



# Encouraging author engagement: Essential tips for book publishers

3 May 2018

# Housekeeping

- Questions in the question box
- Let us know if you can't hear or see
- Webinar will be recorded



# Our speakers



**Josh Clark**  
Altmetric



**James Hardcastle**  
Wizdom.ai



# What we'll cover

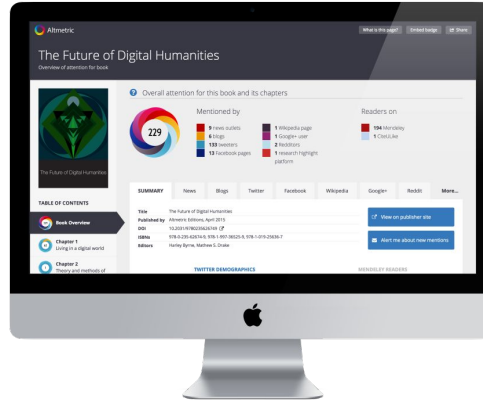
- An introduction to altmetrics for books
- Why author engagement matters
- Using altmetrics to engage book authors at Taylor & Francis
- Q&A



# What is Altmetric for books?



# What is Altmetric for Books?



Altmetric tracks, monitors and collates the online attention surrounding books and chapters to help authors, readers and editors build a more complete picture of the reach, engagement and influence of publications.

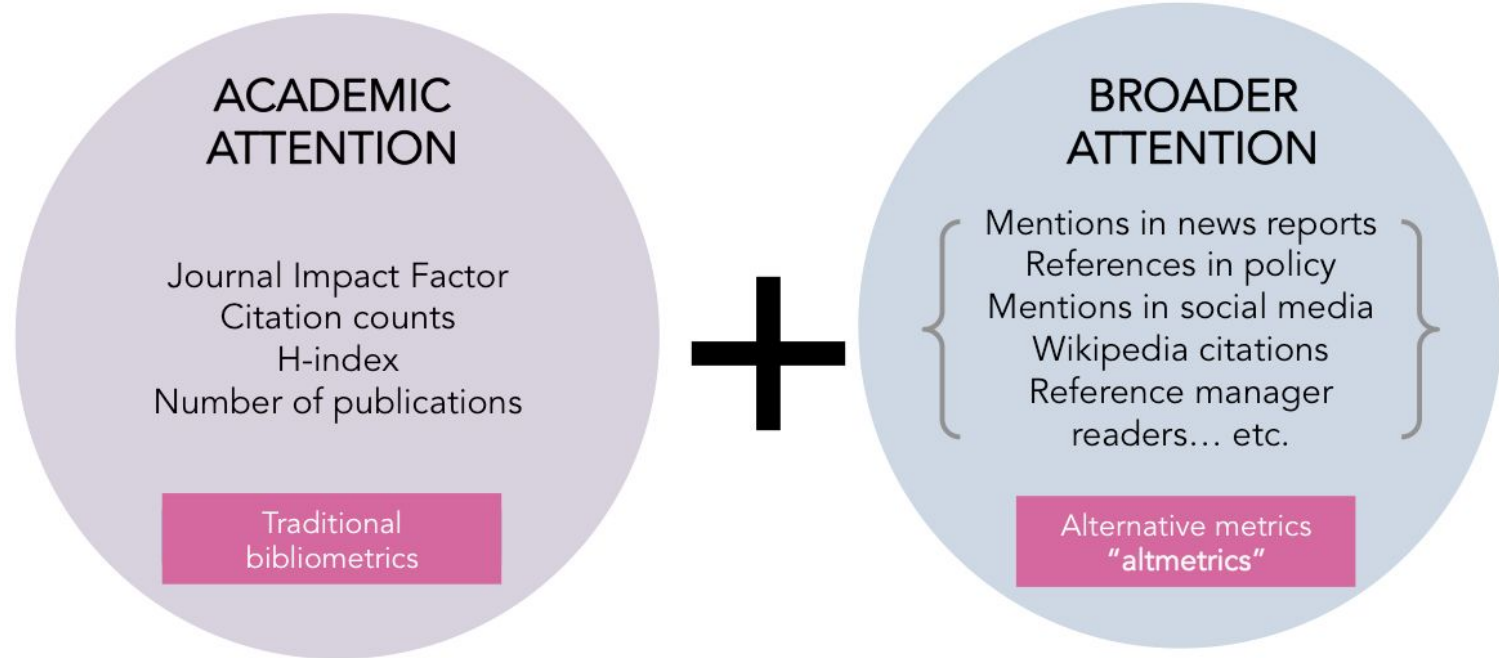
# Book attention data: in numbers

- 1m + books in the Altmetric Book Index
- 150+ publishers and aggregators supported
- 2.5m + mentions of books



