# How to get your research published...

# ...and then noticed.

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# Contents

# Introduction

As a researcher, you make huge strides in advancing essential knowledge. Your achievements can save lives, change the way we understand the world and improve our quality of life. When you're ready to share your knowledge, the best way to do it is by publishing your work.

In this booklet, you'll find simple, actionable support that will help you publish and promote your research and make the biggest impact you can with your work.

In the first section, we'll look at **getting published**.

The decisions you make about your publications affect their ultimate impact. The journal you choose, the type of article and the way you write about your research all contribute to the result.

- When and what to publish
- How to write a great research paper
- Choosing the best journal for your work
- Your open access options
- Navigating the publishing process
- Getting the most out of peer review
- Publishing ethically

Then we'll share tips on how to **get your work noticed**…

With your peer-reviewed article published and available online, there's a lot you can do to promote your work and get it out to a wider audience.

- Sharing your article
- Increasing your visibility
- Writing a lay summary
- Harnessing the power of social media
- Pursuing media coverage

… And finally, how to **track your impact**.

This won't be the only article you'll publish, so it's useful to build an understanding of what works well and where you could make improvements. You can do this by tracking your impact.

- Article-level metrics
- Tools you can use

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# Getting published

## When and what to publish

### Do you have a story to tell?

This is a great question to ask yourself when you're considering publishing an article. Editors and reviewers are looking for original and innovative research that adds to their field of study, sheds new light on previous findings or joins the dots between work in different areas. Your conclusions must be sound and based on robust data.

### Is there an audience for your story?

If your research contributes to knowledge in your field, your peers and researchers in other areas are likely to be interested in your work. However, your audience could be even broader than this. The more original and innovative your research, the more people will be interested. And if it's clear, understandable and compelling, you could also share your work with the general public, especially if you can explain how it affects their lives.

### How can you tell your story?

Scholarly articles come in a variety of shapes and sizes, each designed to suit research published at different stages, in different fields and to share different aspects of the work.

- Full articles contain significant data, detail, developments, and outcomes.
- Letters and short communications are intended for the quick and early communication of significant or original advances, without including too much data or detail.
- Review papers summarize developments on a specific topic, without introducing new data.
- Research elements articles complement full research papers and describe output such as data, methods and protocols, software, code, and hardware.

If you're unsure which type of article to write, it's a good idea to discuss your options with your supervisor or colleagues. What's more, remember that not all journals accept all types of articles…

**NB:** In this booklet, you'll find guidance for writing and publishing a full article.

**Research elements**

Elsevier's Research Elements journals are a suite of high-quality, peer-reviewed, open access journals showcasing research objects such as data, methods, hardware, software and much more. Publishing an article on your research object maximizes the impact of your research by giving colleagues the opportunity to download and cite your work, helping them solve complex problems and recording your contribution as a scientific paper.

The Research Elements journals include:
- *Data in Brief*  ● *MethodsX*  ● *HardwareX*  ● *SoftwareX*  ● *Software Impacts*
- *Science Talks*  ● *Examples and Counter examples*  ● *Invention Disclosure*
- *Societal Impacts*

Read more: *elsevierresearchelements.com/*

## How to write a great research paper

Your research is complete, now it's time to write. You might enjoy this, but if you're like many others, it might also be the most challenging aspect of disseminating your results.

Elsevier has many resources to support you as you write your manuscript, with step-by-step instructions, training and editing, and translation services to help you perfect your work before you submit. This will help you publish a high-quality paper that shares your research with the world.
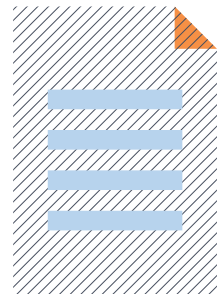
**Authors' Update**
- Stay in touch with industry developments, support and training.
- As an author, there's a lot for you to keep up with – new publication types, journals, review methods and much more.
- *Authors' Update* is a hub for articles on trends in publishing, relevant topics and being an author – and you can sign up to receive new articles as they appear.

Visit Authors' Update: *elsevier.com/connect/collection/authors-update.*

## Researcher Academy

Learn academic writing skills and improve your manuscript.

