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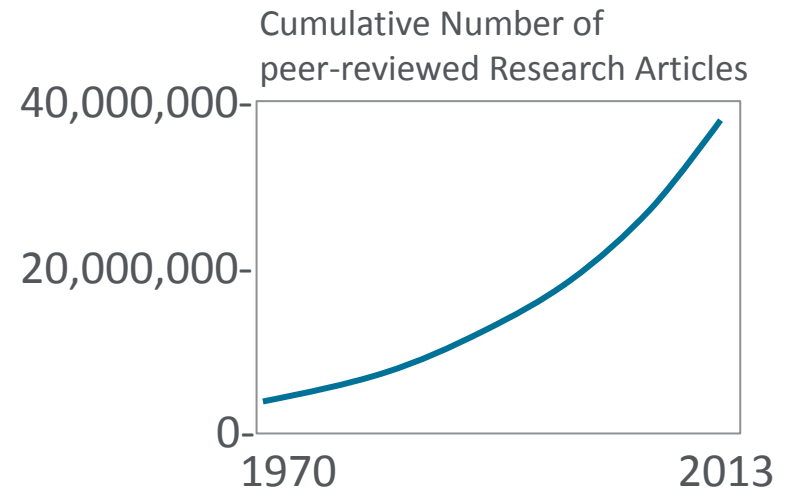
Accepted 😊

- but how to get your article noticed?

And why you should care ...

## You want to make sure your research gets the attention it deserves

- The volume of research articles is growing at an accelerated pace
- For most researchers, it's a real challenge to keep up with the literature
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**7 hrs/week**  
average time  
spent on literature



1. Preparing your article



2. Promoting your published article

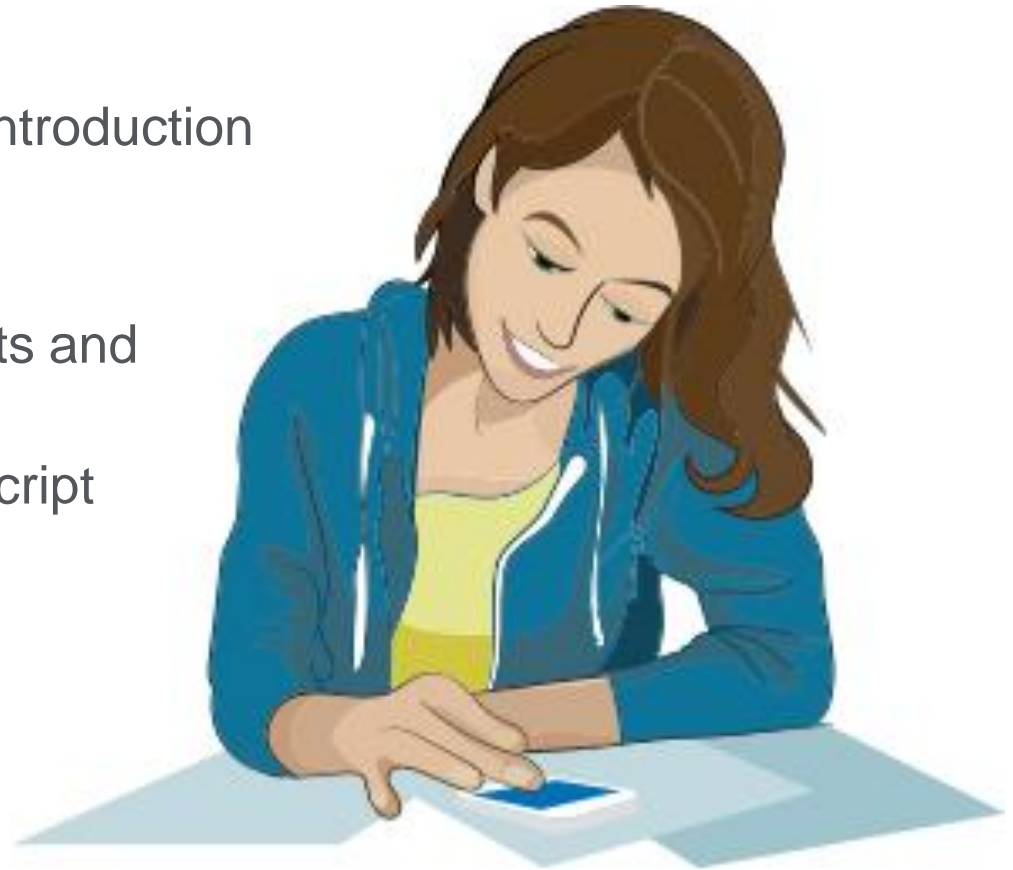


3. Monitoring your article

# Preparing your article

## Writing your article

- Spend time on abstract and introduction & conclusion
- Sharing research data
- Use easy to understand charts and professional illustrations
- Use clear and correct manuscript language



# Preparing your article

## Search Engine Optimization (SEO)

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EBioMedicine Volume 1, Issues 2-3, December 2014, Pages 107-115

Original Article

**Human Kidney Disease-causing INF2 Mutations Perturb Rho/Dia Signaling in the Glomerulus**

Hua Sun<sup>a, b, \*</sup>, Khalidoun I. Al-Romaih<sup>b, \*</sup>, Calum A. MacRae<sup>b, c, d</sup>, Martin R. Pollak<sup>b, d</sup>

doi:10.1016/j.ebiom.2014.11.009

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Highlights

- Dose dependent knockdown of zebrafish INF2 defines an overt glomerular phenotype.
- This phenotype is rescued by human wild-type INF2 but not by disease causing INF2 mutants.
- The developmental phenotype correlates with disinhibited diaphanous formin activity
- The INF2 knockdown phenotype is rescued by knockdown of either RhoA or Dia2
- INF2 mutations lead to uncontrolled Rho/Dia signaling and perturbed actin dynamics.