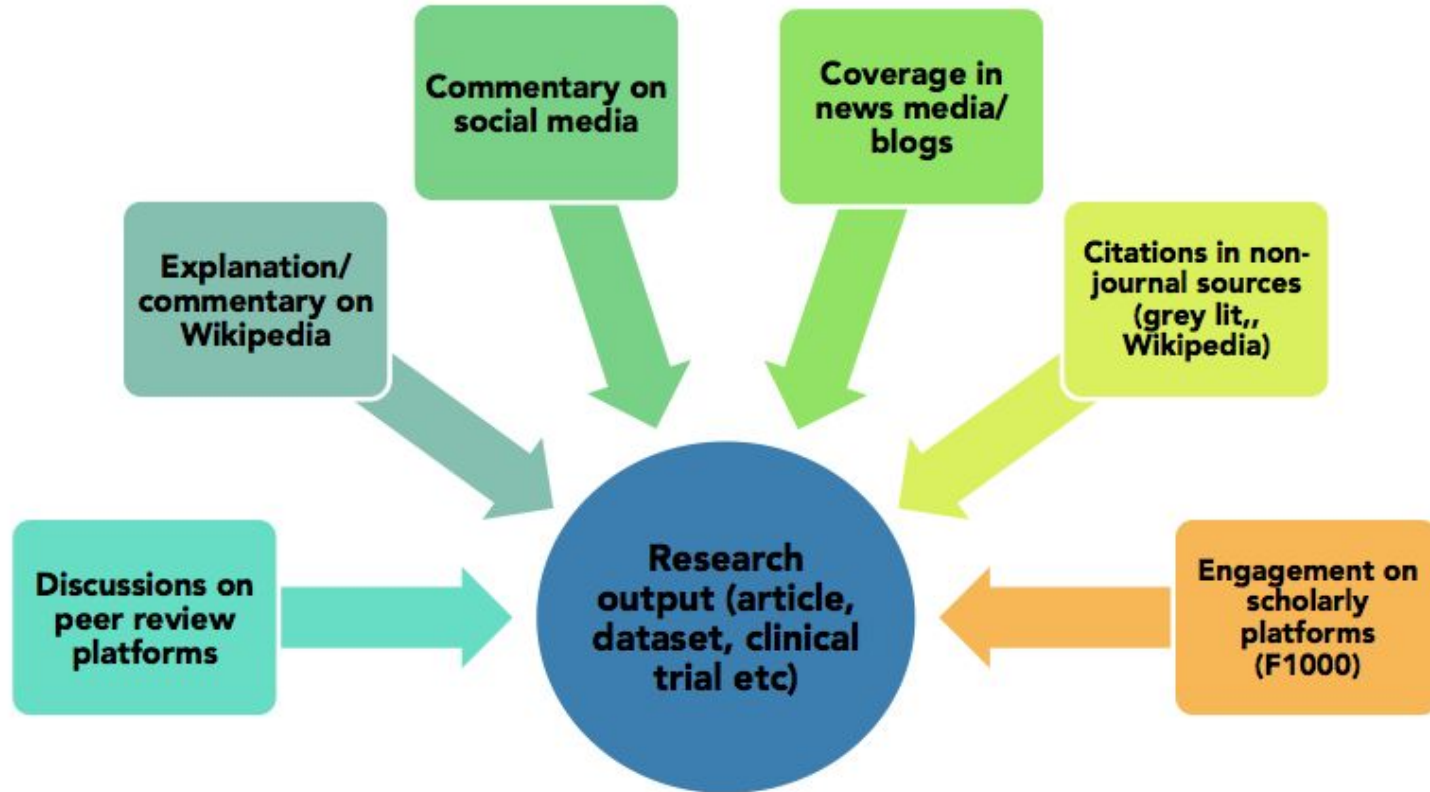
Mentions of all books by Altmetric attention source