- Succeeding in a research career means learning and continuously building your skills across the board, from planning experiments to promoting your published work.
- Elsevier's Researcher Academy provides free e-learning resources. With more than 300 modules across 23 topics covering the research journey from research preparation, writing for research, the publication process to navigating peer review and communicating your research, you can learn the skills you need to take the next step in your career.
- When you learn with the Researcher Academy, you join a community of authors all working together to gain new skills.
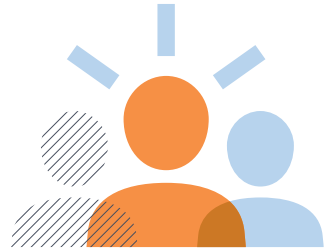
Visit the Elsevier Researcher Academy: *researcheracademy.elsevier.com*.

Visit the author resources page for more tools to help you as you write your article: *elsevier.com/researcher/author/tools-and-resources*.

## Preparing to write

Before you start, gather all your content: your results, lab notes, observations, methods, insights from previous research, any multimedia content and, importantly, your references. With everything in one place, you can better organize your thoughts and plan your article.

A full article usually follows a standard structure, which we will follow here. But it's always best to consult the guide for authors of the journal to which you're planning to submit before you begin as there might be special instructions you need to follow.

If you're writing a different type of article, you may still be able to apply some of the guidance identified below but be sure to consult the guide for authors. Each journal has their own guide for authors. You will find it on the Journal homepage. Here's an example: *sciencedirect.com/journal/journal-of-allergy-and-clinical-immunology/publish/guide-for-authors*.

Referencing the guide for authors will also ensure compliance with all policies (e.g., use of generative AI and AI-assisted technologies).

One way to get started on your manuscript is to create a skeleton template of the sections of the article – title and information (authors, keywords); abstract; introduction; methods; discussion & conclusions; acknowledgments. You can then easily add content in each section, which you can work from as you progress. Voilà – no longer a blank page!

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**Great writers read**

One way to improve your manuscript writing is to read other people's articles. The more you read, the more you will understand what works and what doesn't, and how best to present the information you want to share. A great way to do this is to become a reviewer – find out more here:

elsevier.com/reviewer/how-to-review.

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## Title

The title is the main advertisement for your article. A great title entices the audience to read on; a poorly titled article may never reach your target readers.

Your article's title should reflect its content clearly, enabling readers to decide whether it's relevant for them. Being direct about the topic by including its main keyword(s) helps make your article discoverable for your readers. Abstracting and indexing services depend on accurate titles: they extract keywords from them for cross-referencing.

Make the title catchy and keep it specific. Leave out phrases such as "a study of", "investigations into", "observations on". And avoid using abbreviations and jargon – there's plenty of opportunity for that later.

Effective titles:
- Identify the article's main topic
- Are accurate, unambiguous, specific and (when possible) complete
- Are as short as possible
- Are enticing and interesting

## Authors

Only authors who have made an intellectual contribution to the research should be credited, including those who will take responsibility for the data and conclusions, and those who have approved the final manuscript. The order of credited names can vary between disciplines; the corresponding author may not always be the first author. For more information, please see: *elsevier.com/about/policies-and-standards/ publishing-ethics#4-duties-of-authors*.

Depending on the journal, a CRediT (Contributor Roles Taxonomy) statement may be required, which makes each author's contribution to the research and manuscript preparation process clear. You can read more about this framework on the following page: *elsevier.com/researcher/author/policies-and-guidelines/credit-author-statement*.

## Keywords

Most journals request a list of keywords: important terms that are relevant to the work you're presenting and capture the research effectively. Keywords are used by abstracting and indexing services and choosing the right ones can increase the chances of your article being found by other researchers.

To choose your keywords, it might be useful to imagine your readers searching for research they're interested in. What would they type in the search box?

Many Elsevier journals also ask for a subject classification during the submission process; this helps editors to select relevant reviewers.

## Abstract

The abstract is your chance to describe your research in a limited number of words (often c. 300); use those words wisely. Together, the title and abstract should fully represent your article. A well-written abstract will help readers understand what your article is about and whether it's interesting or useful for them. It will also help improve visibility through abstracting and indexing.

The abstract should summarize the problem or objective of your research, and its method, results, and conclusions. An abstract usually doesn't include references, figures, or tables. It's great if your abstract is interesting, but above all it should be accurate. Don't promise more than your article delivers.

