Kudos Publisher Case Study

What were your goals in partnering with Kudos?

When I first heard about Kudos – via an interview on the Scholarly Kitchen blog – we (LUP) wanted to help our authors and researchers do more to increase the visibility and in particular, the impact of their work.

We were doing all we could do in terms of marketing, but we really needed something that could show authors how to use social media, build their own networks and create a 'digital community' to promote their work.

The Kudos dashboard itself has been really useful. It provides us with an insight into who is talking about what and where research is being shared.

How does it fit in with other activities?

We publish in Humanities, Social Sciences, and specialise in Modern Languages, History, Literature and Visual Culture. Kudos has fitted in really nicely, because summaries and sharing content across subjects attracts interest in content from other languages. Departments tend to still be fairly separate, but Kudos enables them to see and understand content from other languages. We include author case studies in our blog posts, which demonstrates the specific increase in full-text downloads, abstract views and shares.

> *Some authors were somewhat reluctant to use social media as a tool, but Kudos has really helped show how this can be of great benefit to them*

How did you introduce your authors to Kudos

Kudos invites our authors to use the service on our behalf. At first, we weren't sure how much work we should be doing and thought we would just 'let things happen', which was the wrong approach. We became more proactive, and that made a difference – and it started to snowball. We made Kudos visible to all of our authors via our author guide, putting information on our website and also by mentioning Kudos in when the author gets their PDF. Authors receive a lot of emails, so we pre-warned them about receiving an invitation to join, so they didn't disregard them. Telling the editors about Kudos also made a big difference - they are advocates for the journal and have a different relationship with the authors.

What challenges does Kudos help you solve?

Naturally, some authors were somewhat reluctant to use social media as a tool, but Kudos has really helped show how this can be of great benefit to them. It's not just about shouting into a void or biggin' yourself up – its about promoting your work and getting it out there for people to find.

How easy has it been to implement Kudos?

Implementing Kudos has been pretty easy. We added it to procedures early on, and authors and editors have been receptive. Atypon have made it easy for the data to flow through in the background and we just log into the dashboard. Our 'Journals Publishing Assistant' runs regular reports and re-tweets authors – the reports also allow us to identify which authors need a little nudge. We love the branded video as it makes things look really easy and simple – the video really helps us sell that.

> " *We believe the increase in Altmetric scores are linked to the use of Kudos* "

How do you typically use Kudos day-to-day?

As mentioned above, we run reports and offer our support to authors by re-tweeting them on Twitter, and encouraging them to promote their work. The ScholarOne integration will help further embed Kudos into our processes and procedures more fluidly.

What is the effect of all of this?

It has increased our views and downloads for the authors that we've showcased and done case studies for. It's been really interesting to come to Kudos meetings and interact with other publishers to find out what they are doing. Currently, we are getting ready to create our annual reports, which will feature a section on Kudos and include details about what each journal's authors have been doing in Kudos. That will help us measure the effect for us as the publisher, as well as the individual journals. We are pleased to have over 500 of our authors using Kudos. Some journal authors use it more than others, so our next goal is to get people actively explaining and sharing their work, once it has been claimed.

KUDOS

Greater Research Impact