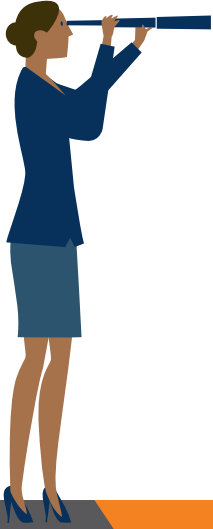


AUTHORS: GET YOUR WORK NOTICED

ASME's quick guide to promoting your publications to the engineering community



The American Society of Mechanical Engineers (ASME) promotes the art, science & practice of multidisciplinary engineering and allied sciences around the globe.

Because we are uniquely positioned as one of the world's most prominent professional societies in the field, we truly understand what drives you – your success is important to us.

That is why we are sharing these tips for **getting your published work noticed** and promoting your scientific endeavor. Used strategically, they can help **empower you and advance your career path.**

1

ENHANCE YOUR ARTICLE

Search Engine Optimization (SEO)

SEO helps your article appear closer to the top of search engine results.

Here are a few tips:

- Be consistent with your name across publications
- Use keywords in the title, abstract and section headings
- Include image captions with keywords

Enrich Your Content

Add **multimedia**, like video, podcasts or animation, or **supplemental data** to increase reader engagement and promote understanding of your work. Note that articles with short titles are cited more often.



2

INCREASE THE IMPACT OF YOUR WORK

Share Your Article

- Share links to your article via **social media** and **discovery services** (Facebook, Twitter, LinkedIn profile, Google+, Reddit)
- Inform your peers and colleagues via **email** and include a link in your **email signature**
- Refer to your article's **Digital Object Identifier (DOI)**
- Choose the option of paying an Article Publication Charge (APC) to publish your article as **Open Access** for future submissions so that your work is accessible to all readers upon publication
- Submit the pre-publication version to your **institutional repository** or a **subject-specific repository** (with ASME permission)
- Reach out to **newsletters, blogs** and **listservs** that inform your community

Raise Your Personal Profile

- **Participate in Scholarly Collaboration Networks (SCNs)** where you can share, collate and make recommendations
- Create **your own personal website** and/or make sure to keep your profile up-to-date on **your institution's or corporation's site**
- Present your work to your peers at **conferences and meetings** as a speaker, poster presenter or distributing flyers
- Register for an **ORCID ID**, which clearly distinguishes you from other researchers with similar names
- Add a reference to your paper on appropriate **Wikipedia** pages

Tap Into Publicity Channels

- Let your **public relations** department know that you have published a newsworthy article; they may promote by issuing a press release or news brief
- Discuss other options your institution or corporation may have in place

Note: When your work is published, ASME contacts interested individuals automatically with table of contents alerts and RSS feeds. Sign up for TOC and other alerts at <https://go.asme.org/journalalerts>
Subscribe to RSS feeds at <https://goo.gl/UBP5bV>

MEASURE YOUR SUCCESS

3

Track Your Article's Performance

Periodically check **citation counts** aggregated by Google Scholar, Web of Science or Scopus.

Track and Promote Your Personal Achievement

Find and track your **h-index** (using Web of Science, Scopus, or Google Scholar), an author-level metric that measures both the productivity and citation impact of your publications and promote it to your peers and broader community.

Google Scholar Metrics is another tool to help you gauge the impact of your articles.

