



Altmetric Badges: how to engage your authors

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Introduction

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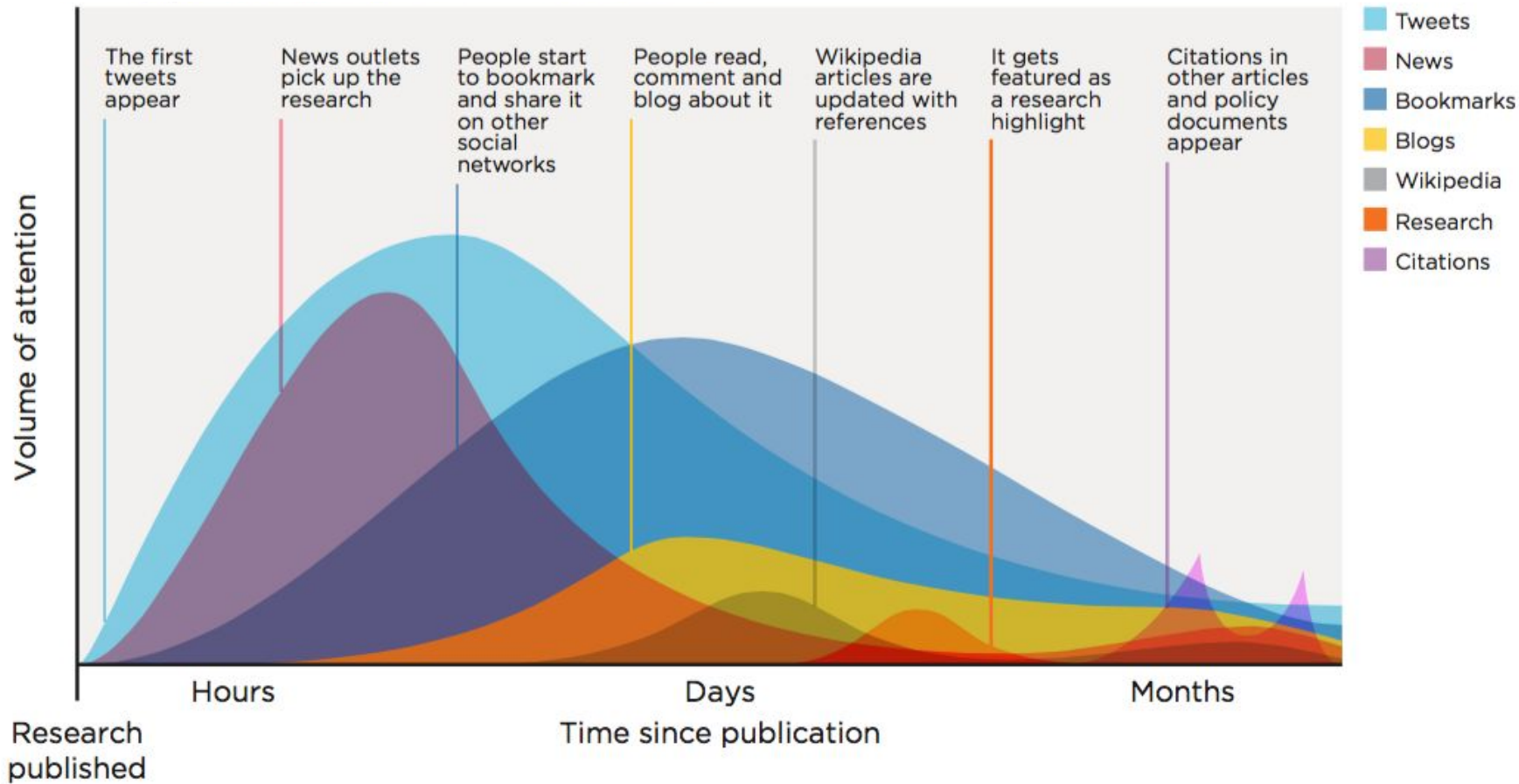
Director of Market Development, Americas

4+ years journal marketing

20+ years working with scientific organizations

Joined Altmetric
in June 2019





Variations of Altmetric Badges

“Donuts”



Badges



Bars



University College London

<https://www.ucl.ac.uk/library/research-support/bibliometrics/types-bibliometrics/altmetrics/altmetric>

Altmetric 'donut' & attention score



Colors = data source

Score based on:

- Volume
- Sources
- Authors



How are publishers using altmetrics?

