E

Chapter 14. Promotional strategies

Does the journal have a written, ongoing marketing strategy? Ensuring the visibility of the journal is vital to its success – check the following list to see if you have the right strategy in place:

		Yes	Could be clearer	No
1.	Do you have a written marketing plan for the journal?			
2.	Do you require the editors to undertake some promotion of the journal for you?			
3.	Do you have a budget allocated (either finances or human resources) to promote the journal?			
4.	Do you have clear objectives for the journal promotion?			
5.	Have you reviewed your marketing strategy in the past two years?			
6.	Do you report on marketing or promotional activities, or receive reports of marketing/promotional activities?			
7.	Have you ensured that the journal is indexed appropriately?			
8.	Do you have social media accounts for your journal? Do you monitor how successful they are – how many followers they have, and how much engagement they get?			

Online resources and references

In addition to the following resources these websites and references may be useful:

Campbell, R, Pentz, E, Borthwick, I (eds) (2012) *Academic and Professional Publishing*. Oxford: Chandos Publishing.

Cope, B and Phillips, A (eds) (2014) *The Future of the Academic Journal*, 2nd Edition. Elsevier.

Cox, J and Cox, L (2009) Scholarly Publishing Practice 3: Academic Journals Publishers. *Learned Publishing* 22, 75–77.

DOAJ (2015) Principles of Transparency and Best Practice in Scholarly Publishing. doaj.org/bestpractice (accessed 15 February 2017).

Morris, S, Barnas, E, LaFrenier, D and Reich, M (2013) *The Handbook of Journal Publishing*. Cambridge University Press.

NFAIS (2009) Best Practices for Publishing Journal Articles. www.nfais.org/best-practices (accessed February 2017).

Smart, P, Maisonneuve, H and Polderman, A (2013) *Science Editors' Handbook*, 2nd edn. European Association of Science Editors. www.ease.co.uk

Note also that Resource 12E, the journal strategy planning form, offers advice that will also be very useful in planning your journal promotional strategy.

Resource 14A: Increasing visibility: promotional tactics

Summary: Promoting your journal is a vital part of your task as a publisher – you cannot rely on your target community discovering it through word of mouth. You have an obligation to make your contributing authors' content visible to as wide an audience as possible. This document outlines some basic promotional activities which journal publishers should consider.

Why promote your publication?

Long-term issues

• Awareness-raising: Is the journal as visible and well known as it could be?

• Credibility: Does the journal have the reputation that it deserves?

Immediate issues

• Attracting more/better papers

• Attracting more readers/subscribers...etc.....

Promoting your publication should always be integral to the entire publishing operation – if people do not know about your journal, they will not submit papers or subscribe.

A well-promoted journal will have happy authors, because more people are reading their research, increasing its chance of making a real difference to the world. A well-promoted journal will have happy editors too, because more authors will want to publish their research there, and so they will receive more high-quality submissions. A well-promoted journal will also have happy readers, because they will be able to find excellent research inside it. And it will have happy staff, because they will know that they are making a positive difference to the world.

Promoting a journal successfully doesn't necessarily require a big marketing budget and a large team of marketing professionals. What it does need, though, is some planning and organisation; some hard work, and some careful thought.

To promote your journal effectively, you'll need to create a promotional strategy, to make sure that you get the most from the resources available to you. And you'll need to work as a team, making sure that you all – authors, editors, and the whole publishing team – contribute to promoting your journal. Everyone benefits when a journal is well promoted, so everybody needs to work together to make this happen. There are easy ways in which your editors and authors can contribute by helping to promote the journal on their own networks – even something as simple as an email signature can have a positive effect.

At the heart of your promotional strategy should be a sense of what your journal is, why it's important, and what it contributes to the world. Ask yourself why your journal is unique – what its aims are, and how it achieves them. Reflect on your journal strategy (Chapter 1). Think about who your audience is, and the sort of audience you want to attract – which particular disciplines, for instance. This will of course tie in with your overall strategy for the journal, so you'll need to make sure that you all have a clear idea of that strategy before beginning work on your promotional plan.

Your overall journal strategy will help tell you where you want to take your journal, but before you can set out on that journey you also need to know where you are right now. Find out as much as you can about who's reading your journal already, and how many of them there are; find out how many submissions you receive for each issue, and check how many of those you publish. If you have social media accounts already, find out how many followers they have, and how much engagement they get; check how many people are on your mailing-list, if you have one, and how many visitors your website gets on average. All this information will help provide you with a baseline from which to measure the success of your promotional strategy, and it can also help you find out whether there are any problems that your strategy will need to help solve.

You'll need to update and revise your promotional strategy at regular intervals – maybe every six months or so, though that will depend on your situation. But if you're regularly monitoring the success of your promotional activity, and acting to fix anything that isn't working, then you shouldn't have to make many sudden or major changes to your strategy.

Informal promotion

Informal promotion uses the principle of "39 points of contact". The number is unimportant, but the principle is to raise awareness by ensuring that people see the journal title, and hear about the journal frequently - so that their awareness is continually raised. This can be done several ways, and some suggestions are listed below:

- Email signatures and mailshots: see **Resource 14C Email marketing**

- Use the journal network – in particular to distribute any promotional materials you have (leaflets, posters, etc.) – for example provide some leaflets to the reviewers and editorial board, asking them to hand them out at meetings, in their workplace, institutional libraries, etc.

- Using editorial board – promotion tools for them, making sure they know their role and that they can act as ambassadors for the journal

Formal promotion

Larger publishers (particularly commercial, trade publishers) invest considerable time and money on promotional activities. The most common of these (in scholarly publishing) are:

Leaflets

Leaflets are a valuable tool for informing people about the journal and can take many forms. Frequently they are glossy and expensive to produce, but they are just as valuable if they are a simple A4 sheet with information about the journal presented in an interesting way (see the section on writing promotional copy below).

