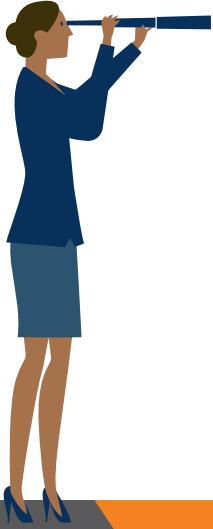


# AUTHORS: GET YOUR WORK NOTICED

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.



## 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** (new for ASME journals in 2017), 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)
- Join the **ASME Journal Program Group** at <https://goo.gl/mqQYtE>
- Reach out to **newsletters, blogs** and **listservs** that inform your community

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://goo.gl/3oMFTA>  
Subscribe to RSS feeds at <https://goo.gl/UBP5bV>

## Raise Your Personal Profile

- **Participate in Scholarly Collaboration Networks (SCNs)** like CiteULike 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

## MEASURE YOUR SUCCESS

### 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.