Abstract

Mutations in inverted Formin 2 (INF2), a diaphanous formin family protein that regulates actin cytoskeleton dynamics, cause focal segmental glomerulosclerosis (FSGS) and Charcot-Marie-Tooth Disease (CMT) in humans. In addition to directly remodeling actin filaments in vitro, we have shown that INF2 regulates intracellular actin dynamics and actin dependent cellular behavior by opposing RhoA/Dia signaling. As a step towards a better understanding of the human kidney disease, we wanted to explore the relevance of these findings to the in vivo situation. We used dose dependent knockdown of INF2 to first define an in vivo model and establish an overt glomerular phenotype in zebrafish. This simple assay was validated by rescue with wild type INF2 confirming the specificity of the findings. The edema, podocyte dysfunction, and an altered glomerular filtration barrier observed in the zebrafish pronephros correlate with mistrafficking of glomerular slit diaphragm proteins, defective slit-diaphragm signaling, and disinhibited diaphanous formin

Recommended articles

- Large Isoform of Mammalian Relative of DnaJ is a ... 2014, EBioMedicine
- Mild Electrical Stimulation with Heat Shock Reduce... 2014, EBioMedicine
- Local targeting of the CD200-CD200R axis does no... 2016, Experimental Eye Research

Citing articles (0)

Related book content

Annotations:

- Title: Human Kidney Disease-causing INF2 Mutations Perturb Rho/Dia Signaling in the Glomerulus
- Link: doi:10.1016/j.ebiom.2014.11.009
- Authors: Hua Sun, Khalidoun I. Al-Romaih, Calum A. MacRae, Martin R. Pollak
- Highlight section with keywords: Dose dependent knockdown of zebrafish INF2 defines an overt glomerular phenotype.
- Abstract with keywords in context: inverted Formin 2 (INF2)

# Preparing your article

## Search Engine Optimization (SEO)

The screenshot shows the ScienceDirect interface for an article in *Physics Letters B*. The article title is "Cross sections of the  $pp \rightarrow K^+ \Sigma^+ n$  reaction close to threshold". The authors listed include the HIRES Collaboration and individuals like Budzanowski, Chatterjee, Clement, Dorochkevitch, Hawranek, Hinterberger, Jahn, Joosten, Kilian, Kluczewski, Kirillov, Kolev, Kravcikova, Lesiak, Machner, Magiera, Martinska, Piskunov, Protić, Ritman, von Rossen, Roy, Sibirtsev, Sitnik, Sludak, Tsenov, Ulbrich, Urban, and Wagner. The abstract states: "We have measured inclusive data on  $K^+$ -meson production in  $pp$  collisions at COSY Jülich close to the hyperon production threshold and determined the hyperon-nucleon invariant mass spectra. The spectra were decomposed into three parts:  $\Lambda p$ ,  $\Sigma^0 p$  and  $\Sigma^+ n$ . The cross section for the  $\Sigma^+ n$  channel was found to be much smaller than a previous measurement in that excess energy region. The data together with previous results at higher energies are compatible with a phase space dependence." The keywords are "Meson production; Hyperon-nucleon interaction".

An orange oval highlights the "Data for this Article" section in the right-hand sidebar, which contains a link to "HepData Reaction data". An orange arrow points from the text "Link to data repository" to this link.

# Preparing your article

## Search Engine Optimization (SEO)

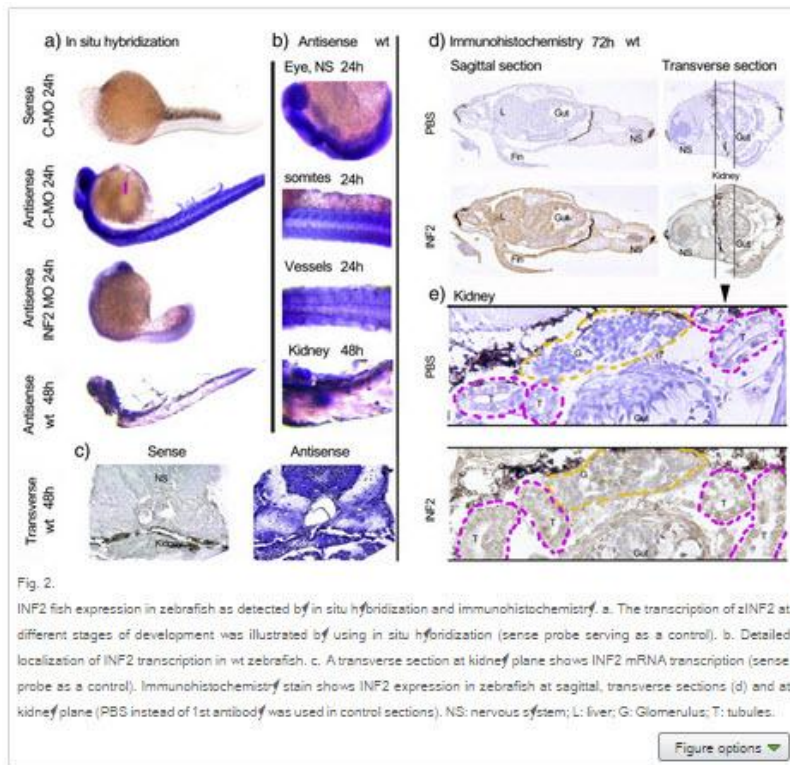


Image caption with keywords

# Preparing your article

## AudioSlides

The screenshot shows the ScienceDirect interface for an article. The top navigation bar includes 'ScienceDirect', 'Journals', 'Books', 'Remote access', 'Sign in', and 'Help'. Below this is a search bar and navigation options like 'Download PDF', 'Export', and 'Advanced search'. The article title is 'Cuckoos in raptors' clothing: barred plumage illuminates a fundamental principle of Batesian mimicry' by Thanh-Lan Gluckman and Nicholas I. Mundy. A red arrow points from the article title to a 'Recommended articles' sidebar on the right, which features a smaller version of the article title and a thumbnail image of two birds. Below the thumbnail is a media player with navigation controls and a 'Report inappropriate content' link.