Editorial team - Analyze influence; identify new authors, peer reviewers, & editors

Marketing - Develop strategic promotions; benchmark campaigns

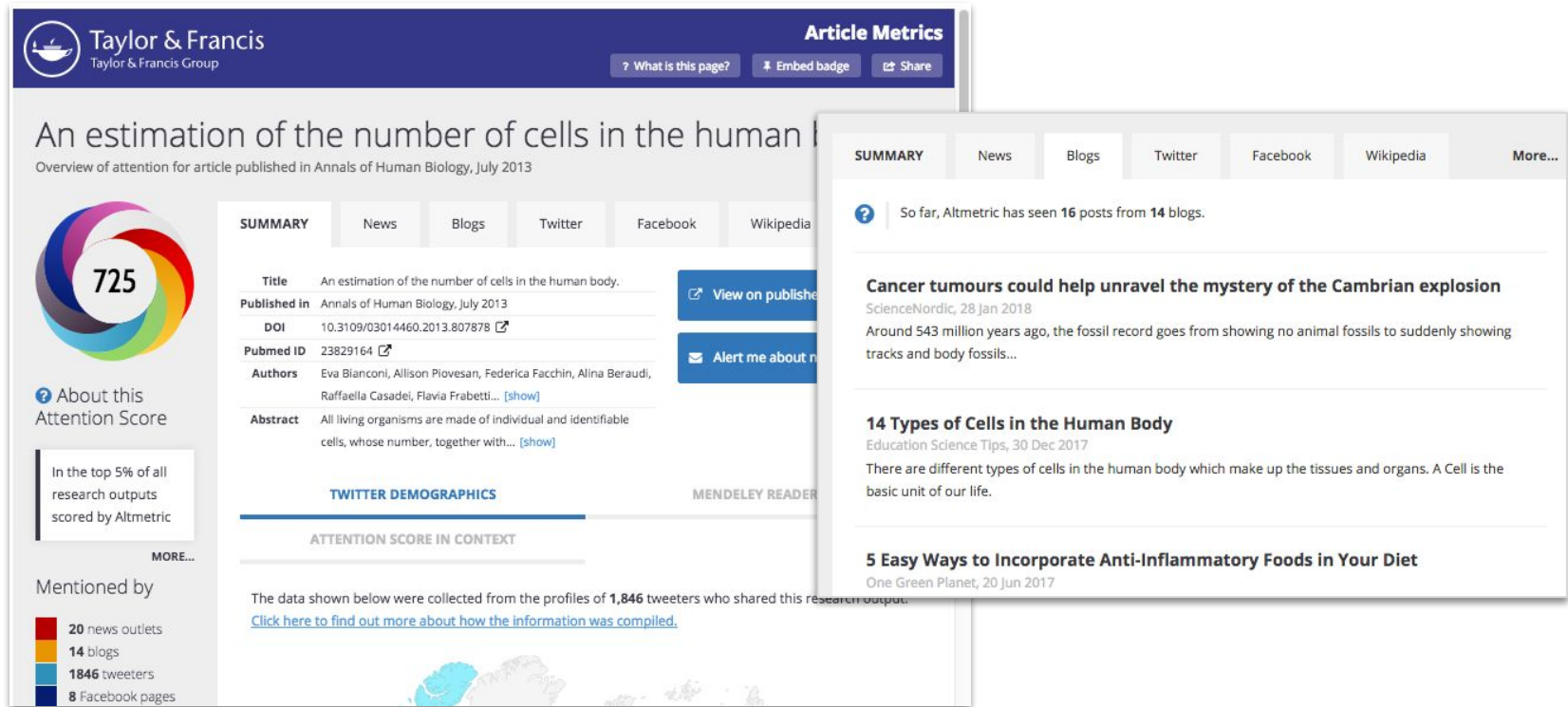
Communications - Track press/social media; connect to opinion leaders