Many authors write the abstract last, so it reflects the content accurately. But it can also be helpful to write it first, to help you focus your thoughts and give you a good starting point for the article.

## Graphical abstracts

Many journals support graphical abstracts. A graphical abstract is a useful way to provide a visual summary of your article's main findings. It appears in your article on ScienceDirect and it also features in the results lists returned by online search engines. Graphical abstracts can be shared on social media or directly with colleagues to help you broaden your audience (remember to include a link to your article!).

Watch this Researcher Academy module to learn about designing an effective visual abstract: *researcheracademy.elsevier.com/writing-research/fundamentals-manuscript-preparation/article-art-creating-visual-abstracts*.

You can also check out this *Authors' Update* piece: *elsevier.com/connect/picture-this-a-stimulating-way-of-opening-up-your-research-to-new-audiences*.

## Introduction

After months of literature review, you may have enough background to fill a book, but resist the temptation: keep the introduction brief. It should provide context and background, but not be a history lesson. It should state the problem being investigated, its contextual background, and the reasons for conducting the research. State the questions you're answering and explain any findings of others that you're challenging or building on. Briefly and logically lead the reader to your research questions, hypotheses, and experimental design or method.

## Methods*

*also called "Materials and Methods" or "Experimental Methods"

This section should be detailed enough to enable readers to replicate your research and assess whether the methods justify the conclusions. It's advisable to use the past tense – it's about what you did – and avoid using the first-person perspective (e.g., "I transferred liquid A to the mixture").

Ultimately, you should explain how you studied the problem, identify the procedures you followed, and structure this information as logically as possible.

If your methods are new, you'll need to explain them in detail. If they've been published before, cite the original work, including your amendments if you've made modifications. You may also consider publishing your method as a research elements article, then referring to it in your main article. We'll cover how to do that later in this section.

Identify the equipment and the materials you used, specifying their source. State the frequency of observations and what types of data were recorded. Give precise measurements, stating their strengths and weaknesses when necessary. Name any statistical tests, so your quantitative results can be judged.

If your research involved human participants, animals, stem cells or other biohazard materials, you'll need to include certain information in the ethics statement, such as committee approvals and permission to publish. You should also explain your criteria for selecting participants especially if considerations of sex and gender reporting could have an impact on the interpretation of the results. Read more here: *elsevier.com/connect/the-importance-of-sex-and-gender-reporting* and learn more here: *researcheracademy.elsevier.com/research-preparation/sex-gender-equity-research-sager-guidelines*.

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**STAR Protocols and STAR Methods**

Though the method used for an article is vital for reproducibility, methods sections have traditionally been neglected, with detail often relegated to the supplementary information and readers skipping straight to results.

Two initiatives led by Cell Press aim to change this:
*STAR Protocols* (*cell.com/star-protocols/home*) is an open access journal that aims to help researchers conduct experiments more efficiently by improving the reproducibility of published methods.

*STAR Methods* (*cell.com/star-methods*) is a new approach to the methods section of an article, which promotes transparent reporting of experimental design and methodological details. STAR Methods are applied across all Cell Press journals, and the Key Resources Table is also available in some other Elsevier journals.

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**Results**

This section should present your findings objectively and show how your results contribute to the body of scientific knowledge, so be clear and logical. It's important not to interpret your results – that comes in the discussion & conclusions section.

You can base the sequence of this text on the tables, figures and graphs that best present your findings. Emphasize any significant findings clearly. Tables and figures must be numbered separately; figures should have a brief but complete description – a legend – that reveals how the data were produced.

## Discussion & conclusions

This is where you describe the meaning of your results, especially in the context of what was already known about the subject. You can present general and specific conclusions but take care not to summarize your article – that's what the abstract is for.

You should link this section back to the introduction, referring to your questions or hypotheses, and cover how the results relate to your expectations and cited sources. Do the results support or contradict existing theories? Are there any limitations? You can also suggest further experiments, use cases and extensions.

Above all, the discussion should explain how your research has moved the body of knowledge in your area forward. Your conclusions must be supportable and not extend beyond your results, so avoid undue speculation and bold judgments about impact. This is also a good place to suggest practical applications for your results, and to outline what the next steps in your research will be.