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**Animal Behaviour**  
Volume 86, Issue 6, December 2013, Pages 1165–1181

**Cuckoos in raptors' clothing: barred plumage illuminates a fundamental principle of Batesian mimicry**  
Thanh-Lan Gluckman, Nicholas I. Mundy

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DOI: 10.1016/j.anbehav.2013.09.020 Get rights and content

**Highlights**

- We quantified barred plumage in Old World parasitic cuckoos and sympatric raptors.
- We test whether distribution overlap predicts similarity in barred plumage.
- Cuckoos match sympatric raptors and similarity is rarely influenced by habitat.
- There is no match for any aspect of patterning in cuckoos and allopatric raptors.
- This conforms to Batesian mimicry and cuckoo–hawk mimicry may be widespread.

A fundamental principle of Batesian mimicry is that it pays to look like a local harmful species that is recognizable to other local species (receivers). Mimicking an allopatric species confers no benefit, as it is

Recommended articles

Citing articles (0)

Related book content

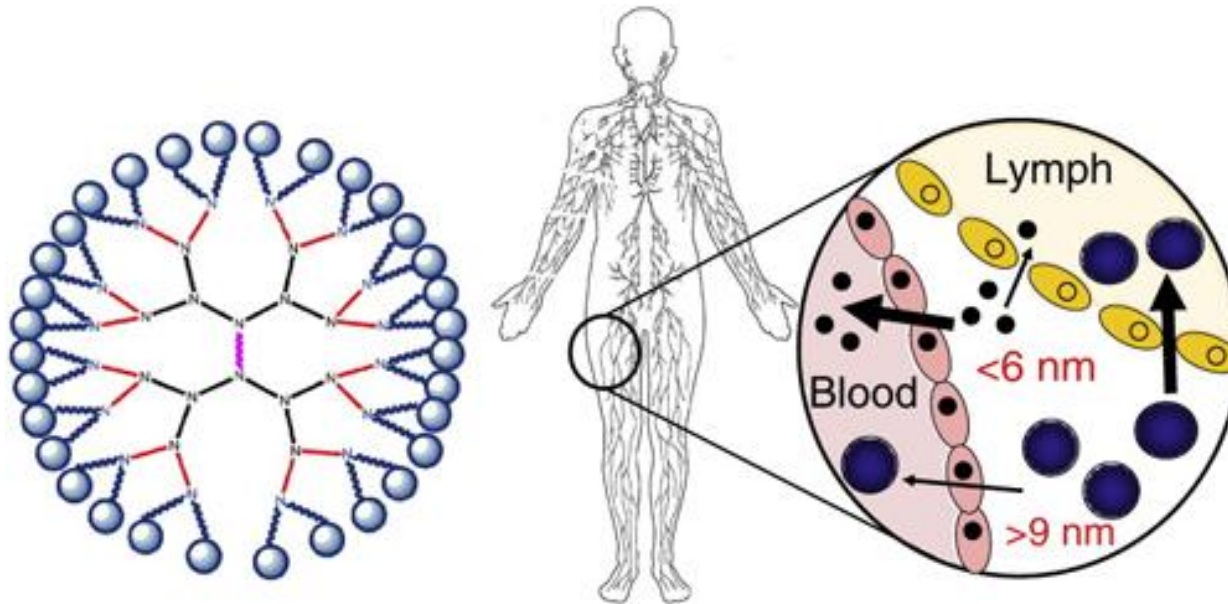
Cuckoos in raptors' clothing: barred plumage illuminates a fundamental principle of Batesian mimicry  
Thanh-Lan Gluckman & Nicholas I. Mundy

Report inappropriate content in this presentation



# Preparing your article

## Graphical Abstracts



Targeting the lymphatics using dendritic polymers (dendrimers), Lisa M. Kaminskasa, Christopher J.H. Porter, *Advanced Drug Delivery Reviews*, <http://dx.doi.org/10.1016/j.addr.2011.05.016>

## Publication of your article

# ScienceDirect

# Scopus

## Research Highlights

- Increased expression of Fas receptor and Fas ligand in the culture of the peripheral blood mononuclear cells stimulated with *Borrelia burgdorferi sensu lato* Original Research Article  
Pages 189-197  
Sambor Grygorczuk, Joanna Osada, Anna Moniuszko, Renata Świerzbńska, Maciej Kondrusik, Joanna Zajkowska, Justyna Dunaj, Milena Dąbrowska, Sławomir Pancewicz
- [▶ Abstract](#) | [▼ Close research highlights](#) | [PDF \(677 K\)](#)

### Highlights

- *Borrelia burgdorferi* up-regulates Fas receptor and FasL in mononuclear cells.
- *B. burgdorferi* does not directly influence apoptosis rate of Th lymphocytes.
- These results do not differ between healthy donors and Lyme borreliosis patients.
- Endogenous IL-10 may down-regulate *B. burgdorferi*-induced Fas expression.