# Reflecting broader engagement



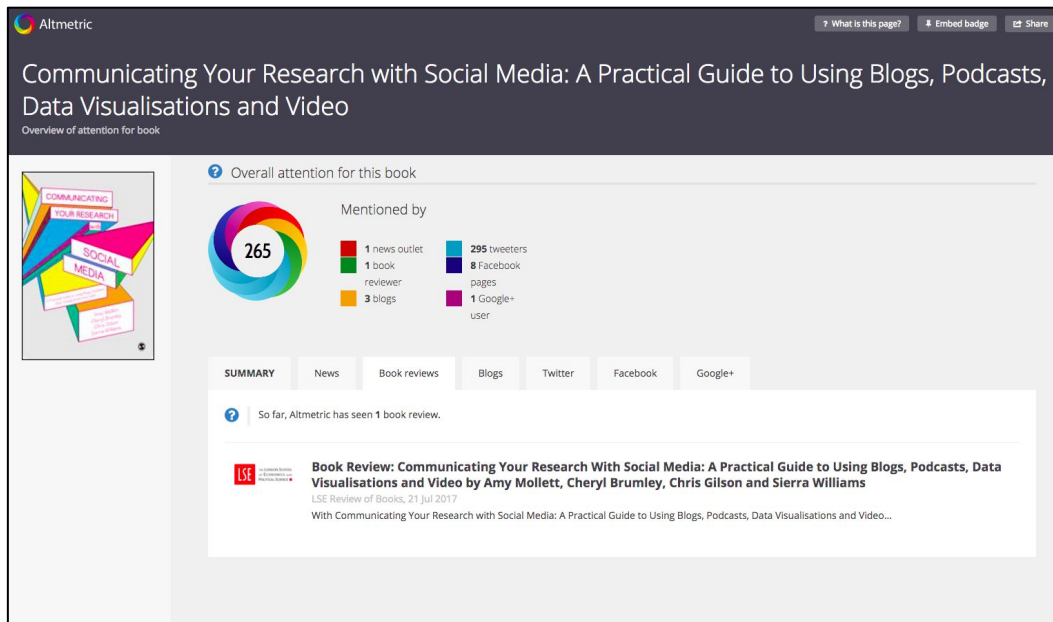


# Who's engaging?



# Book-specific attention sources

- Syllabi / reading lists (via [Open Syllabus Project](#))
- Book Reviews
- More on the way...



How are they useful?

# Challenges for authors

Getting their work  
seen and read

Finding potential  
collaborators

Evidencing broader reach  
and influence

Attracting new  
funding

Prioritizing what to  
read

Deciding where to  
publish



# Why is author engagement important?

- Encourage authors to get involved in the online discussions around their work
- Demonstrate the outreach work done by your marketing teams
- Retain authors by highlighting the value of their work
- Encourage new submissions
- Demonstrate a commitment to the community
- Assist reputation management for authors



# How can altmetrics help?

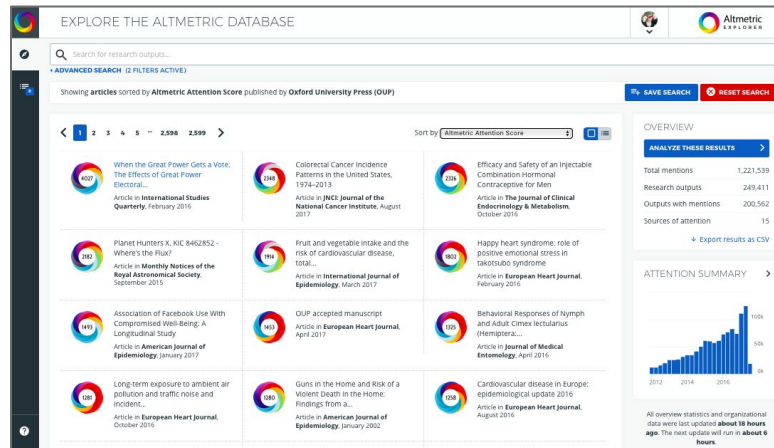
- Identify high profile mentions of their publications and track discussions over time
- Provide Real-time feedback as soon as a book is published
- Report back to authors on your continued effort and value by showcasing their outputs attention and reach



