


# The New Alchemy



## Helping scientists increase the impact of their own work

**800% increase**  Since 2000 almost 800% increase in internet use, with 3.5+ billion people online


**1.8–1.9 million** scientific articles published every year 

**21%** of NIH Research project grants funded in 2015 

An abundance of online tools to increase reach and impact of published work 

**100s** of hours to research and publish an article 

## Why is it important to promote my work?

Hard to get funding 

Increase outreach of research work and networking scope 

Assessment of quality and research of published work 

Significant Return on Investment (ROI) 

Increase in quality scores like impact factors, altmetrics, CiteScore, h-index and citations 


## Reasons I am not promoting my work

No time 

Lack of credit or proper referencing of my work 

Other priorities 

Fear of being scooped 

Too much choice – do not know where to start, what works, what does not? 

Do not feel it needs promotion 

Expectation publishers should promote 

## Effective ways to increase my research impact

1



Decide what your goals are

2



Complete profiles on existing networks



3



Use a URL shortening service to track sharing



4



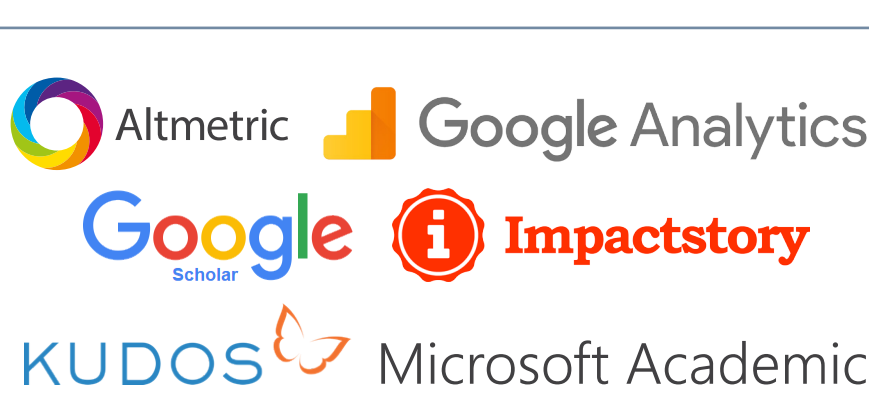
Share your published work through your networks (online, conferences, blogs, email etc)



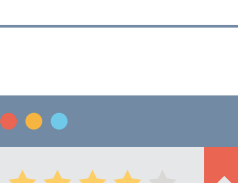
5



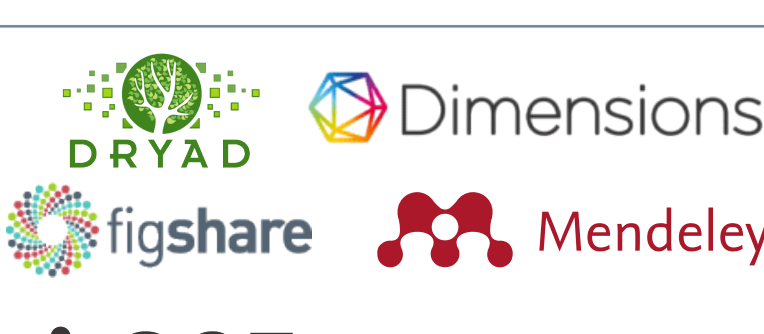
Measure the effectiveness of your sharing



6



Try out other networks and share your data



Based on data from Williams AJ, Peck L and Ekins S. The new alchemy: Online networking, data sharing and research activity distribution tools for scientists. F1000Research 2017, 6:1315 (doi: 10.12688/f1000research.12185.1)