# Promoting your article

## 1. Conferences

- Prepare to network
- Also connect online
- Online poster

## 2. Media relations

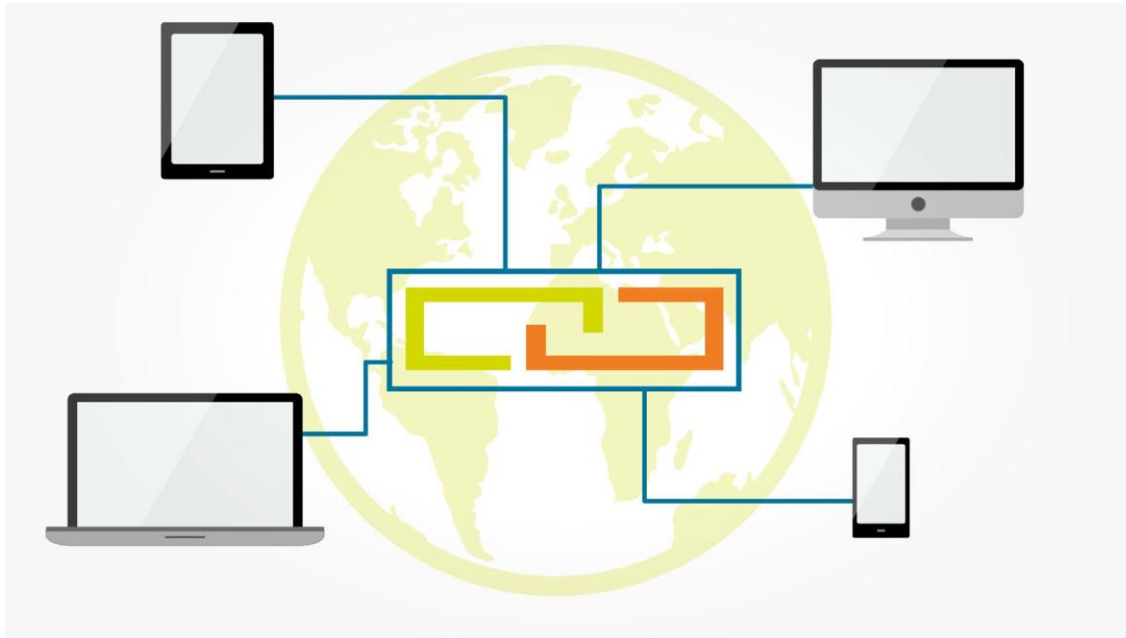
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# Promoting your article

## 3. Share links to your article

- Customized short link with free access
- Link from university website to boost SEO



The screenshot shows a Microsoft Outlook window titled "WG: Einladung UB Mainz / Elsevier Autorenworkshop 2. Dezember - Nachricht (HTML)". The interface includes a ribbon with tabs for "Nachricht", "Einfügen", "Optionen", "Text formatieren", and "Entwicklertools". The "Optionen" tab is active, showing various options like "Berechtigung", "Wichtigkeit: hoch", "Wichtigkeit: niedrig", "Nachverfolgung", "Rechtschreibung", and "Dokumentprüfung".

The email content is as follows:

Diese Nachricht wird über Microsoft Exchange gesendet.

**Betreff:** WG: Einladung UB Mainz / Elsevier Autorenworkshop 2. Dezember

Sehr geehrte Frau Gebauer,

die entsprechende Abteilung der Uni Mainz hatte mich über die Veranstaltung informiert und ich habe mich (aus Interesse) als Zuhörer angemeldet. Ich kann mich gerne auch aktiv beteiligen. Tatsächlich habe ich eine Powerpoint-Präsentation zum Thema.

Mit freundlichen Grüßen,  
Axel Müller

-----  
Prof. Axel Mueller  
Senior Editor, Polymer  
Institute of Organic Chemistry  
Johannes Gutenberg University Mainz  
Duesbergweg 10-14  
D-55128 Mainz, Germany  
Phone: +49 (6131) 39-22372  
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[New Chemical Reviews article on Janus Particles  
/pubs.acs.org/doi/abs/10.1021/cr300089t](http://pubs.acs.org/doi/abs/10.1021/cr300089t)

The URL in the last paragraph is circled in red in the original image.

