ENGAGING YOUR RESEARCHERS WITH ALTMETRICS

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bit.ly/engaltcu

A bit about me

- Community Manager, Ubiquity Press
- Communications + Advocacy Director, Open Access Button
- Former Scholarly Communication Librarian
at Florida Gulf Coast University

**My fall altmetrics
workshops didn't go so well.**

The problems

- Low attendance
- No tangible outcomes

So, I stepped up my game in the spring!

Spring workshops

- Coffee + Donuts
- Partnered with Lucas Center
 - All faculty email invitations
 - Individual invites
- Fun poster
 - Made with Canva!

What worked

- Provided a bit.ly link to Google slides
- Great conversation
- Slides
 - From Altmetric, made tweaks
 - Added info on PlumX and ImpactStory
 - View: **bit.ly/cafgcuslides**
- Attendance boost from Lucas Center

Outcomes

- Faculty wanted a researcher profile!
- Interested in utilizing altmetrics
- Desired help with CV and promotion materials
- Attendees shared their stories

What would I do different?

- Partner with subject librarians
- Reach out new faculty and early career researchers
 - Combine with Curating Your Researcher Profile Workshop
- Find examples of university researchers
- Ask for help!

Are you an Altmetric Ambassador?

You should be!

Ambassador Resources

- Slides
- Logos
- How to guides
- \$50 event reimbursement

Details: altmetric.com/ambassadors

Introduction to altmetrics and Altmetric

Your name
Job title

Your email

@yourtwitterhandle

altmetric.com

Persona Exercise

(5 minutes)

Name:

Research Topic:

Age:

Research Role:

Where are they at on campus?

Who do they interact with?

What are their needs?

What are their goals?

Tell me about your researcher.

(15 minutes)

Name:

Research Topic:

Age:

Research Role:

Where are they at on campus?

Who do they interact with?

What are their needs?

What are their goals?

Name:

Research Topic:

Age:

Research Role:

Where are they at on campus?

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Group Brainstorm

Draft a list of events and outreach ideas

Pick one and co-plan!

Think: Who do I need to reach? Where are they at?

Who are potential partners?

Goal: Draft a plan you can take back and implement at your institution.

(20 minutes)

Share your ideas!