# Altmetric tools

# Altmetric Explorer

- Search, filter and report on attention for over 19 million outputs including books
- Daily, weekly or monthly summaries straight to your inbox
- **Compare** at the journal or publisher level



Results analysis

Analyzing outputs for all research outputs from the full Altmetric database published in 4 selected journals/collections sorted by Altmetric Attention Score

SUMMARY HIGHLIGHTS DEMOGRAPHICS MENTIONS JOURNALS AND COLLECTIONS

Found 3 journals and collections in your search results. Export journals/collections data as a CSV spreadsheet.

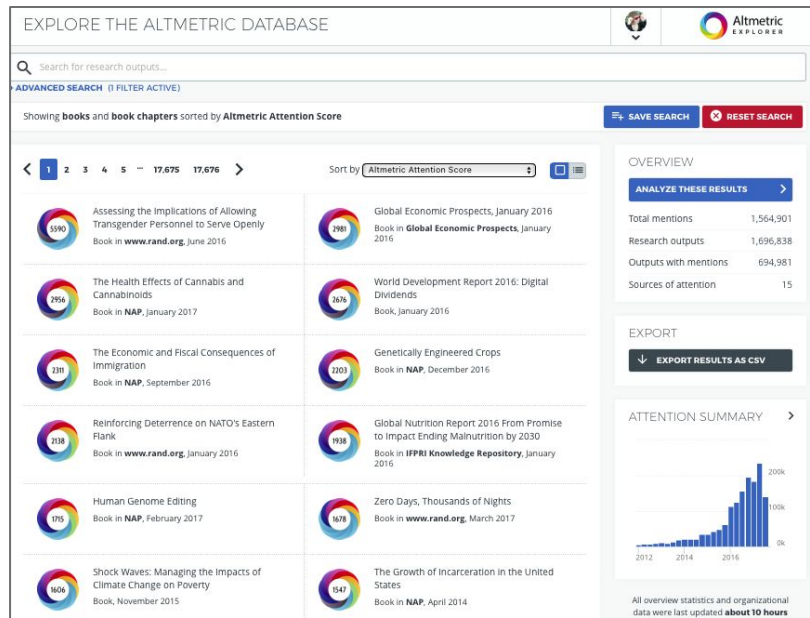
WHAT'S IN THIS TAB?

JOURNAL/COLLECTION	TOTAL MENTIONS	NEWS STORIES	BLOG POSTS	POLICY DOCUMENTS	TWEETS	PEER REVIEWS	WEBO POSTS	FACEBOOK POSTS	WIKIPEDIA CITATIONS	GOOGLE+ POSTS	LINKED IN
Political Studies 543 mentioned research outputs in your search	3,682	47	71	89	3,312	0	0	100	64	5	
Political Theory 239 mentioned research outputs in your search	715	9	34	9	571	0	0	38	45	2	
Political Insight 188 mentioned research outputs in your search	559	6	41	4	496	0	0	9	3	0	



# Books Index

- Optional add-on to the Explorer
- Search, filter and report on the attention for 1m books and chapters
- Unique insights from Syllabi and books review sources



# Book badges

- Simple integration
- Updated in real time
- At-a-glance summary of online attention
- Click through to custom branded details pages

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Am score 66

Google Search Inside

HATHI TRUST preview

Google Preview

### Bad Boys

Public Schools in the Making of Black Masculinity

Ann Arnett Ferguson

How do schools identify African American males as "bad boys"?

[Description](#) [Look Inside](#)

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#### Description

**Series:** Law, Meaning, and Violence

Statistics show that black males are disproportionately getting in trouble and being suspended from the nation's school systems. Based on three years of participant observation research at an elementary school, *Bad Boys* offers a richly textured account of daily interactions between

[?](#) Overall attention for this book



66

Mentioned by

5 news outlets	26 institutions with syllabi
3 blogs	1 Facebook page
5 tweeters	

# API

- Programmatic access to all of Altmetric's data
- Query by any unique identifier