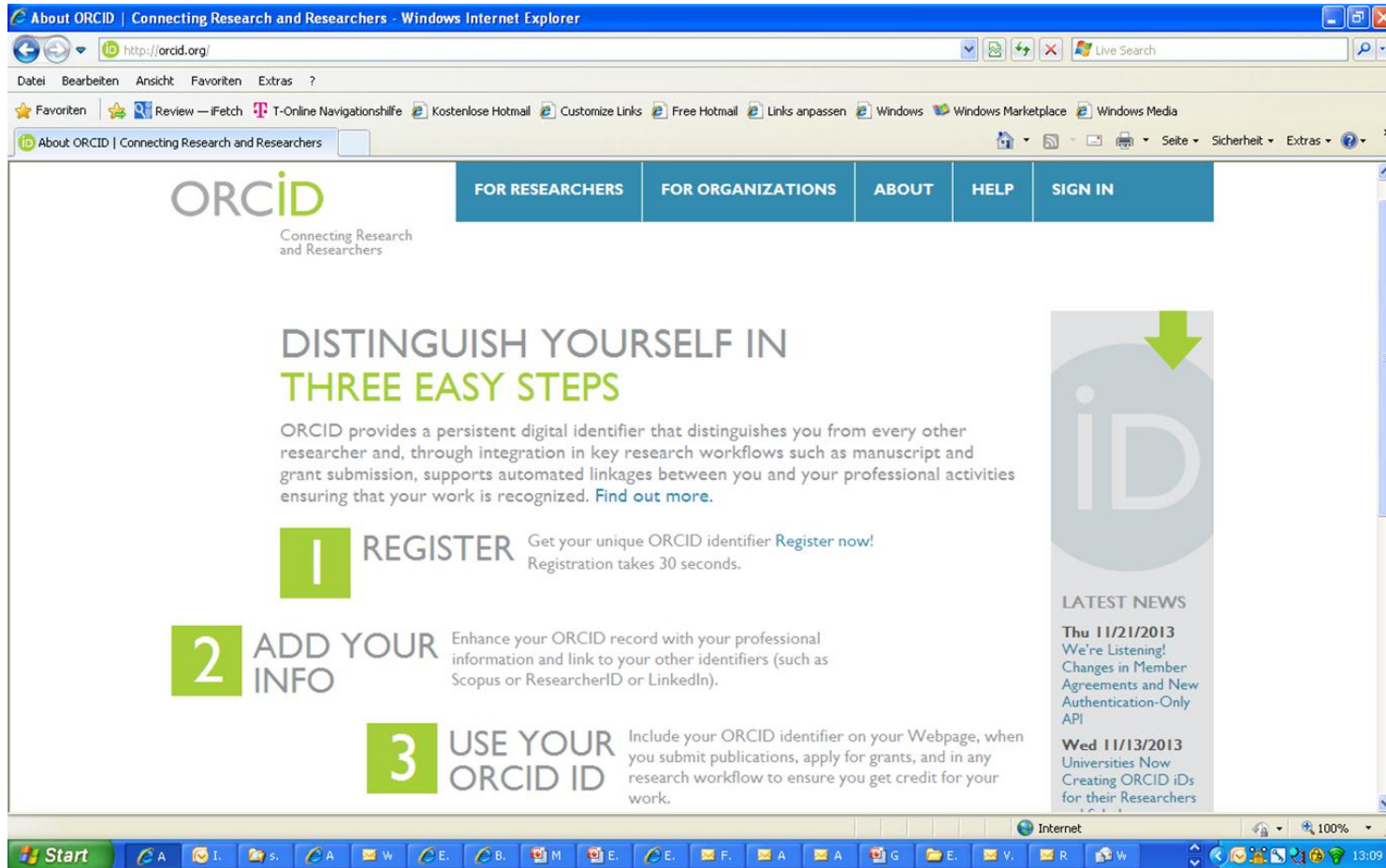
The Windows taskbar at the bottom shows the Start button and several open applications, including Internet Explorer, Outlook, and various folders. The system clock shows 12:01.

# Promoting your article

## 4. Online CV



# Getting articles correctly attributed to you (even if your name is John Smith and you do not have a middle initial)



The screenshot shows the ORCID website homepage in Internet Explorer. The browser's address bar displays 'http://orcid.org/'. The page features the ORCID logo and the tagline 'Connecting Research and Researchers'. A navigation menu includes 'FOR RESEARCHERS', 'FOR ORGANIZATIONS', 'ABOUT', 'HELP', and 'SIGN IN'. The main content area is titled 'DISTINGUISH YOURSELF IN THREE EASY STEPS' and lists the following steps:

- 1 REGISTER** Get your unique ORCID identifier [Register now!](#)  
Registration takes 30 seconds.
- 2 ADD YOUR INFO** Enhance your ORCID record with your professional information and link to your other identifiers (such as Scopus or ResearcherID or LinkedIn).
- 3 USE YOUR ORCID ID** Include your ORCID identifier on your Webpage, when you submit publications, apply for grants, and in any research workflow to ensure you get credit for your work.

On the right side, there is a 'LATEST NEWS' section with two entries:

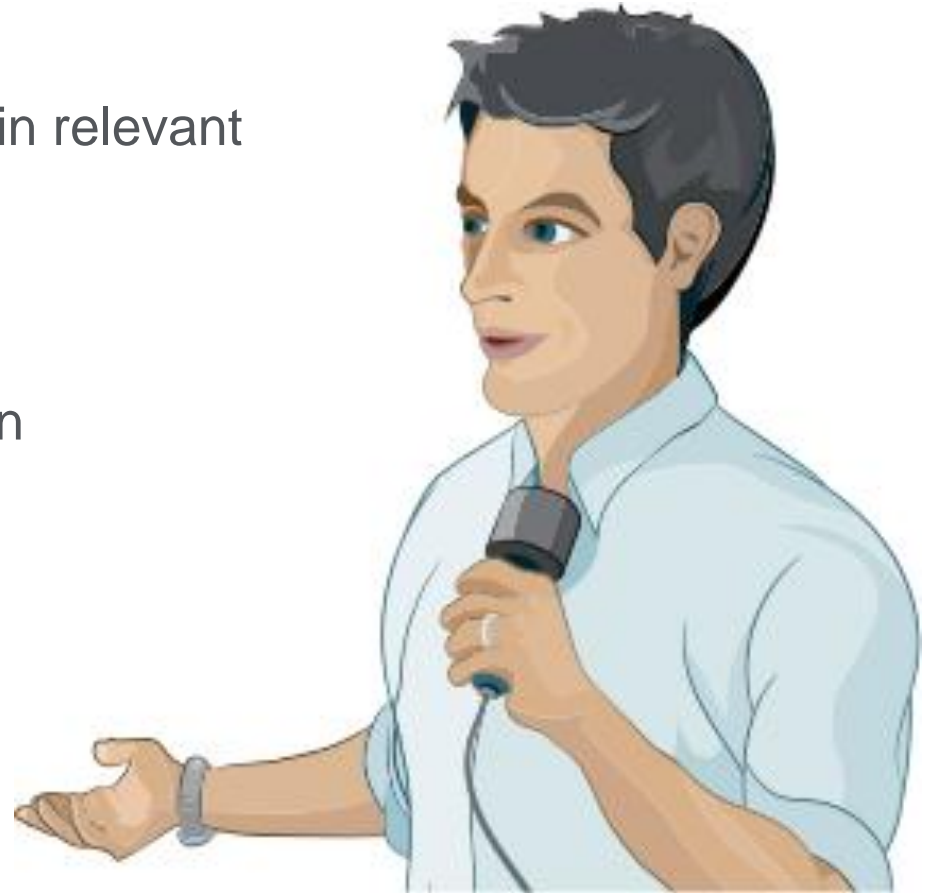
- Thu 11/21/2013** We're Listening! Changes in Member Agreements and New Authentication-Only API
- Wed 11/13/2013** Universities Now Creating ORCID iDs for their Researchers