Promotional items

Some publishers provide promotional items, such as pens, mousemats, cups, etc. with the journal name and logo. If you undertake this, bear in mind that the cost of producing them includes the design, production and also the distribution (making heavy items very costly!).

Conference strategy – being part of programme, conference committee, partnering, running workshops or seminars

Many of the large publishers present themselves at conferences in the exhibition hall, with examples of their products, etc. This can be very expensive, but perhaps combined stands, including the journals of many different publishers may be a cost-effective solution – since conferences can be ideal opportunities to meet subject-specialists who are interested in your journal.

Focus groups, and sponsored meetings

Some publishers will sponsor specific events (frequently at conferences), which is an ideal opportunity to meet potential subscribers, readers and authors.

Other opportunities for promoting the journal

- Directories – library catalogues

- Indexes – citation indexes and others (see Resource 13D for more information)

- Website links

- Brochures, leaflets and printed material

- Loose and bound inserts – in other journals and publications

- Leaflet mailshots to members of associations, organisations, etc.

- Posters sites (libraries, exhibitions)

- Open days and exhibitions

- Word of mouth

- Websites, CD ROMs, Email broadcasting

- Press and Public Relations (PR) (see Resource 13G for more information)

- Advertising in other publications

- Linking with events

- Linking with associations

- Linking with universities and research institutions

KEY POINTS

- Promotion is important.

- Promotion can be formal and expensive, or informal and cheap – both can work equally well.

- Concentrate on the most important message you want to convey.

Resource 14B: General guidance for writing and presenting promotional copy

Summary: How you write about your journal makes a difference to how much people understand and are attracted to your journal.

Offer an impressive benefit, quickly and simply

David Lewis, an eminent consumer psychologist, says, "Copy is getting shorter, and a major factor behind this is that people these days suffer from acute shortages of both time and attention." Think about the vocabulary and language you use; know your target audience: a simple test is to avoid any words or grammar that would not be found in the newspaper that the target group would read.

Make the material easy to read

Do not distract the reader from the text by overlaying images or using fancy fonts. Use simple language, avoid complicated words, and keep enough space around the text to attract attention to it. Use simple traditional typestyles: serif fonts can be more readable than sans serif. Use ten, eleven or twelve point-size for the main text; smaller or larger are actually more difficult to read and therefore less likely to be read.

For the same reason avoid italics, shadows, light colours reversed out of dark, and unusual colours. None of these improve readability; they all reduce it. Use simple black (or dark coloured) text on a white (or light coloured) background, for maximum readability.

Get the reader involved

Refer to the reader as 'you' and use the second person ('you', 'your' and 'yours' etc.) in your descriptions to get them visualising their own personal involvement. Describe what your publication is providing in a way that shows what they will gain from it.

Try to incorporate something new

People respond better and are more easily attracted to a concept that is new or original. If they've heard or seen it all before it is likely that they will take no notice at all. People must believe there's something in it for them right from the start.

Stress what is unique

You must try to emphasise what makes your publication special. You should put as much emphasis as you can behind your USPs (unique selling points), and either imply or state directly – where appropriate and accurate – that you are the only publication to offer these things.

Must be believable

You must not lie, and any claims must seem perfectly credible. This is usually best accomplished by explaining 'why' and 'how' you are able to do the things you are offering, in support of your claims.

AIDA - A-ttention I-nterest D-esire A-ction

The **Attention** part is the banner or headline that catches the readers' attention. **Interest** is built by presenting the information in an interesting way. If you seek a response (e.g. subscription, or submission of a paper) you must create **Desire**, which relates the benefits you offer to the reader so that they will want them. Finally, you must prompt an **Action**, which may be to call a telephone number or to complete and send off a reply coupon. If your material does not follow this step by step format it will not be so effective.

Your main message must be the most prominent

Do not be tempted to devote 50% of the space to a pretty picture or a quotation. The biggest part of the advert must be your main benefit statement. This is the part that entices the reader to read on.

Use lower case type - word-shapes are lost when capitals are used

People read by recognising word-shapes not individual letters, do don't use upper case (capital letters) for text, and ideally not for headlines either, as it takes longer to read and reduces impact. Beware of geographical differences here. For example, in North America, every word of a headline is capitalised but in the UK the capital letter only applies to the first word.

Headline should be three-quarters up the page or advert space

Do not put headlines at the top of the space. The eye is naturally drawn to between two-thirds and three-quarters up the page or space, which is where the main benefit statement needs to be.

Proof read

Proof read everything you write - and, even better, ask somebody else to look at it too. It is easy to miss mistakes if you are checking your own writing. See Chapter 8 for advice about copyediting.

KEY POINTS

How you present the journal is important. It is worth taking the time to check that what you write is clear, error-free and says what you mean it to say.

Resource 14C: Email marketing

Summary: Email marketing offers a cheap and reliable way of keeping your community informed about your journal. The combination of an up-to-date database of contacts and interesting and well-written emails can be very effective. This document outlines some ways of using email to promote your journal.

Why use email?

Email remains an important part of any journal marketing strategy because it is a reliable way to speak to your community. Unlike many social media channels, it does not depend on algorithms or payment for you to reach your intended audience. It is therefore important to make the most of this route to your community, and to build up a database of contacts that you can reach in this way.

Using email signatures for informal promotion

- You want your community to be reminded about your journal regularly. One way to do this subtly is with email signatures. Your editorial board will be in regular email contact with other members of the community as part of their own research.

- Ask all your editors to put the title of your journal (and the web address) as part of their email signature.