To summarize, make sure that:
- Your results directly support your conclusions.
- You use specific expressions and quantitative descriptions – "12 degrees Kelvin higher" instead of "a higher temperature".
- You only discuss what you defined early in the paper – don't introduce the reader to a whole new vocabulary. If you missed an important term, go back to the introduction and insert it.
- All interpretations and speculations are based on fact, not aspiration.
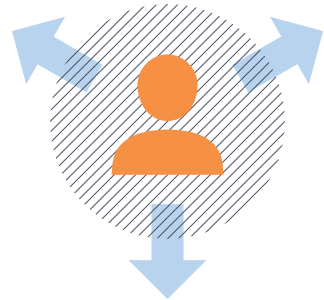
## Acknowledgments & disclosures

Keep acknowledgements brief, naming those who helped with your research: contributors, or suppliers who provided free materials. You should also disclose any financial or other substantive competing interest that could be seen to influence your results or interpretations.

For further information, please visit: *elsevier.com/about/policies-and-standards/ publishing-ethics#4-duties-of-authors*.

## References

New research builds on previously published work, which should always be acknowledged. Any information that isn't "common knowledge", or generated by your experiments, must be recognized with a citation. Quoted text should be within quotation marks and include a reference. Permission for reuse of any content, in compliance with the copyright license of the originating work, must also be obtained and indicated within the text.

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## Adding research data

Research data forms the backbone of your research article and provides the foundation on which scientific, technical and medical knowledge is built. Research data can include but are not limited to: raw data, processed data, software, algorithms, protocols, methods, materials.

You can get credit for your research data and code and make it *Findable, Accessible, Interoperable and Reusable* (FAIR) in line with community standards on best practices on research data management.

As a researcher, you are increasingly encouraged, or even mandated, to make your research data and other research outputs available. To support authors complying with funders requirements and to align with the Transparency and Openness Promotion guidelines for research, Elsevier journals have implemented data sharing guidelines *(elsevier.com/researcher/author/tools-and-resources/research-data/data-guidelines)*.

Sharing information about your research data, including raw or processed data files, code, software, models, algorithms, protocols and methods, is a crucial step in publishing your work. This could involve publishing your data or code as a research elements article, linking your article to an already deposited dataset, uploading it to Mendeley Data Repository or sharing a statement about your data or code.

- *Citing data* – cite your research data and code in your article and add a reference to it.
- *Publishing a research elements article* – publish a brief, peer-reviewed article and cite it.
- *Linking your article to data and code in supported repositories* – create bidirectional links between your article and a dataset or code deposited in a repository such as Mendeley Data.
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Find out more at: *elsevier.com/researcher/author/tools-and-resources/research-data*.

## Data statement

In some cases, there may be good reasons that prevent you from sharing your data or code alongside your article submission. Some Elsevier journals may require you to submit a data statement alongside your manuscript clearly explaining the data or code you've used in the article or the reasons why it might not be available for sharing.

## Illustrations

You might have illustrations, figures, multimedia or other artwork to submit with your article as supplementary files. Requirements will vary depending on the journal; for specific details on how to format and submit artwork, visit: _elsevier.com/about/policies-and-standards/author/artwork-and-media-instructions_. Like all content you submit to a journal, the illustrations should be high quality.

_Watch the Researcher Academy module on "plagiarism"_ to learn more about obtaining permission to use illustrations from another source. You can also _find more about permissions here_.



## SEO your article

Make your article more noticeable with search engine optimization (SEO).

With millions of research articles published every year, it could be easy for yours to get lost in the noise. By paying attention to a few points, you can make sure your article is search engine optimized and ready to be discovered by the broadest possible audience.

Tips for SEO include:
- Choose keywords with search traffic potential.
- Write a compelling title and abstract that include the target keyword(s), encouraging readers to engage and share your content.

- Create descriptive headings and add your chosen keywords and other similar terms.
- Use captions for any images and keywords and incorporate your keywords where it makes sense to do so.
- Support your content by linking to authoritative, external sources. Doing so will make your content more attractive to search engines.
- Try to secure backlinks to your article from other authoritative and reliable sources.

Find out more about SEO: *elsevier.com/connect/top-tips-making-your-article-visible-with-seo*.

## A note on language quality

Language issues can mean the difference between acceptance and rejection. It's important to ensure the language you use is clear and error-free, for two main reasons:

- The clearer your language, the more easily and accurately people will understand your work and your message.
- Errors disengage readers. If your work is full of mistakes, your readers will be distracted and question the quality of your work. This is especially important when the reader is reviewing your submission to a journal. The following article highlights this issue: *elsevier.com/connect/how-two-insure-your-on-track-four-publication-the-importance-of-good-manuscript-language*.