The Windows taskbar at the bottom shows the Start button, several application icons, and the system tray with the time 13:09.

## Promoting your article

### LinkedIn

- Share links to your articles, also in relevant groups
- Add images
- Add videos, AudioSlides
- Reposition the publication section





## Promoting your article



### Social media: Twitter

- Follow other researchers
- Post regularly and respond promptly
- Retweet
- Use images



### Social media: Facebook

- Create a 'fan' page
- Invite fellow researchers
- Share images, videos, AudioSlides
- Link to your articles
- Discuss and ask for feedback

*one mention every seven seconds*

## Promoting your article



### 6. Mendeley

- Scholarly collaboration network
- Free reference manager
- Fully-searchable library
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# Promoting your article

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**Dr. Victor Henning**  
 Co-Founder/CEO, Mendeley & VP Strategy , Elsevier  
 Amsterdam, Netherlands

**Research field: Psychology - Cognition**  
 Emotions, Decision Making, Theory of Reasoned Action, Intertemporal Choice, Motion Picture Economics

**Publications**

Journal Article (6)

Victor Henning, Thorsten Hennig-Thurau, Stephanie Feiereisen (2012) Giving the Expectancy-Value...  
 765-781. In *Psychology & Marketing* 29 (10).

Victor Henning (2012) 研究者コミュニケーションを根本から変える 文書管理の変革: Mendeley CEOが語る学  
 来 (Revolution of the reference management tool and its huge potential power to scholarly  
 communication: The future of scholarly communications described by CEO of Mendeley Ltd.), 253-261.  
*Information Processing and Management* 55 (4).  
<http://japanlinkcenter.org/DN/JST...>  
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Kris Jack, James Hammerton, Dan Harvey et al. (2010) Mendeley's Reply to the DataTEL Challenge, 1-3.  
 In *Procedia Computer Science* 1 (2).  
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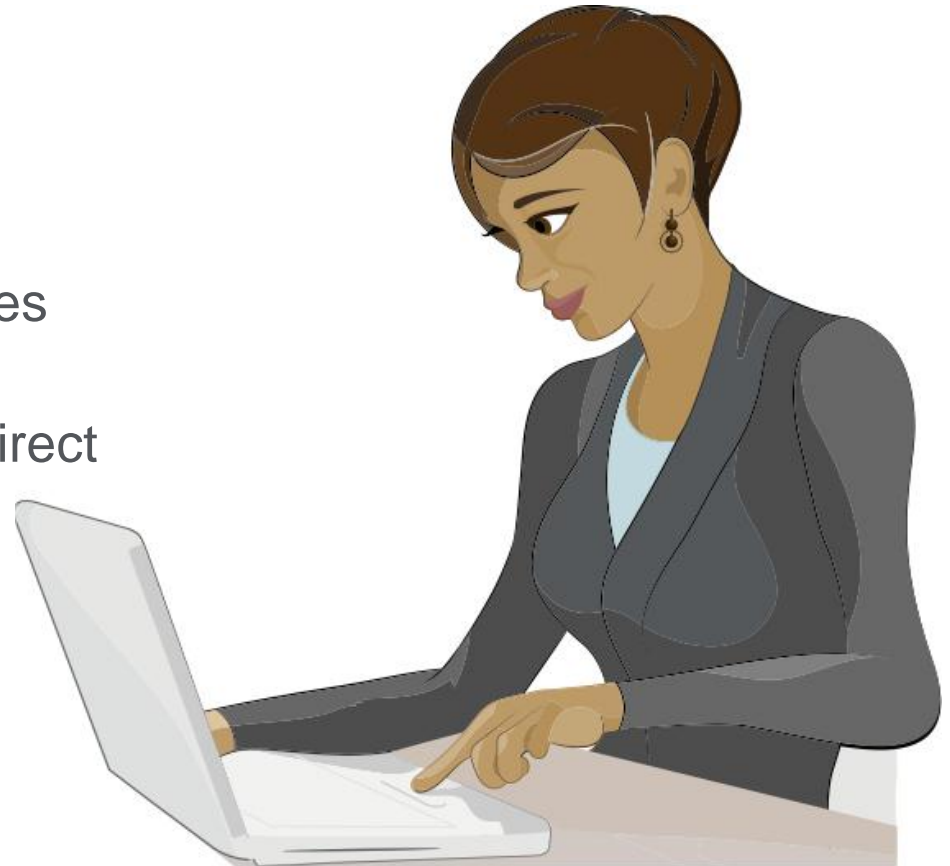
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## Monitoring your article