- To help them do this, you may want to provide model text for them, and instructions on how to add it to their signature using familiar email programmes.

  e.g. 'For Gmail, click on the six-pointed icon in the top right corner of the page, and choose 'Settings' in the drop-down menu. On the Settings page, scroll down to the Signature section and paste the suggested text into the white box, i.e.:

  Journal name

  Journal URL

  Make sure that the button to the top left of the box is now ticked. Then scroll to the bottom of the page and click 'Save Changes'. You may want to send a test email to make sure that the signature appears as you intend.'

Email alerts

- Occasional emails can be a good way to remind your network – colleagues, editorial board, reviewers, authors, and anybody who has signed up to be on your mailing list – about your journal, and to update them on any news.

- This can include news about the journal, the most recent Table of Contents, and perhaps a summary of an interesting article. Make sure to include links: you can also use these to see how many people are interested enough to click on them. (For more information on this, see 13F: Measurement.)

- Remember to ask people to forward your email to anyone they think might be interested. This will extend the reach of your news.

- Remember that many people will read your email on mobile devices or on poor internet connections. Don't use large images, and check how your email will look on a mobile device before sending it. (You can do this by sending a copy to yourself and then reading it on your phone.)

- Make sure to proof-read your emails before sending them! Ideally, send a draft copy to a colleague and get them to check the email – it's easy to miss your own mistakes when reading through.

- Include instructions on how to unsubscribe in your email, and make sure to act on any requests you receive to unsubscribe by removing the contact from your mailing list.

- To cut the number of people unsubscribing:

  ◦ Be clear about what you are sending, particularly in the email subject line (but make sure that you don't use the same subject line for every email).

  ◦ Do not send emails too often – once a month is probably the absolute maximum; one alert for every new issue of your journal is a good baseline figure.

  ◦ Ensure that your email does not look like spam.

- Though there are plenty of mailshot services that will help automate, simplify, personalise, and speed up sending out email alerts – MailChimp and Campaign Monitor are two of the best-known examples. However, they can be expensive, though some offer free versions with limited features, which may be enough for your needs. You should be able to achieve the results you need without them, though.

- If you are sending your email alerts out manually, make sure to put everyone's email addresses in the 'bcc' field, NOT 'cc'. Your contacts will not want you to share their addresses with everyone else on your mailing list!

- You may sometimes have news that will be of major interest to certain parts of your community, and will not interest others. Targeted emails will enable you to contact only those who are likely to be interested, and avoid boring your other contacts. See 'Building a database' for more information on this.

- Creating a visual template for your emails will save time in the long run – since you can just paste your new content into the old template – and will make them look more appealing and more consistent. Many mailshot services offer free templates that you can use in return for your email address.

Building a database of contacts

- The simplest way to keep a database of contacts is via a spreadsheet. Keep columns for key information – name, institution, email address, postal address – and also for other types of information that will enable you to 'segment' your contacts: to divide them up by their areas of interest.

- The more information that you can gather on your contacts' interests, the better. This will enable you to target your emails more effectively. You can then make sure to send emails only to people who are likely to be interested, and avoid boring others.

- Make sure that your database conforms to the relevant data protection laws in your area.

- Make sure to get people's permission before adding them to your database and mailing list.

- Encourage people to sign up to your mailing list by mentioning it in emails – since your contacts may have forwarded these on to people who are not on your list. You may even want to include it in your email signature. If you can offer people something in return for signing up – something that your community will find useful, such as advance information or a small discount on an APC.

- Use your social media accounts to encourage people to sign up to your mailing list: with social media, you are reliant on third parties – Twitter, Facebook etc. – to reach your audience, but email is more direct.

- Make sure to act promptly on any requests you receive to unsubscribe by removing the contact from your mailing list. Check for unsubscribe requests particularly before sending out a new email to the list.

- After you've sent out the email, keep a record of any notifications you get that say that it's been impossible to deliver the email. If you get two or more of these in a row, you'll want to remove the email address from your database as it no longer works.

KEY POINTS

Email offers a reliable way to reach your community. Build a database of contacts and send out occasional emails to let them know about new issues of your journal and important news.

Resource 14D: Social media promotion

Summary: Social media are increasingly popular around the world – you, your readers, your authors and editors probably all use them. They offer real opportunities to promote your journal and its research globally. This resource explains how to begin using social media for your journal.

Implementing a social media strategy for your journal

Social media can provide a valuable way to extend your journal's reach to new readers, and to encourage discussion and debate, but they can be time-consuming. You will need someone on the editorial team to ensure that your social media outlets are being used well – so that there are regular blog entries and Tweets, for example.

Implementing a strategy therefore takes the following planning:

1. Identify the media used by the journal community.

2. Identify an editorial or publishing individual that is responsible for each channel chosen.

3. Set targets for how often items will be posted.

4. Review on a regular basis to ensure that the effort is worthwhile – for example:

    i. The number of followers/likes/retweets/mentions on Twitter;

    ii. The number of "friends"/shares/comments/likes on Facebook.

    (See Resource 13F on Measurement for more detail on this subject.)

Finding the best social media platform for you

The best social media platforms for you to use to promote your journal are the ones that your community is already using. Different communities use different platforms, and these may vary around the world – certain platforms are banned in certain countries, and other countries have their own specific platforms. Weibo, for instance, is the most popular social media channel in China, where Facebook, Twitter, and YouTube are all blocked. Ask your editors and colleagues which platforms they use, and explore them for yourself to confirm their suggestions.