Sales - Demonstrate value to stakeholders; target new audiences

Business Intelligence - Inform portfolio growth; spot new trends & opportunities



Average time on a Details Pages is 3.5 minutes



Badges have 3 jobs to showcase reach, influence and engage authors

1. Showing evidence of engagement
2. Demonstrating a commitment to advancing research

The screenshot displays the Taylor & Francis article page for the paper "Molecular and serological investigation of 2019-nCoV infected patients: implication of multiple shedding routes". The article was published in *Emerging Microbes & Infections* in February 2020. The Altmetric attention score is 1661, indicating it is in the top 5% of all research outputs scored by Altmetric. The article has been mentioned by 49 news outlets, 6 blogs, and 2 policy sources. The page also shows various engagement metrics, including the number of policy documents that reference the research (10), and a list of related content and documents.

Taylor & Francis
Taylor & Francis Group

Article Metrics
? What is this page? Embed badge Share

Molecular and serological investigation of 2019-nCoV infected patients: implication of multiple shedding routes

Overview of attention for article published in *Emerging Microbes & Infections*, February 2020

1661

About this Attention Score

In the top 5% of all research outputs scored by Altmetric

MORE...

Mentioned by

- 49 news outlets
- 6 blogs
- 2 policy sources

SUMMARY News Blogs Policy documents Twitter Facebook More...

So far, Altmetric has seen 10 policy documents that reference this research output.

SARS-CoV-2 in the hospital environment and risk of COVID-19 nosocomial transmission - 31 May 2020

Cited by UK Government (GOV.UK)

GOV.UK is a central website that lists other agencies and public bodies. Government departments and other agencies and public bodies are listed on GOV.UK.

Interim clinical guidance for confirmed coronavirus (COVID-19)

Cited by Centers for Disease Control and Prevention (CDC)

CDC is America's leading public health organization. CDC monitors the health of Americans. CDC monitors the information so they can take action.

GOV.UK

Search

Departments Worldwide How government works Get involved
Consultations Statistics News and communications

Coronavirus (COVID-19) | Guidance and support

Home > Coronavirus (COVID-19)

Research and analysis

SARS-CoV-2 in the hospital environment and risk of COVID-19 nosocomial transmission, 31 May 2020

Paper prepared by the Environmental and Modelling Group (EMG).

Published 26 June 2020
From: [Scientific Advisory Group for Emergencies](#)

Documents

[SARS-CoV-2 in the hospital environment and risk of COVID-19 nosocomial transmission - 31 May 2020](#)

PDF, 232KB, 8 pages
This file may not be suitable for users of assistive technology. [Request an accessible format.](#)

Related content

[Seroology testing strategy - for discussion at SAGE, 4 June 2020](#)

[A UK underpinning platform to study immunology and immunopathology of COVID-19: The UK Coronavirus Immunology Consortium, 28 May 2020](#)

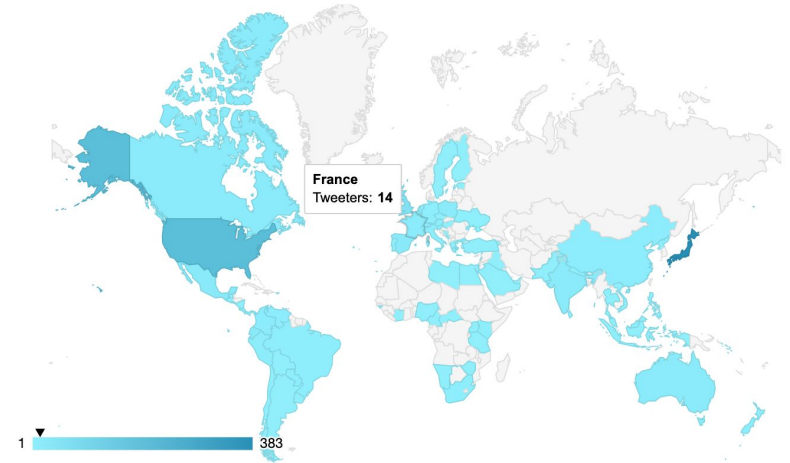
[Update on Immunology of SARS-CoV-2, 3](#)



