

Running an altmetrics workshop: a step-by-step guide

So, you've decided to introduce some of your colleagues or faculty to altmetrics - that's great!

This guide covers the basics of planning and running a successful workshop that's sure to get them talking.

Stage 1: Planning

Good preparation is the key to any successful event. Here are the main things you should be sure to consider as part of arranging your workshop:

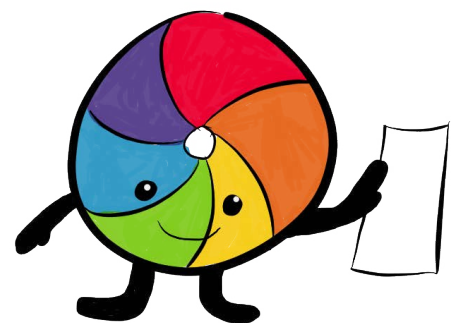
- **Audience:** Who will the workshop be for, and what do you want them to get from it?
- **Logistics:** Where will you hold the workshop? Will people need computers? Which date and time would work best for the people you want to reach? If your organisation has an events officer they might be able to help you with this. Do you want people to register ahead of time? [Eventbrite](#) and [attending.io](#) are free tools that make it easy to create a page where people can read about and register for your event.
- **Freebies:** Altmetric would be happy to supply materials (leaflets, pens etc) for your workshop, and we'll also cover the costs of donuts and coffee (up to \$100 per organisation per year). Just [fill in this form](#) to let us know what you need.

Stage 2: Content

Once you've decided on your audience, think about how you can make the content relevant to them. Do they know anything about altmetrics already, or are they beginners? How might they want to use the data and tools? Do you want to run a hands-on section of the workshop, or just present?

Altmetric have lots of materials that can help you pull together a presentation:

- [Altmetric](#) and [altmetrics](#) talking points
- [Intro slide deck](#)
- [Logos](#) and [posters](#)



For beginners, it's generally helpful to cover:

- An intro to altmetrics as a concept - what are they, and how can they be useful?
- Some detail on how the data is collected and where they might come across it (IRs and publisher sites, for example)
- Tools available - such as the free [Altmetric Bookmarklet](#), or [Impactstory](#)
- If your organisation subscribes to Altmetric [Explorer for Institutions](#) or [Explorer for Publishers](#) you might want to give a quick demo of the platform to show some of the key functionality - and get them to sign up for their own account there and then!
- Specific use cases - what activities take place in your organisations that your audience might use altmetrics for? Perhaps you can encourage them to uncover interesting mentions of their research to include in their next annual review or grant application, for example.
- Practical next steps - where do they need to go to find these tools, and what should they do/who can they ask if they need more information or have questions.

Stage 3: Promoting your event

Once you've got your plan in place, the most important thing is to let people know about it! It's a good idea to establish a registration or web page so that you can refer people to something.

Here are some ways you might want to consider promoting your event:

- **Via email:** does your department mail out a newsletter, or can you send a targeted message to your intended audience? If you've created a webpage, link to it from your email signature!
- **Posters and leaflets:** Consider printing posters or leaflets which can be placed around to advertise the session.
- **Social media:** whether it's via your personal account or profiles managed by your organisation social media (including Twitter, Facebook and LinkedIn) can really help spread the word. Creating a hashtag for your event can also be a really good way of getting people engaged and amplifying your message.
- **Meetings:** arrange to meet with individuals or attend department meetings to make them aware of your upcoming event.

In any promotion you do try to be sure to communicate not just what you will cover, but also the learning objectives and how attendees will benefit from the workshop.



Stage 4: The big day!

The stage is set! Make sure you're at your venue ahead of time to set up and familiarise yourself with the room. It can be helpful to have an attendee list to hand so you can write down or check people off as they arrive.

Get started when you're ready, and make sure you give attendees plenty of chances to ask questions throughout the session. You may want to ask them a few questions of your own!

Stage 5: Follow up and evaluation

Sending around your slides, some useful links and a short summary of what was covered in the session is a useful way for people to refer back to it when they have time - it's good to get these materials out to all of your attendees within a day or two of the event if possible.

Don't forget, asking them for feedback is the best way to make sure your sessions are hitting the mark! A short email requesting feedback or a quick questionnaire is an easy way to gather this.

[Google forms](#) or tools like [SurveyMonkey](#) can be used to build short surveys - you might like to ask attendees to rate the event out of 10, highlight anything in particular they did or didn't like, and check if the session covered everything they wanted to see (or if there were other things that would've been interesting too).

It can also be useful to ask them what they intend to do next with altmetrics - will they download and try out the free tools, for example, or do they have other plans?

Stage 6: Next steps

Congratulations - that's this one done! Once you've got your feedback you can determine how valuable and successful the session was, and make plans to adjust in future as needed.

Before you know it it'll be time to start preparing for the next one (this time hopefully with great feedback and comments to share that will encourage new people to come along!)