The list on the following page gives examples of the main types of social media platform and their strengths and weaknesses for promoting journals. However, there are some important things to remember…

Finding the best person to run your accounts

The best person to run your social media accounts will not necessarily be the person responsible for your marketing. Find out whether any of your colleagues are active on social media, and see if they might be willing to take responsibility for your accounts. You'll need to find somebody you trust to represent your journal publicly, but if you have somebody already on the team who is familiar with social media and enthusiastic about using them, that will make life much easier. You'll need to plan out with them some targets both for how often they'll post, and what sort of engagement you expect from your community. On Facebook, posting any time between daily and weekly should be fine; on Twitter, between once and three times daily is sensible, but you can repeat older posts as part of this. (For more detailed advice on individual platforms, see below.)

Setting up an account

• Make sure to use as high-resolution an image as the platform permits when uploading your profile and background images, or these may look pixelated and unprofessional.

• Make sure also to fill out the fields in your profile, particularly the one for your website. Your social media account should be a good source of traffic to your website, and you should make it as easy as possible for your followers to find it.

Some challenges

- Although social media platforms like Facebook and Twitter are mostly free to use, using them takes time, and posts have a short shelf life – most platforms prioritise the most recent posts, so that post that you spent an hour writing can quickly disappear off your community's timelines.

- They are also businesses whose aim is to make money. One way they do this is by starting to charge companies – including journals – to reach an audience. Facebook is the furthest down this route, but other platforms are also starting to charge, and to make it more difficult for companies to reach their audience if they aren't willing or able to pay.

- Social media platforms are controlled by third parties who have no obligation to help you. They can decide to close your account, or to change the rules about posting, without consulting you. It is best not to become too dependent upon them, and not to spend too much time creating posts for specific platforms. Using social media to promote what you're doing on your own platforms – your website and blog, for instance, is often the best approach. It can also be sensible to use social media to obtain more direct and reliable ways of contacting people, particularly email addresses.

- Used well, posts on social media generate conversations, and these can sometimes lead to arguments. It's important to keep an eye on your social media accounts. Make sure to use the notification options they offer – particularly on mobile devices – so that you know when someone has commented on one of your posts, or replied to it, and can check that the conversation has not become hostile. If the discussion does become aggressive, you may need to step in and calm things down; you may need to delete any offensive remarks, and even as a last resort delete the original post. Take care always to be open, honest, and polite about what you're doing, though.

Social media platforms

Facebook

- Facebook is the most popular social media platform worldwide, and many groups and organisations are active on it, including journals (www.facebook.com/jclininvest), associations (www.facebook.com/EurSciEd), social communities (www.facebook.com/TheSocialScientists) and research groups (www.facebook.com/researchdigest).

- However, Facebook presents challenges to anyone attempting to build up a presence from nothing. An average post on Facebook will be seen only by 1% of the people who follow the page, unless you are willing to pay to increase that number. Though the costs per post can be small, they can also mount up if you post regularly. If your community is very active on Facebook, then setting up your own page may be a necessity, however.

- You can use Facebook to start discussions about articles from your journal (and posts on your blog, if you have one). Post a link to the article or blogpost, and write a short – one or two sentences – summary, or ask a question.

- Posting the same content on Facebook more than once is not generally popular, so try to avoid repeating yourself. You should also avoid posting more than once a day unless you have a very good reason – urgent and important news, for instance.

Twitter

- Twitter is very popular in many academic communities, and has the advantage of not yet charging companies for access. (It is possible to pay to promote tweets, but this can be expensive and is not really necessary at the moment for you to reach your audience.)

- To be effective on Twitter, you need to be concise. Each post must be a maximum or 140 characters, and if you include a link, this will count as 23 of those characters. (Images don't count towards this limit, though, and can be a very effective way of drawing attention to your tweet.)

- One of the best ways to reach an audience on Twitter is to use a hashtag – the # symbol followed by a word or phrase; for instance, #scicomm, #STEM, #scienceoutreach. People use hashtags to find posts on particular subjects, and by using a hashtag, you'll make your tweets more visible to those people, even if they don't follow you. Make sure that the hashtags that you use are appropriate, though, and that you're not 'spamming' them – some hashtags are used at certain times for conversations on particular topics, and the

people following and contributing to that conversation won't be happy if it's interrupted by a tweet promoting your latest journal article! You can also check what other people are posting using those hashtags to keep up with news and hot topics in the subject area, and find out what other people are talking about.

- You may wish to schedule tweets so that you can post them at times when you're not online. This can be particularly useful in reaching a global audience. The social media management tool Hootsuite has a free option that allows you to do this.

- Posting the same content more than once is much more acceptable on Twitter than it is on Facebook. It is therefore definitely worth repeating tweets at different times of day to reach different audiences around the world. You can also

- You can choose to 'pin' a tweet to the top of your account, ensuring that it'll be the first tweet people see when they visit the home page for your account. Use this to highlight something important.

- When you've set up your account, find out who the important tweeters in your subject area are – your editors and authors should be able to help with this – and make sure to follow their accounts.

- When you're using a tweet to promote a journal article or blogpost, make sure to include the twitter account of the author, if they have one.

- If you find something on Twitter that you think will be useful to your audience, share it using the 'quote tweet' option, and add your own comment. Other people will often do the same with your tweets, and it helps to bring your tweets to a wider audience.

LinkedIn

- LinkedIn is the most popular professional social network. Your best and simplest approach here is probably to encourage your authors to post links to their articles and blogposts from their own accounts, if they have them.

Instagram

- Instagram is a platform for sharing photographs that may be of interest if your journal has very striking visual content that you can share.

YouTube

- If you have any video content – for instance, one of your authors talking about their research at a conference – you may wish to set up a YouTube account to host this video.

Other platforms

- As mentioned, Weibo is the most popular social media platform in China; it is perhaps most like Twitter. VKontakte (known as VK) is most popular in Russia.