Badges have 3 jobs to showcase reach, influence and engage authors

3. Providing valuable feedback such as:

- How interested are readers?
- What other attention is there outside of citations?
- When and where are reactions positive or negative?



Geographical breakdown

Country	Count	As %
Japan	383	17%
United States	196	8%
United Kingdom	49	2%
Mexico	23	<1%
Spain	20	<1%
Canada	19	<1%
Poland	18	<1%

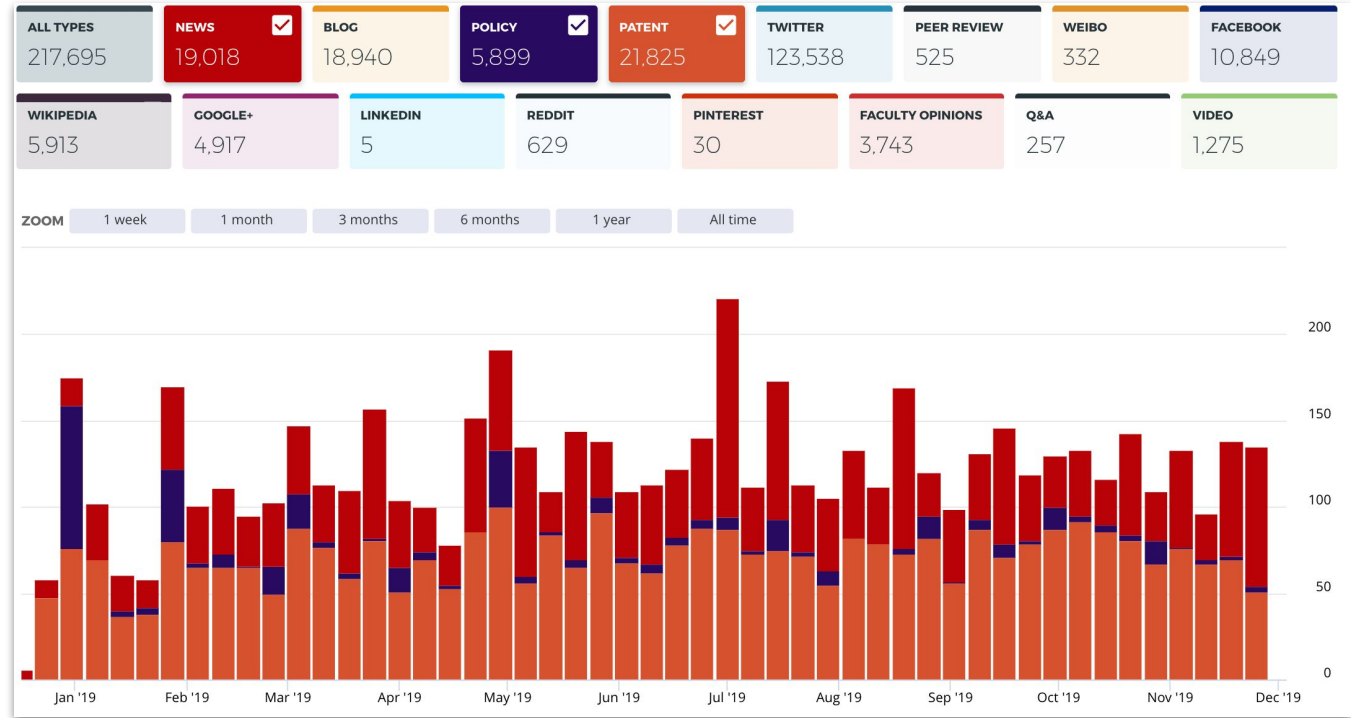
Demographic breakdown

Type	Count	As %
Members of the public	2161	94%
Scientists	72	3%
Practitioners (doctors, other healthcare professionals)	58	3%
Science communicators (journalists, bloggers, editors)	19	<1%



Which data works to engage authors?

