# **How to use this document**

This guide provides you with sample text that you can feel free to use and adapt to fit your needs.

Authors are increasingly familiar with the Altmetric Badge, but it is still useful to provide them with some guidance on what altmetrics are and how they can leverage them. If you have an author services webpage or a webpage explaining usage statistics, you may want to consider adding a section about the Altmetric Badge. This will not only help your authors understand the badge, but will also reinforce that quick and easy access to altmetrics is an important service they are gaining from publishing in your journal.

## Sample Text

**What are altmetrics?**

Altmetrics, or alternative metrics, enable you to see the attention your article is receiving from non-traditional sources, including:

* Mass media
* Social media
* Policy documents
* Patents
* Wikipedia

You can use altmetrics as complements to citation-based metrics, and explore the conversations around your work, helping you understand the impact it is having beyond the academic world.

**Altmetric on [xxx Journals]**

At [Publisher/Journal], we’ve chosen to embed Altmetric Badges on our publications to help authors track the attention their research is receiving. By tracking unique identifiers such as DOIs, [Altmetric](https://www.altmetric.com/) collects article-level metrics and online conversations around articles published by [Publisher/Journal]. Online mentions that contain links to the abstract landing page are picked up and collated, and the result is the Altmetric Attention Score and Badge.

On [Publisher/journal], you will find the Altmetric Badge by [Explain where badges are located]. When you click on the Altmetric Badge, you will be directed to the Altmetric Details Page, which will show you every mention for your article across Twitter, blogs, mass media outlets, Facebook, and more. View [this video](https://www.loom.com/share/37e03234863f4e32bb695030db8aa694?sharedAppSource=personal_library) for an overview of the Altmetric Details Page.

**Why use Altmetric?**

Altmetrics can be useful to researchers who are keen on (1) building their online presence, (2) demonstrating the broader impact of their work, and (3) communicating the story of their research to grant review committees and panels. To leverage this information, consider using Altmetric data to:

* Identify coverage and wider dissemination of your research to use as evidence in CVs or funding applications;
* View who is talking about your research, and identify potential new collaborators and build relationships with key influencers;
* Monitor other research in your field and see how it has been received by a broader audience;
* Manage your online reputation, and actively engage with comments and conversation about your work.

If you have questions about Altmetric data, please visit Altmetric.com for more information.