Your article should report your findings and conclusions as clearly and concisely as possible. To achieve this:

- Try to avoid unnecessary words or phrases – keep it simple.
- Use the active voice when possible. For example, "Carbon dioxide was consumed by the plant" is passive. Active writing shortens this phrase to, "the plant consumed carbon dioxide" – which is much snappier.
- Tense is important. For known facts and hypotheses, use the present tense: "The average life expectancy of a honeybee is six weeks." But use the past tense when referring to experiments you've conducted: "All the honeybees were maintained in an environment with a consistent temperature of 23°C." Also use the past tense to describe results: "The average life span of bees in the contained environment was eight weeks."

*Editing and translation services*

Elsevier Author Services provides a variety of editing services that ensure your paper is free of grammatical, spelling, and other common errors, giving you a better chance of success when you're ready to submit.

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## Choosing the best journal for your work

Publishing your research in the right journal can help you reach a global audience, make an impact and move forward in your career. How can you make sure your publication is the best it can be? Here are some tools and tips to help you find the right home for your work.

### Journal Finder

With potentially hundreds of journals in your field, finding the right home for your research isn't always easy.

Powered by the Elsevier Fingerprint Engine, the Elsevier Journal Finder uses smart search technology and field-of-research-specific vocabularies to match your article to Elsevier journals. Journal Finder is simple to use: enter the title and abstract of your manuscript and you'll get a list of journals best suited to your work.

Find out more about Journal Finder: *journalfinder.elsevier.com*.
Further reading: *elsevier.com/connect/location-location-location-where-to-get-published*.
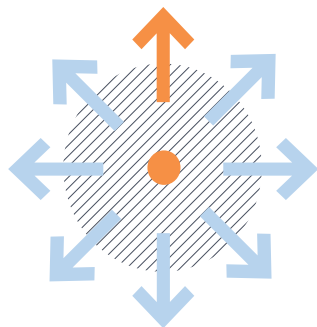
## Journal metrics

When you're looking at a long list of potential journals for your next submission, how do you decide which to shortlist and submit to? Journal-level metrics can inform your decision.

Elsevier's Journal Insights (e.g., *sciencedirect.com/journal/journal-of-pragmatics/about/insights*) provide extra information on three aspects of our journals – impact, speed and reach.

*Impact*
- **CiteScore** – average citations received per document published in the journal.
- **Impact Factor** – Clarivate metric – number of times an average paper in the journal is published.
- **5-year Impact Factor** – Clarivate metric – Impact Factor based on five years of history.
- **Article Influence & Eigenfactor** – citations from highly ranked journals are more important and influential than those from lower-ranked journals.
- **Source**-Normalized Impact per Paper (SNIP) – the impact of a paper within a subject field.
- **SCImago Journal Rank (SJR)** – a prestige metric based on the idea that "not all citations are created equal."

*Speed*
- The average number of weeks it takes for an article to be reviewed.
- The average number of weeks it takes for an article to reach key publication points in the production process.

*Reach*
- The number of downloads at the country/regional level over the last five full years available.
- The number of primary corresponding authors at the country/regional level over the last five full years available.

| | CiteScore* | SNIP | SJR | Impact Factor |
|---|---|---|---|---|
| Full name | CiteScore | Source-Normalized Impact per Paper | SCImago Journal Rank | – |
| Measures | Average number of citations received per peer-reviewed document published in this title, in a range of four years* | Citations relative to average for discipline; SNIP > 1 means journal is cited more than average for field | Average prestige per publication, depending on the SJR of the citing journal | Average citations per publication |
| Accounts for varying journal size? | Y | Y | Y | Y |
| Accounts for varying behaviour between disciplines? | N | Y | Y | N |
| Availability | Freely available at *scopus.com/sources* and via individual journal homepages under Journal Metrics and Journal Insights. | | | Available via journal homepages and Journal Citation Reports, Clarivate Analytics at *clarivate.com/ journal-citation-reports* |

*CiteScore measures the average citations received per peer-reviewed document published in this title. CiteScore values are based on citation counts in a range of four years (e.g., 2016-2019) to peer-reviewed documents (articles, reviews, conference papers, data papers and book chapters) published in the same four calendar years, divided by the number of these documents in these same four years (e.g., 2016–19).

