

Altmetric Ambassadors: A Guide to Getting Started

Thanks for your interest in the Altmetric Ambassadors program - we're very excited to have you on board!

As an Altmetric Ambassador, you will act as an advocate of altmetrics among your peers. This will involve promoting awareness of Altmetric tools, and educating others about the benefits of using Altmetric tools to discover and monitor the online conversations around their scholarship.

Here's how to get started with your Ambassadorial duties.

First steps

Learn how to talk about Altmetric data. Here's [a handy guide to properly describing altmetrics, Altmetric, and the data we collect](#)--have a read!

View Altmetric data for publications. If you've never used the Altmetric bookmarklet, you can download it for free from [this page](#). Simply drag it to the favourites bar on your browser and click "Altmetric it!" when looking at online published versions of your favorite research. The bookmarklet works best on [publisher pages like this](#), and is compatible with Google Chrome, Firefox and Safari.

Read up on Altmetric tools via the Altmetric blog. The Altmetric blog contains a collection of useful posts that showcase free Altmetric tools and provides more information about Altmetric data in general. Here are some posts to get you started ([loads more can be found in this list](#)):

- ["Advice from a librarian: how to do successful altmetrics outreach"](#) and ["Planning an altmetrics workshop: themes to emphasize"](#): These two guest posts by librarian Heather Coates (IUPUI) are great guides for those who want to do outreach to faculty or plan an altmetrics-related campus workshop.
- ["Altmetrics in action: applications for researchers"](#): A general, researcher-oriented introduction to altmetrics. Useful for teaching others how altmetrics can be applied in real-life contexts.
- ["Numbers behind Numbers: The Altmetric Attention Score and Sources Explained"](#): A common question that many people have about Altmetric data is related to how we calculate the Altmetric attention score. This guide will give you the lowdown on the different sources we track, and how we calculate the Altmetric attention score assigned to each research output.
- ["Teaching Altmetric: new training materials available!"](#): Contains a solid collection of Altmetric-related training materials, including videos, slides, and more.

Sign up for the [Altmetric Ambassadors secret listserv](#) and introduce yourself. This one is self-explanatory. [Sign up now](#) and get connected with others who share your interest in altmetrics!



Getting into the groove

After you've completed the simple stuff, it's time to really dig in. Here are some ways you can promote altmetrics and Altmetric at your institution.

Schedule a brown bag on altmetrics. The best way to raise awareness of altmetrics (and Altmetric) is to offer a presentation that covers the basics. You don't need to reinvent the wheel, either--feel free to borrow liberally from [existing Altmetric presentations](#), use [this template slide deck](#), or [swipe talking points on altmetrics from this guide](#) (a similar set of talking points specifically on Altmetric can be found [here](#)). If you'd like to offer refreshments, [we can help foot the bill!](#)

Add Altmetric data to your online profiles. If you have a blog or personal website that includes a list of your research outputs (like articles, datasets, or presentations), you can display [Altmetric data or badges](#) by copying-and-pasting a few simple lines of code, which can be generated [here](#).

Translate the [Altmetric slide deck](#) or any of our other resources into your language, to help spread the word in your region. We're also seeking help with translating our Explorer app--please email jean@altmetric.com for more information.

Improve the Altmetric.com Support Centre: We welcome any advice on how to clarify existing articles or new articles we should add--email support@altmetric.com if you think you can help.

Share your success stories: If you've helped someone add Altmetric badges to their site, hosted a popular workshop, or done anything else as an Ambassador that's worth bragging about, we'd love to hear it! Email us at ambassadors@altmetric.com to share.

Stay up-to-date by reading the Ambassador newsletter: Sign up to receive a monthly newsletter that compiles the most relevant altmetrics research and Altmetric news for your convenience. Read it and use what you learn to help promote altmetrics on your campus.

Resources

- **Ambassador webpage** : We've gathered logos, print outs, template slide decks, and heaps of other resources to help you give awesome presentations. This content can also be found on the [Altmetric website](#).
- [Altmetric Ambassadors listserv](#)
- [Printable Altmetric posters](#)
- **Contact:** If you have any questions about the program, feel free to email Josh at ambassadors@altmetric.com or reach out to us on Twitter at [@altmetric](#).