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# Monitoring your article

## Altmetrics:



# Why is all this important?

IBE	LAC	CO	Organization	Country	O	% IC	NI	% Q1	Spec	% Exc	% Lead	% EwL
1	1	1	Universidade de Sao Paulo	BRA	55659	27.27	0.86	39.67	0.38	8.58	59.53	3.77
2		1	Universidade de Lisboa	PRT	23509	48.83	1.21	47.87	0.55	13.57	56.63	6.23
3	2	1	Universidad Nacional Autonoma de Mexico	MEX	22303	39.71	0.8	43.68	0.31	7.8	58.77	3.07
4		1	Universitat de Barcelona	ESP	21441	47.71	1.56	62.29	0.43	19	50.37	7.29
5	3	2	Universidade Estadual Paulista Julio de Mesquita Filho	BRA	20447	19.05	0.71	31.45	0	6.46	60.71	2.74
6	4	3	Universidade Estadual de Campinas	BRA	19372	22.96	0.86	38.45	0.5	8.7	59.34	4.11
7		2	Universitat Autonoma de Barcelona	ESP	17804	43.69	1.5	59.41	0.43	17.82	53.36	7.15
8		2	Universidade do Porto	PRT	17783	44.35	1.16	48.86	0.67	14.01	58.65	7.15
9	5	4	Universidade Federal do Rio de Janeiro	BRA	17442	29.75	0.9	40.2	0.44	8.83	55.45	3.04
10		3	Universidad Complutense de Madrid	ESP	17229	38.16	1.07	52.13	0.45	12.93	58.3	5.87
11	6	5	Universidade Federal do Rio Grande do Sul	BRA	15005	23.67	0.8	36.27	0.4	7.88	61.24	4.04
12		4	Universitat de Valencia	ESP	14640	45.89	1.39	55.54	0.31	16.37	51.09	6.33
13		5	Universitat Politecnica de Catalunya	ESP	14343	46.76	1.23	39.45	0.07	14.19	60.4	7.75
14		6	Universidad Autonoma de Madrid	ESP	13717	47.2	1.42	61.35	0.38	17.54	50.29	6.39
15	7	1	Universidad de Buenos Aires	ARG	13313	41.15	1.03	51.84	0.2	10.15	61.35	3.56
16	8	6	Universidade Federal de Minas Gerais	BRA	13282	25.02	0.86	37.28	0.37	8.7	60.8	4.28
17		7	Universidad de Granada	ESP	13211	41.94	1.3	52.37	0.44	16.22	59.09	7.96
18		8	Universitat Politecnica de Valencia	ESP	11833	34.51	1.17	44.96	0.26	14.83	67.12	9.62
19		9	Universidad de Sevilla	ESP	11312	36.25	1.15	52.71	0.67	13.88	64.47	7.87
20		10	Universidad Politecnica de Madrid	ESP	11262	36.47	1.01	41.5	0.23	11.67	62.17	6.73
21		11	Universidad del Pais Vasco	ESP	10979	40.06	1.21	54.8	0.55	14.59	60.52	7.37
22	9	7	Universidade Federal de Sao Paulo	BRA	10824	21.52	0.87	40.84	0.29	7.62	58.7	3.07
23		12	Universidad de Zaragoza	ESP	10493	40.62	1.26	54.63	0.58	15.49	60.87	8.36
24		3	Universidade de Coimbra	PRT	9868	45.51	1.24	46.94	0.59	14.31	57.79	6.56
25	10	1	Universidad de Chile	CHL	9638	48.64	1.02	43.95	0.32	10.98	57.99	4.78
26		4	Universidade de Aveiro	PRT	8861	44.69	1.18	48.75	0.35	14.69	59.76	8.29
27		13	Universidade de Santiago de Compostela	ESP	8669	42.66	1.28	56.3	0.31	15.29	58.69	7.17

Publishing Connect

Metrics are used increasingly to evaluate and assess Universities, Departments, and Researchers

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### Estrada-Peña, Agustin

Universidad de Zaragoza, Department of Parasitology, Zaragoza, Spain

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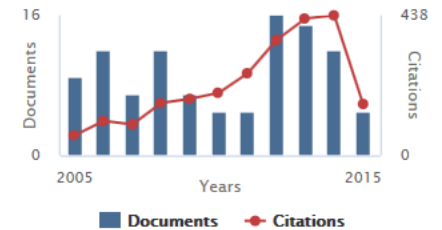
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The taxonomic status of <i>Rhipicephalus sanguineus</i> (Latreille, 1806)	Nava, S., Estrada-Peña, A., Petney, T., (...), Mangold, A.J., Guglielmo, A.A.	2015	Veterinary Parasitology	0
<a href="#">Full Text</a>   <a href="#">View at Publisher</a>				
Modelling the Phenological Relationships of Questing Immature Ixodes Ricinus (Ixodidae) Using Temperature and NDVI Data	Alonso-Carné, J., García-Martín, A., Estrada-Peña, A.	2015	Zoonoses and Public Health	0
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Species distribution modelling for <i>Rhipicephalus microplus</i> (Acari: Ixodidae) in Benin, West Africa: Comparing datasets and modelling algorithms	De Clercq, E.M., Leta, S., Estrada-Peña, A., (...), Adehan, S., Vanwambeke, S.O.	2015	Preventive Veterinary Medicine	1

#### Author History

Publication range: 1990 - Present  
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##### Source history:

