

Social media toolkit for publishers



Purpose

This handy guide provides the tools and materials to help you promote the use of altmetrics data and the Altmetric tools you provide.

We hope you find this useful and you can use and adapt this content to promote altmetrics and your publications effectively. If you have any questions, please email us at support@altmetric.com.



Hashtags and tagging

When posting on social channels about altmetrics data we would advise using #altmetrics as the hashtag. When posting about Altmetric the company please tag us using @Altmetric. By doing this we can see where altmetrics data is being discussed and like and share your posts.



Sample posts

Coming up with the post itself can sometimes be the hardest thing, so here are some sample posts to help you get started posting about the use of altmetrics and Altmetric services:

- Twitter: *'@Altmetric data provides valuable insight for our editorial teams, authors, and readers on how their published content is being used, discussed and shared online'*
- Twitter: *'The @Altmetric donut provides a colourful, distinctive, and recognizable visualization so we can showcase the online influence and dissemination of publications'*
- Facebook/LinkedIn/Instagram: *'@Altmetric badges and Explorer make it easy to see which of your research is being talked about and shared the most. Visit our publication pages to explore the #altmetrics data for our articles, chapters, and books'*
- Facebook/LinkedIn/Instagram: *'#altmetrics are an invaluable tool for reporting to our stakeholders on how our readers are sharing, using, and discussing our publications online'*



Promoting your publications

So that Altmetric can track social media promotions of your publications, it is important to include a link to the publication page containing a unique identifier. Our system recognizes a variety of identifiers for journal articles, books, chapters and more, including:

- PubMedID
- arXiv ID
- ADS ID
- SSRN ID
- RePEC ID
- Handle.net identifiers
- URN (Uniform Resource Name) identifiers
- SBNs
- DOIs

Altmetric data and tools can also be used in your promotional campaigns for:

- Uncovering and promoting popular content
- Assessing the impact of marketing and PR activity
- Identifying new contacts and channels to engage with
- Supporting authors and customers



For more information on the uses of altmetrics for marketing, PR, editorial and sales departments why not watch one of our on-demand webinars or take a look at our case studies written in collaboration with our clients.

Promoting Altmetric in long-form text

Here we have provided descriptions of Altmetric (the company) and the Altmetric Attention score for you to refer to when writing promotional copy for emails, leaflets, blogs and within other long form text:

About Altmetric

Altmetric collates what people are saying about published research in online sources such as the news, policy documents, social media, and other scholarly and non-scholarly forums to provide a comprehensive picture of the influence and reach of scholarly work

About the Altmetric Attention Score

When referring to the Altmetric score associated with your article please use the phrase, 'Altmetric Attention Score'.

You may already be familiar with the Altmetric Attention score; it's the number seen inside the Altmetric "donut". This number is a weighted count of all of the mentions Altmetric has tracked for an individual research output, and is designed as an indicator of the amount and reach of the attention an item has received. Further information about the Altmetric Attention Score can be found [here](#).



Visual assets

Please feel free to download and use the Altmetric logo in your promotions. Our downloadable logos and guidelines for use can be found [here](#).

Handy resources

Guides:

- Publisher training and promotional materials
- Guide to describing Altmetric data in publications
- Using Altmetric Explorer to develop dissemination plans

Videos:

- Altmetric tools at Wiley - An interview with Lizzie Brophy
- Altmetric Book Club: essential insights for editors
- Altmetric Book Club: marketing insights you don't want to miss
- Altmetric Book Club: understanding the impacts of books

On-demand webinars:

- Leveraging Altmetric for publishers: library marketing teams
- Effective social media strategies for publishers
- Altmetrics for books: informing commissioning and data-driven decisions
- Boost your communications with altmetrics



Questions?

If you have any questions about Altmetric or the use of altmetrics data please consult the [Altmetric support portal](#). For any additional questions, contact info@altmetric.com.