

TOP TIPS TO ENHANCE YOUR RESEARCH VISIBILITY

Apply Open Research Practices

- **Use Preprint servers:** preprints archives are a popular way to get your results out early, increasing the visibility of your work before the final publication.
- **Make your outputs Open Access where possible:** evidence shows that research outputs openly available are viewed and cited more often than outputs behind a paywall.
- **Make the data underlining your research open:** papers with supporting data freely available in a repository are associated with on average 25% increase in citations!



Be active in promoting your research

- **Actively promote your outputs on social media,** Twitter, Mastodon, LinkedIn, Academia.edu and more! Don't forget to always include article DOI in your posts to make your output easily findable.
- **Make use of conferences, invited talks and public engagement events** to talk about your work and enhance your visibility.
- **Engage in international collaborations:** evidence shows that internationally co-authored articles receive more interest. Co-authors can generate wider audiences enhancing the impact and visibility of your research.



Keep your researcher profiles updated

- **Updated your researcher profiles:** make sure your details and publication record on Scopus, Web of Science, Google Scholar, Wikipedia, Pure, the University of Aberdeen staff page, and other researcher platforms, are correct for more accurate metrics.
- **Use your ORCID on all your publications** and add it to your email signature so that your contacts have access to your publication record (www.orcid.org).