Resources

- Harris, S (2015) 'Making research connections with social media: advice for researchers', AuthorAID: www.authoraid.info/en/resources/details/1240 (Accessed August 2017)

KEY POINTS

- Find the social network that your community already uses, and focus on that one.

- Use social media to direct people to the articles and blogposts that you publish.

- Set up notifications on your accounts so that you know when people are responding to your posts.

- Use relevant hashtags to reach a wider audience.

- Make sure that your editors and authors use their accounts to help promote the journal too.

Resource 14E: Indexing services

Summary: Indexing services are extensively used by librarians to locate publications, and citation services (closely related) allow a quality value to be put against each item included in their service. These two services give journals high visibility for a low investment of time and money. This document provides a short description of the different services, how journals can become added to them, and what benefits they bring. It is not an exhaustive document, since the number of indexing services is huge.

Indexing services have reduced in importance in the past decade because researchers are increasingly making use of general search engines when looking for content. There are still large advantages to being included in some services, but it is now increasingly important for journals to be selective.

Indexing Services – what they are

- "Tertiary" publishing – tables of contents and abstracts from primary journals, compiled into a searchable database

- Usually subject-specific

- Usually tables of contents and abstracts only, but sometimes include full text, or links to full text on the original publisher's site

- Usually sold to libraries and institutions – not to individuals

- Usually free to submit your journal (but you receive no financial return)

- Usually provide comprehensive searching across their content

- Are used to research particular topics of information across many journals, and to investigate individual journals

- Now predominantly online, but previously in print (regularly updated)

- Frequently now one organisation/company operates a range of different databases (on different subjects)

- Still an important source of visibility, publicity and credibility for journals

Being included in an indexing service

How to submit your journal for inclusion

- Identify the correct indexing service (see where your competitor journals are indexed as a first guide).

- Ensure their subject coverage correctly matches yours (e.g. primary education, biotechnology).

- Ensure their coverage matches yours (many specialise on different types – e.g. conference proceedings, research journals).

- Check their inclusion criteria (see below for example), and ensure that your journal fulfils these.

- Contact the "Editor" or "Publisher" (as instructed in their information - different systems have different contacts) to ask if your journal can be included.

- The editor will ask for details about the journal (editorial policy, aims and scope, etc.) to judge if it is suitable for inclusion. They will probably also ask for sample copies.

- Most now have websites that offer information about their selection criteria and contact details.

What they will require from you

- Some require formatted electronic files (for example, Medline requires XML-tagged data) – but many will make exceptions if they want to include the journal.

- They will require the journal to be published and sent to them regularly.

What they will return to you

- Publicity, visibility, credibility

- No financial return

Why should you wish your journal to be included?

- They give your journal visibility in a global market.

- They give your journal credibility – most have editorial quality standards (e.g. CAB Abstracts or Medline), so inclusion shows authors and readers that your journal meets their quality criteria.

If your journal is indexed

- Ensure that you put a note about its inclusion in your journal, and on the journal website – it is good promotion for the journal.

Some examples of indexing services (Text taken from their websites)

Directory of Open Access Journals

www.doaj.org

The aim of the DOAJ is to increase the visibility and ease of use of open access scientific and scholarly journals, thereby promoting their increased usage and impact. The DOAJ aims to be comprehensive and cover all open access scientific and scholarly journals that use a quality control system to guarantee the content. In short, the DOAJ aims to be THE one stop shop for users of open access journals.

- DOAJ now has good quality criteria for inclusion – highly recommended for all journals to follow, see doaj.org/bestpractice.

CAB Abstracts

www.cabi.org

The most comprehensive database of its kind, CAB Abstracts gives researchers instant access to over 8.6 million records* from 1973 onwards, with over 380,000 abstracts added each year. Its coverage of the applied life sciences includes agriculture, environment, veterinary sciences, applied economics, food science and nutrition. We process all relevant publications, including less well-known and non-English journals and those published by independent and learned publishers. With publications from over 120 countries in 50 languages, including English abstracts for most articles, researchers get the fullest global picture for any subject.

Medline, PubMed and PubMed Central

Medline

www.nlm.nih.gov/bsd/pmresources.html

MEDLINE is the U.S. National Library of Medicine® (NLM) premier bibliographic database that contains more than 24 million references to journal articles in life sciences with a concentration on biomedicine. MEDLINE includes literature published from 1966 to present, and selected coverage of literature prior to that period.

Source: Currently, citations from more than 5,600 worldwide journals in about 40 languages; about 60 languages for older journals.

The subject scope of MEDLINE is biomedicine and health, broadly defined to encompass those areas of the life sciences, behavioral sciences, chemical sciences, and bioengineering needed by health professionals and others engaged in basic research and clinical care, public health, health policy development, or related educational activities.

PubMed

www.ncbi.nlm.nih.gov/PubMed

PubMed comprises over 26 million citations for biomedical literature from MEDLINE, life science journals, and online books. PubMed citations and abstracts include the fields of biomedicine and health, covering portions of the life sciences, behavioral sciences, chemical sciences, and bioengineering. PubMed also provides access to additional relevant web sites and links to the other NCBI molecular biology resources.

PubMed is a free resource that is developed and maintained by the National Center for Biotechnology Information (NCBI), at the U.S. National Library of Medicine (NLM), located at the National Institutes of Health (NIH).

Publishers of journals can submit their citations to NCBI and then provide access to the full-text of articles at journal web sites using LinkOut.

