, set up a Google Scholar Profile:<ul style="list-style-type: none"><li>○ Go to Google and set up an account</li></ul></li></ul> |

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|  | <ul style="list-style-type: none"><li>○ Go to <a href="#">Google Scholar</a> and click on My Citations; fill out the form with your information</li></ul> |
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