

Taylor & Francis Group

Defining the challenge

A leading publisher, with content spanning many disciplines, Taylor & Francis identified a need to offer their authors and readers additional insight into how their work is being shared and discussed online. They wanted a straightforward solution from a reliable data source, which could be easily integrated into their existing article pages.

Adopting altmetrics

Having noted the spread of non-traditional metrics throughout the platforms of many STM publishers, Taylor & Francis felt that ensuring the data they provided their authors should reflect attention from the sources that would be most relevant to them.

To do this, they decided to embed the Altmetric donut badges on all of their article pages. Authors and readers can click on the badges to view the 'details page', the collated record of the attention the research has garnered from public policy documents, mainstream and social media, blogs, and other interactive mediums such as Wikipedia and online reference manager Mendeley.

Roll-out

Taylor & Francis took a number of steps to announce and introduce the launch of Altmetric data across their journals to their key stakeholders. This included blog posts for specific audiences (such as editors, authors and their wider readership), promotion in newsletters, an ongoing social media campaign across all channels, and the building of a Top 20 microsite to highlight the research that had generated the most online engagement across their portfolio.

Feedback so far

The integration of Altmetric data across T&F content has generated a really positive response from their key stakeholders so far. Authors report that they are excited to see the comments their work is getting in near real-time, and editors are already starting to benefit and take note of which articles are getting the most traction.