PubMedCentral

www.ncbi.nlm.nih.gov/pmc

PubMed Central® (PMC) is a free archive of biomedical and life sciences journal literature at the U.S. National Institutes of Health's National Library of Medicine (NIH/NLM). Free access to all of its journal literature is a core principle of PMC.PMC is a repository for journal literature deposited by participating journals, as well as for author manuscripts that have been submitted in compliance with the public access policies of participating research funding agencies. PMC offers publishers a number of ways in which to participate and deposit journal content in the archive. Journals that would like to participate in PMC must meet PMC's minimum requirements, submit a formal application, and undergo a review of the scientific and editorial quality of the content of the journal as well as a review of the technical quality of their digital files. More information on requirements for PMC participation and the review steps is available at Add a Journal to PMC and in the FAQ.

Ulrich's

www.proquest.com/products-services/Ulrichsweb.html

Ulrich's knowledgebase is the most comprehensive source of print and electronic serials data available and features in-depth coverage for more than 300,000 serials from 90,000 publishers covering 950 subject areas and 200 languages.

Web of Knowledge, Journal Citation Reports, etc.

clarivate.com

- Note that at the end of 2016 part of Thomson Reuters was sold and is now trading under the name "Clarivate Analytics".

- These databases inform the Journal Citation Reports (JCS) which produces the annual Impact Factor assessment.

- To be selected by Clarivate, read the essay about the selection process: clarivate.com/essays/journal-selection-process.

Scopus

www.elsevier.com/solutions/scopus

Scopus is the world's largest abstract and citation database of peer-reviewed research literature. With over 22,000 titles from more than 5,000 international publishers

- Although it does not produce an Impact Factor Score, Scopus does undertake citation analysis (for example, see SciMago, a service which uses Scopus data to provide journal information: www.scimagojr.com).

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Fraudulent and time-wasting indexes

Be aware that there has been a recent growth in fraudulent and time-wasting indexes. These can be identified if they make a charge to the journal for inclusion, or promise to provide an "impact factor". All journals should remember that:

1. You should not pay for indexing

2. Only journals included in the Clarivate indexes, Science Citation Index Expanded (SCIE) and Social Sciences Citation Index (SSCI) (see mjl.clarivate.com/) have an Impact Factor which is used by academia to rank journals – any other metrics may be interesting, but do not provide the same stamp of approval.

3. Balance the effort to provide data to the index against the value to you – you should only be indexed by a service that increases your visibility and does not take too much effort on your part.

KEY POINTS

- Indexing systems may be a valuable means of approving the journal quality and raising visibility

- Identify the key indexes where you should be included (check competitor journals)

- Balance the return to your journal against your effort to supply files to the indexer

- Remember that it is difficult to be included in the highest-quality indexes for a reason!

Resource 14F: Blogs

Summary: A blog can help publicise your journal and the articles it contains. This document explains how to set up and maintain a blog simply and quickly.

Why set up a blog?

A good blog can help promote your journal and its articles to a wider audience, giving your community a reason to visit your website more often, and making your journal more prominent in their minds. Blogposts that explain research in an easy-to-understand way can be shared widely on social media and even picked up on by the media, or prominent blogs like Science Alert. A blog also gives you another route to your audience that isn't controlled by third-parties such as social networks. A popular blog can also boost the search rankings for your main website, increasing your visitors even more!

How to set up a blog

• There is plenty of free, easy-to-use software available for running a blog. The best-known blogging software is WordPress, which is estimated to be used by more than 75 million blogs worldwide, though there are plenty of other alternatives. It comes in several different versions: some of these are paid-for, but others are free. (However, the free versions add adverts to your site, which can be a serious problem, since you can't easily control what sorts of adverts are shown – some may be inappropriate for your community.)

• Blogs can be hosted by the company providing the blogging software, or on your own site. Though hosting it yourself can be complicated, it does give you more flexibility and independence. If you choose to have it hosted by someone else, you will have to choose a URL for it on the host's site. This will usually take the form of a name that you have chosen followed by the name of the host: make sure to choose a URL that will make it clear that the blog is linked to your journal, such as **nameofyourjournal.wordpress.com**.

• Whether your blog is hosted by the blogging service or is part of your main site, ensure that the blog looks like it belongs to your main site by using the same colour scheme and as similar a design as possible.

• Make sure to link from your blog to your website and from your website to your blog prominently. If people visit your blog often, they are more likely to take a look at your journal as a result – make it easy for them to do so.

What content should go on the blog?

• Your best resource for content on your blog is your authors and editors. Get your editors to ask their authors to write short summaries of their articles – perhaps between 400 and 600 words – for a mainstream audience. Explain that this is a good way to get attention for their research from a wider audience, and increase the number of people reading their work. Alternatively, your editors may be willing to write these posts themselves.

• You can make your authors' job easier by giving them some sample questions to answer in simple terms – for instance:

  ○ What does your research show?

  ○ Why is it important?

  ○ What implications does it have? or How will it change things?

  ○ What do you plan to do next?

• If your authors are reluctant to write posts, you could consider interviewing them by phone or email, and then writing up their answers into a post.

• Make sure to include a link to the original article as part of the post.

- You can also write about important journal news on the blog, and it can be very effective to promote the latest issue with a short blogpost introducing some of the issue's highlights.

- Where possible, use a photograph to illustrate each blog post – your authors should be able to provide these. Images make posts look more striking, particularly when they are shared on social media, when the image will often be displayed prominently alongside only a couple of lines of text from the post.

How to attract visitors to the blog

- Make sure to promote your blogposts using your social media accounts, with a new post on Twitter and/or Facebook announcing each new blogpost. Encourage the authors of the posts to share them with their own social networks too. Remember also that you can and should share links to older posts on Twitter too – nobody will mind!

- Make sure to mention the blog – and the most interesting posts from it – in your latest email alert to your mailing list.

