

## TIPS FOR ENHANCING YOUR RESEARCH IMPACT

### BEFORE CHOOSING A JOURNAL:

- If you are not on a tight deadline, aim high and try to publish in high impact journals
- Publish in journals indexed by major databases and Google Scholar
- Publish in journals that will reach your intended audience
- Publish in open access (OA) journals or journals that offer an OA option

### DURING THE PUBLICATION PROCESS:

- Formulate a concise, well-constructed title, and abstract for a work
- Include crucial keywords in the abstract
- Create a "lay summary" that can go alongside your abstract
- Use standardized versions of your affiliation address using no abbreviations
- If a publication is the result of a research study/group, add the research study/group as a corporate author and use it consistently

### AFTER PUBLICATION:

- Update your ORCID and Google Scholar Profile regularly to ensure it is current
- View the publisher's promotional toolkit/other author support for promotion guidance
- Network via social media including twitter, ResearchGate, Mendeley, and LinkedIn
- Promote via listservs, Slack channels, and other communities
- Partner with Tulane's Media & PR Department and/or your department/school's communications specialists to create press releases for the media

### IN GENERAL:

- Create an ORCID/Researcher ID to ensure your entire scholarly and professional career is captured easily
- Have a web presence so people can find out more information about you and your work (e.g. your own website, blog, or Google Scholar Profile)
- Ensure your article is open access, even if the Journal itself is not OA
- Post your manuscript's pre and post prints to repositories/pre-print servers/your own website/blog
- Publish your data, conference slides, patents, and supplemental materials in repositories if possible (please look at the copyright agreement you signed first)
- Assign a doi to your work (e.g. data and publication)
- Consider sharing your research more broadly with the public (e.g. contribution to blogs, podcasts, YouTube channels (e.g. interviews, guest expert, commentaries, etc.) or magazines/newspapers)
- Collaborate with faculty, researchers and facilities located at other institutions, companies, or organizations

**For more information or help, please contact our librarian, Raquel Horlick at [rhorlick@tulane.edu](mailto:rhorlick@tulane.edu) or visit Tulane Library Guide on scholarly impact (<http://libguides.tulane.edu/scholarlyimpact>).**