- News
- Policy
- Patents
- Influencers
- Competitors



Demo

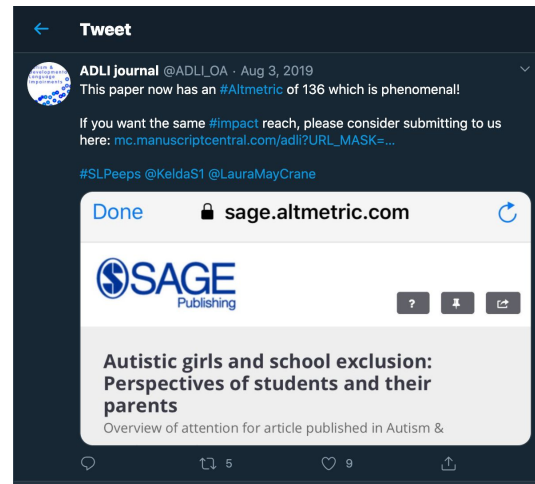
Part 1 - Badge Details Page

Demo

Part 2 - Explorer Search, Save & Report

Tips to engage authors

- Draw attention to metrics
- Promote authors' work and let them know when you've done it
- Send context, analysis, author reports
- Share example benefits of other authors' engagement
- Post “top articles”
- Conduct author training

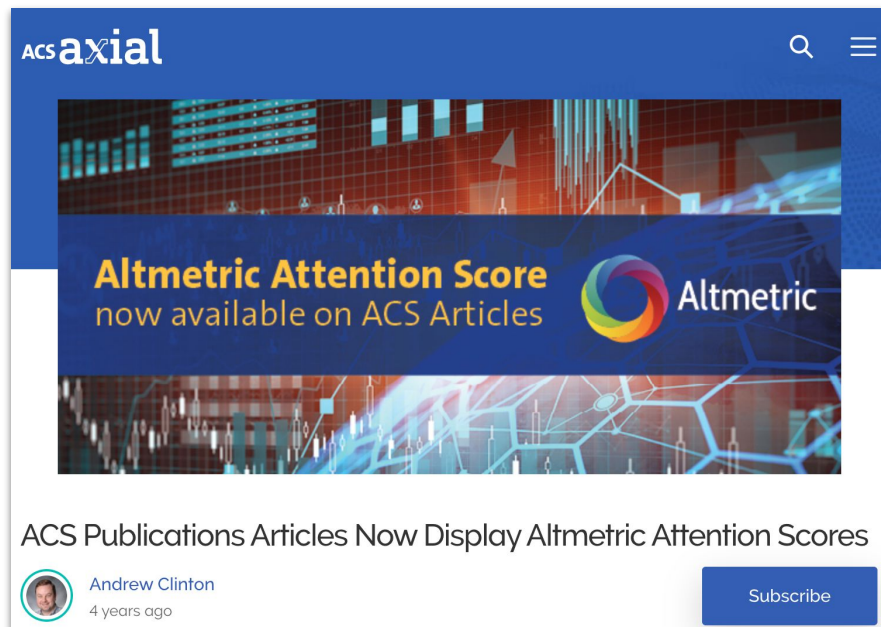


Have other ideas in mind? Tell us about them!

Updating your website?

Working on a communications project?

Building a dashboard?



<https://axial.acs.org/2016/12/16/acs-altmetric-scores/>





Questions?

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