- People will be more likely to return to your blog if they see that it is updated regularly. If you can, post once a week, or at least once a fortnight. Don't post three times one day and then not again for a month! Try to make sure you have two or three blogposts ready to post at any point, so that you are always a few weeks away from running out of material – once you miss a week, it is very easy to slip out of the habit and become less regular with your posting.

KEY POINTS

- Get your authors to write accessible summaries of their articles.

- Post regularly – once a fortnight is fine if you don't have many posts.

- Make sure to promote your posts on social media.

Resource 14G: Measurement

Summary: Measurement and analytics are a vital part of promoting your journal – without them, you won't know if what you're doing is working! This document suggests some ways of measuring the success of your activities.

If you're spending time promoting your journal, you'll want to know how effectively that time has been spent – what's worked, and what hasn't. Before you begin any new strategy or particular tactic, you'll need to measure the results you're already getting and use these as a baseline to measure your progress against. You can use this baseline to help you decide upon achievable targets too.

Web analytics enable you to track the results of your activity so you can assess whether you're spending your time productively, and change things if you're not getting the results you hoped.

Google Analytics

One effective way to measure the effectiveness of your online activity is through tracking URLs, which enable you to find out how people have reached your website. Google Analytics is Google's free tool for tracking website traffic. It enables you to see how much traffic your website receives, and how popular your pages are individually. If it has already been set up for your site, then it's relatively easy to track which parts of your online activity have driven the most traffic there. If you don't have Google Analytics set up for your site, you can sign up here and get instructions which you can pass on to the person responsible for your site, though it's not a trivial task, and may take time and expertise to implement.

Google also has a resource called a URL builder that allows you to create a unique URL to use for each individual tweet, email, or Facebook post, so that you can see how much traffic each activity has driven to your site. You paste the URL into one field, and then fill out some others according to which method you're using – e.g. email or Facebook – and create a name for this 'campaign' – e.g. 'issue21launch' – and the tool produces a long URL containing that information. (See next page for a picture showing how it works.)

The site also has a tool for creating a shorter and more shareable URL. Alternatively, you could use a free tool like Bit.ly, which has its own analytics for measuring how many people click on the links that you've created using its tool. If you don't have Google Analytics on your site, then once you've created your unique URL, you can paste it into Bit.ly and then use its analytics instead. Whichever method you use, make sure to stick to it so that you can compare the results of different activities consistently. Tools like bit.ly also allow you to personalise your short URL, so that you can choose something memorable.

It's important to remember that web analytics can also be used for printed resources, if those resources include URLs. You can create a special individual URL for a print campaign, and have that printed on your promotional materials; you'll then be able to use these resources to check how many times people have typed in that URL to get to your site. (A memorable URL is particularly important with print materials, since somebody is far more likely to type in the URL **bit.ly/journaloffer** correctly than they are **bit.ly/fhlsdidaj!**)

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Google Analytics | Demos & Tools

Campaign URL Builder

This tool allows you to easily add campaign parameters to URLs so you can track Custom Campaigns in Google Analytics.

Enter the website URL and campaign information

Fill out the required fields (marked with *) in the form below, and once complete the full campaign URL will be generated for you. *Note: the generated URL is automatically updated as you make changes.*

	www.myjournalswebsite.com
* Website URL	The full website URL (e.g. `https://www.example.com`)
* Campaign Source	Twitter
	The referrer: (e.g. `google` , `newsletter`)
Campaign Medium	
	Marketing medium: (e.g. `cpc` , `banner` , `email`)
Campaign Name	issue27launch
	Product, promo code, or slogan (e.g. `spring_sale`)
Campaign Term	
	Identify the paid keywords
Campaign Content	
	Use to differentiate ads

Share the generated campaign URL

Use this URL in any promotional channels you want to be associated with this custom campaign

www.myjournalswebsite.com?utm_source=Twitter&utm_campaign=issue27launch

☐ Set the campaign parameters in the fragment portion of the URL (not recommended).

🗌 Copy URL   ∞ Convert URL to Short Link

Social media analytics

Social media sites also offer their own ways of measuring activity. Both Twitter and Facebook offer large amounts of data enabling you to measure the reach and impact of your tweets and posts. Each allows you to export the data in spreadsheet formats so you can more easily analyse the results. On Facebook, you can find this information in the Insights tab at the top of your page. It initially gives you a summary of activity on your page over the previous seven days, but you can use the tabs on the left of the page to look at other types of activity too. Unless you have a lot of time to spend analysing the results, the overview page will probably provide you with enough information. You can export this data into a spreadsheet using the 'Export Data' button at the top right of the page – this will produce a spreadsheet with enormous amounts of data, but it's fairly easy to sort this into the elements that are most important to you: you'll most likely be most interested in the number of people who saw, liked, commented on, and shared each post, along with how many more people liked your page.

Twitter now also has detailed analytics, which you can find here. The front page gives you a dashboard with the most important top-level statistics – how many people have seen your tweets, how many times people have visited your profile page, how many times your account has been mentioned, and how many followers you have – plus some highlights from the past month. The Tweets tab – reachable by clicking on the Tweets button at the top of the page – tells you more about how your individual tweets have performed, and you can change the period shown and export this information into spreadsheet form using the buttons at the top right of the page.

KEY POINTS

- Before beginning a new strategy or tactic, make sure to record your current results so that you can measure the success of your new approach.

- Several online tools allow you to create special, individual URLs so that you can tell what drove someone to your website.

- Social media platforms have their own analytics which can tell you how much engagement your activity is getting. They track all sorts of activity, but you'll only need to check a small amount of this.

- You can use web analytics to track the success of offline promotion as well as online tactics.