## Checklist:

- Take into consideration the type of article you'd like to publish (full length, letter, review, research element, etc.).
- Check the references in your article, to give an indication of possible journals of interest.
- Read the journal's aims and scope on the journal homepage.
- Read or download the journal's guide for authors.
- Check if the journal is invitation-only; some journals only accept articles after inviting the author to submit.
- Check the journal's performance for review and publication timelines.
- If you need to publish open access, remember that most Elsevier journals explain their open access options on the journal homepage.
- Submit your paper to only one journal at a time.

## Your open access options

Whatever your discipline, there's an open access home for your research at Elsevier. With over 2,900 journals that offer gold open access publishing options, including over 800 journals which are fully open access, we've got you covered.

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|---|---|---|
| Options | • Publish in an open access journal or in a journal which supports open access (hybrid) | • Link to your article.<br>• Select a journal that features an open archive<br>• Select a journal that participates in CHORUS<br>• Self-archive a version of your article |
| Access | • Public access is to the final published article<br>• Access is immediate | • Free access to a version of your article<br>• Time delay may apply (embargo period) |
| Fee | • Open access fee is paid by the author, or on their behalf for example by their institution or funding body.<br>• Fees range between c$150 and c$5000 US Dollars excluding tax, depending on the journal with prices clearly displayed on our Article Publishing Charge (APC) price list and on journal homepages. | • No fee is payable by the author as publishing costs are covered by library subscriptions. |
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# Navigating the publishing process

Once you've checked (and re-checked!) your manuscript, you're ready to submit it to the journal.

Submission and revision can be the most frustrating part of the publication process. Elsevier aims to take the pain out of submission with streamlined systems and processes.

Once you've identified the journal to which you want to submit, you can find the link to submit your manuscript on the journal homepage. The submission system you'll use – for example, Editorial Manager (EM) – will depend on the journal to which you are submitting.

Find out more about submitting your manuscript: *elsevier.com/researcher/author/ submit-your-paper*.

## Check the status of your paper

After submission, you can follow the status of your article in our electronic submission systems using a reference number that you'll receive by email.

If your paper is accepted for publication, you can follow the publication status through to completion using the "track your article" feature. You'll receive a reference number and link via email, after the final decision.

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The submission journey is rarely as simple as choosing a single journal – you may need to submit your manuscript to multiple journals before you find the right fit.

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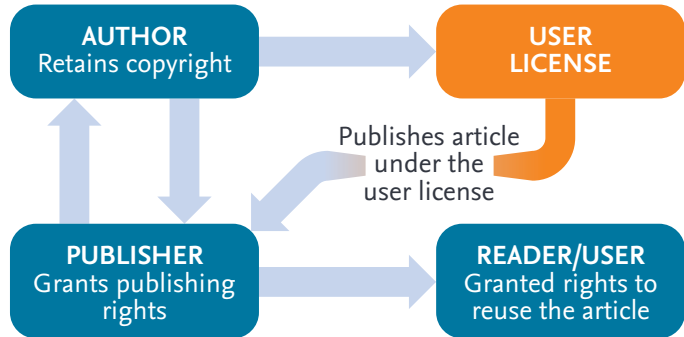
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```
AUTHOR                          USER
Retains copyright               LICENSE

                    Publishes article
                       under the
                       user license