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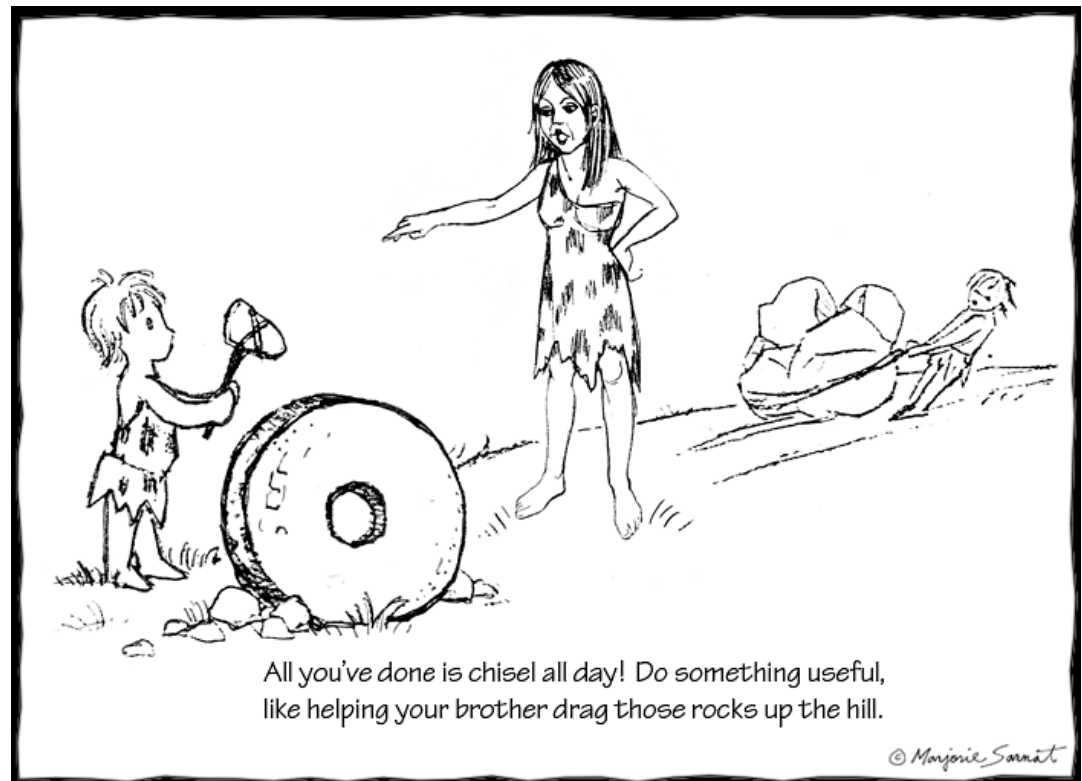
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## But do not forget ...

“Not everything that can be counted counts.  
Not everything that counts can be counted.”

William Bruce Cameron



## In other words ...

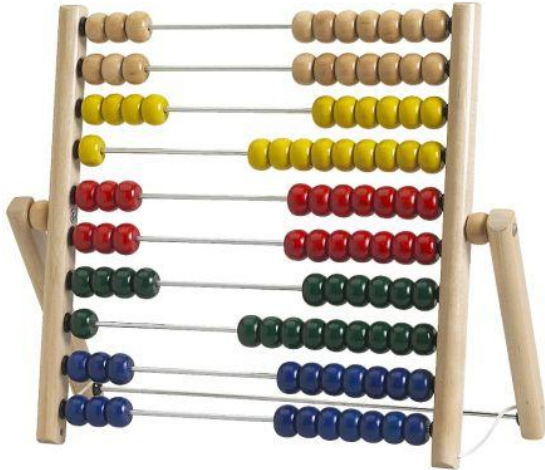


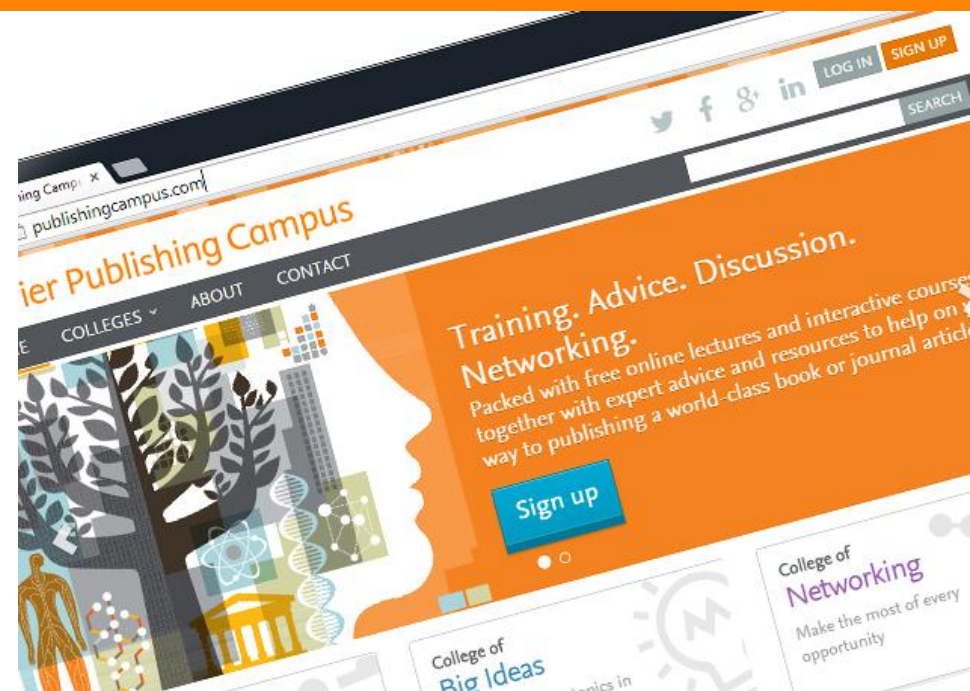
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- All metrics tools are tools,
- are even great tools,
- but nothing but tools ...

... and should never be used as a replacement for an independent, intellectual assessment of research and researchers

## Getting noticed

- Sharing research, accomplishments and ambitions makes you more visible
- With greater visibility, you get cited more, promote your research, and career



## Recap

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