Resource 14H: Press Releases

Summary: Press releases can help you build an international, non-specialist audience for your journal's research. This resource explains how to write a press release.

Press releases are an important part of your journal promotional strategy. If the media take an interest in a piece of research that you've published, it can increase the audience for the research enormously, potentially taking it to international and non-specialist readers who had no idea that your journal even existed. And if a journalist uses you once for a story, they're more likely to look to you for other stories in future – make sure that you keep their details and send them future press releases that might be of interest to them!

What makes a good news story?

Writing press releases can be time-consuming, and it's not something you'll have time to do for every article. You need to work out which scientific papers are most likely to be 'newsworthy': that is, which might be of interest to the media and public.

Journalists are under tight deadlines to find newsworthy stories, and will make quick decisions. The two most important things that they'll be looking for are whether a story will be interesting to their readers, and whether it's new. Ask yourself whether this research will make a direct difference to people's everyday lives, and if it announces a new discovery, or at the very least, provides conclusive proof of an existing theory.

The journalist will also consider the following points:

- **Impact** – Bigger is better: how many people will this story affect?

- **Development** – If your story isn't a new discovery, perhaps it's building on a story that already has public interest. Do you have a new slant on a popular story?

- **Controversy** – Does your paper challenge a well-established theory or an idea thought to be common knowledge?

- **Negativity** – Sadly, big news stories are often bad news stories. Does your paper alert people to a danger, or provide context to bad news?

- **Human Interest** – Human interest puts the reader at the centre of the story, either through making them consider their own lives ('it could happen to me'), or by answering a question they've always wondered about ("why do people fall in love"). Can you give your story an element of human interest?

Journalists will also consider how easy the story is for them to use. Have you included all the key points in your press release so that the journalist could use the story as it is or do they need to do a bit more work to find the story?

Writing the press release

You'll then need to summarise the research in simple language that newspapers and websites can use. The editor or author responsible for the paper should be able to help with this by producing a simple summary of the article that you can then check to make sure that it's simple enough to be understandable by a non-specialist. If your author has already written a blogpost on the subject (see Resource 13E – Blogs for more information) then this will be an excellent starting point. Also see Resource 14B for writing advice.

The press release should summarise the main findings of the research in simple language with quotes from the author to add further interest. Photographs should be included if possible. These will make your story more appealing to journalists and help it to stand out more when it is published.

It should also include information about your journal, and your contact details so that interested journalists can contact you to find out more and perhaps set up an interview with the paper's author. (You'll need to make sure beforehand that the author is willing to speak to journalists.)

Making the press release available to journalists

If you have contact details for local journalists, you can send them the press release directly. There are also some widely-used press release distribution services such as AlphaGalileo (www.alphagalileo.org) and EurekAlert! (www.eurekalert.org).

Resources

The University of Leicester External Relations Division, 'How to write a press release', www2.le.ac.uk/offices/external/news/publicising/how-to-write-a-press-release (Accessed 30 August 2017)

(This includes tips, a template, and examples of effective press releases.)

KEY POINTS

- Writing press releases takes time – focus on the papers that you think are most likely to be of interest to the public

- Think about why your story will be of interest to journalists – and readers! Emphasise its impact on people's everyday lives.

- Make sure to use simple language that's accessible to a non-specialist audience

Resource 14H: Scholarly research networks

Summary: Scholarly research networks offer alternative ways of publicising research, but they also present challenges for publishers. This section introduces some of the most popular networks and explains how your researchers can use them.

Scholarly research networks are essentially social networks for academics. They allow academics to build up their own professional networks by creating their own profile pages and posting their research (or links to it). Though the files shared on such networks include pre-print versions of material that is later published formally, often posted with the publisher's approval, they also include large amounts of academic content that has been shared without the permission of the publisher. It's important to remember too that these are not institutional repositories but are often privately-owned websites that are ultimately aiming to make a profit.

These networks are increasingly popular globally, and are used by researchers both to publicise and discover research. This means that they offer opportunities for the researchers published in your journals to increase public awareness of their research – and, ultimately, of your journal too.

Two of the best-known sites are ResearchGate and Academia.edu. Here's a sample profile from the former: www.researchgate.net/profile/David_Nicholas5

If your authors create accounts on these sites, you may perhaps be happy for them to post pre-print versions of their research there, crediting your journal; however, there is a significant risk that this will cut the number of people who read the research on your own site. You may therefore be happier for them just to post links to their research instead. You'll need to decide your policy on this and make it clear to your authors and editors.

Other types of collaborative site

Kudos is a platform for researchers to explain their research in plain language for the benefit of a wider audience. It's free for researchers – after creating an account, they can share a summary of their research along with a link to the full published version on your site (and to any post that they may have written for your blog). They're encouraged to share links to this summary by email, on their website, and through social media channels, and can then use Kudos's tools to see the impact that writing and sharing this summary has had on the audience for their work.

See: www.growkudos.com/about/researchers

Publons is a site where researchers can post reviews of published articles. These are given a DOI and can be cited as a small publication. Also, journals can partner with the site so that reviewers for the journal are given credit for their work. It can be a useful social site for a journal to promote itself and to give recognition to its reviewers.

See www.publons.com/journal/4275/learned-publishing

PubPeer is another initiative to encourage post-publication peer review. It can be a valuable means of obtaining comments on publications, and can be something for journal editors to investigate to see if there are opportunities to encourage discussion of their articles.

See www.pubpeer.com/journals/African-Journal-of-Biotechnology

KEY POINTS

- Scholarly research networks are increasingly popular ways for academics to share research, but they can also have an impact on the number of people reading research on your site.

- Decide on a policy on SRNs for your journal and make sure that your authors know about it.