PUBLISHER                       READER/USER
Grants publishing               Granted rights to
rights                          reuse the article
```

# Getting the most out of peer review

*Peer review is the cornerstone of the academic publication process.* We rely on this process to uphold the quality and validity of individual articles and the journals that publish them. As such, reviewers play a pivotal role in scholarly publishing.

The peer review system exists to validate academic work, helps to improve the quality of published research, and increases networking possibilities within research communities. There are several types of peer review; you can find out what type of review a journal uses in the guide for authors.

- Single anonymized – the names of the reviewers are hidden from you as the author. This is the traditional approach to peer review.
- Double anonymized – the reviewer and author are both anonymous. This limits bias, and articles are assessed on the content alone. However, it is challenging to ensure total anonymity.
- Triple anonymized – reviewers are anonymous, and the author's identity is unknown to both the reviewers and the editor. Articles are anonymized at submission.
- Open review – this is an umbrella term for several models. The most common definition is when the reviewer and author are known to each other during the review process. Open peer review can involve the publication of reviewers' names, reviewer reports and author responses.

Read more about peer review with Elsevier: _elsevier.com/reviewer/what-is-peer-review_.

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> This voluntary work takes time and effort and can be challenging to manage alongside your own research. The Reviewer Hub helps you manage the reviews you are invited to undertake and ensures you get credit for the work you put into them.

## After acceptance

## Congratulations, your article has been accepted!

There are a few more things to consider that can optimize the publication of your work. At Elsevier, we will do everything we can to have your article published as quickly and accurately as possible.

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Accurate proofreading and clear marking of corrections are essential for producing a quality article. As soon as your article has been typeset, you'll receive an email with either a link to it on our online proofing system or a PDF attachment of your article.

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Find out more about Share Links: *elsevier.com/researcher/author/submit-your-paper/ sharing-and-promoting-your-article/share-link*.

## Publishing ethically

Your publications reflect the quality of your work and of the work that happens at your institution. Peer-reviewed articles are essential building blocks of knowledge, and they embody the scientific method. It is therefore important to agree upon standards of expected ethical behavior.

Scientific misconduct and breach of publishing ethics can take different forms and be committed knowingly or unknowingly. Examples of misconduct and breaches include:

- Authorship disputes – deliberately misrepresenting a researcher's relationship with published work.
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- Plagiarism – passing off another's work or idea as your own.
- Simultaneous submission – submitting a paper to more than one publication at the same time.
- Research fraud – including fabrication (making up research data) and falsification (manipulating research data, tables or images).
- Salami slicing – the "slicing-up" of research that would form one meaningful paper into several different papers.
- Citation Manipulation - referencing articles that do not contribute to the content presented in your paper, and often for the purpose of increasing citations to the referenced article for personal or professional gain.
- Inappropriate and/or undisclosed use of Generative AI or AI-assisted technologies.

Find out more about publishing ethics here: _elsevier.com/about/policies-and-standards/ publishing-ethics_.

Explore resources to help you ensure your work is carried out and published ethically on Researcher Academy: _researcheracademy.elsevier.com/publication-process/ethics_.

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With the rise of genome-wide association studies and particle accelerators, multi-author papers are getting more frequent – and author lists longer. When many authors are involved in a study, simply listing their names doesn't provide much information.

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# Getting noticed

Congratulations on your publication! Now that your paper is online, you can promote it. Sharing your paper with colleagues, the media and the general public can help you take the next step with your research by attracting funding and collaborators.

More than five million scientific articles are published each year, and that number is rising. It's therefore increasingly important for you to find ways to make your article stand out.

Use these resources to share your article with the people who need it – and make an impact globally.

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### Howcanishareit.com

There are many options to share your work so how do you know the best way to do it? Is it best to share your final published article, or an earlier version? How can you be sure you'll be credited properly?

The STM Association has created *howcanishareit.com* to answer your questions. The tool helps explain how you can share articles published in academic journals.

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Find out more about Share Links: _elsevier.com/researcher/author/submit-your-paper/ sharing-and-promoting-your-article/share-link_.

## Scholarly collaboration networks (SCNs)

Sharing and collaboration is central in research, and scholarly collaboration networks (SCNs) can be beneficial at every stage of your research, particularly when it's time to promote your work.

SCNs are platforms that host content and facilitate article sharing and collaboration among researchers. The biggest SCNs include Mendeley, *Academia. edu* and ResearchGate.

# Increasing your visibility

It's important to make sure people can find you and links to your publications online. There are a few easy ways to increase your online visibility.

## Update your profiles

If you have a personal page at your institute, include links to the final versions of your articles on that page. You should also ensure that your CV is available online, with links to your publications. You can do this on networking sites like LinkedIn, or on a personal website or blog.

Finally, keep your SCOPUS and ORCID author profiles up to date so others can find your articles. You can now update both at *orcid.scopusfeedback.com* – just follow the easy online steps.

## Present at a conference

Presenting and networking personalizes your work, giving it a face and voice, and can create new opportunities for collaboration. Make sure you connect with other delegates on Facebook and LinkedIn and direct them to your website or blog. If you create a poster for a conference, post it on your website and provide links on your blog, social media profiles, online CV or institutional page.
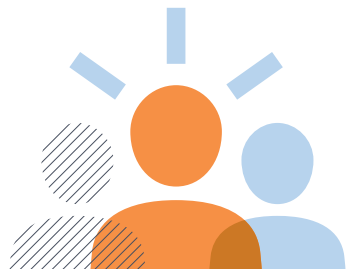
## Write a lay summary

You're busy sharing your article and getting the word out to other researchers. But what about people who aren't subject matter experts? If you have findings that matter to the general public, it's important to present your work in a way that people will understand.

With a lay summary, you can help people without an academic background access your results. A lay summary is a short account of your paper written in clear, non-technical language. You can use it to explain your research, your findings and why they matter.

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Read more about writing lay summaries: *elsevier.com/connect/in-a-nutshell-how-to-write-a-lay-summary*.

## Use social media

There are billions of people on Facebook, Instagram, LinkedIn, TikTok, X, WeChat, Weibo… and whatever the next platform will be. These are great places to share your research. With a Share Link (*elsevier.com/researcher/author/submit-your-paper/sharing-and-promoting-your-article/share-link*) you can promote your paper on social media, providing 50 days' free access to your readers.

Social media is also a place for online networking: you can reach audiences beyond your network by tagging and engaging with universities, societies, publishers and peers. You don't need to be present everywhere; by choosing the platform(s) that suit you best, you can establish a presence online and extend your reach.

There is an art and a science to using social media. You can brush up on your skills with the Researcher Academy module Social Media for Researchers: *researcheracademy.elsevier.com/communicating-research/ensuring-visibility/social-media-researchers*.

## Share your story with the media

If you have a compelling story to tell, you could reach a wider audience by sharing it with journalists.

Elsevier promotes selected research papers to the global scientific media. If you think your article is interesting for a wider audience and/or would like more information about any of the above, contact the journal Publisher.

Remember to also get in touch with the press office at your institute to see what they can do to help you promote your paper.

# Tracking your impact

Are your efforts to promote your work leading to downloads and citations? By tracking the performance of your article, you can adjust the way you are sharing your work and make sure it's getting to the right people. You can track your impact using a variety of metrics.

Just like when you're considering where to publish, the best approach to monitoring your impact is to have multiple ways of assessing your performance. If you're at an early stage in your career, you can use metrics that don't require longer timeframes:

- **Collaboration** – how big is your network? What's the status of colleagues in your network? Where in the world are they located?
- **Scholarly output** – how productive are you?
- **Usage** – how often have your publications been viewed?
- **Article metrics** – who's talking about papers online and what's being said?
- **Journal status** – what's the status of the journals that have published your work? The average citation impact of all the articles in a journal is a useful proxy for the impact your articles will achieve when they've had time to accumulate citations.

When you're at a later stage in your research career, with a sizeable output and an impressive number of citations, further metrics can then become useful:

- **Citation count** – how many citations have your articles received?
- **Outstanding articles** – which of your articles are in the top percentile of comparable articles?
- **h-index** – this metric rates your entire publication career based on both output and citation impact. (For example an h-index of 11 indicates that 11 of a researcher's articles have each received at least 11 citations.)

## Your Scopus profile

Get credit for your work and explore your metrics.

When you've done the research, you
want to make sure you're credited with the publications, so your metrics reflect your work.

Your author profile on Scopus is linked to all your publications through ORCID (*orcid.org*). By maintaining an up-to-date author profile, you can make sure you're showcasing your research and inviting career opportunities.

## Article-level metrics

Article-level metrics let you track the impact of your publications in different areas, from traditional scientific literature (citations) to broader society (social media shares). Get more information on tracking your impact: *elsevier.com/researcher/ author/tools-and-resources/measuring-an-articles-impact*.

**PlumX Metrics** provides insights into the ways people interact with individual pieces of research output online, showing you a picture of your impact.

PlumX gathers and brings together research metrics for all types of scholarly research output in five categories: Citations, Usage, Captures, Mentions and Social Media. The PlumX records for your publications will show you how many people are citing and reading your work, as well as collating news media mentions and social media activity.

You can access the PlumX Metrics  for your article from ScienceDirect.

Find out more about PlumX Metrics: *plumanalytics.com/learn/about-metrics/*.

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