AGENDA

- Why use social media?
- Know your social media
- Specialized online community: Mendeley
- How to use social media efficiently: Promote your article via social media
- Monitor your article via Plum Metrics and Mendeley
Why it is important to use social media?
KEY INDICATORS IN WORLD

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Value</th>
<th>Urbanisation</th>
<th>Penetration</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL POPULATION</td>
<td>7.593B</td>
<td>55%</td>
<td></td>
</tr>
<tr>
<td>INTERNET USERS</td>
<td>4.021B</td>
<td>53%</td>
<td></td>
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<tr>
<td>ACTIVE SOCIAL MEDIA USERS</td>
<td>3.196B</td>
<td>42%</td>
<td></td>
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<tr>
<td>UNIQUE MOBILE USERS</td>
<td>5.135B</td>
<td>68%</td>
<td></td>
</tr>
<tr>
<td>ACTIVE MOBILE SOCIAL USERS</td>
<td>2.958B</td>
<td>39%</td>
<td></td>
</tr>
</tbody>
</table>

Source: Digital in 2018 Global Overview, Jan 2018
KEY INDICATORS IN WORLD

INTERNET USERS: +7% since JAN 2017 (+248 MILLION)
ACTIVE SOCIAL MEDIA USERS: +13% since JAN 2017 (+362 MILLION)
UNIQUE MOBILE USERS: +4% since JAN 2017 (+218 MILLION)
ACTIVE MOBILE SOCIAL USERS: +14% since JAN 2017 (+360 MILLION)

Source: Digital in 2018 Global Overview, Jan 2018
WHAT ABOUT LEBANON?

Lebanon is above world average in all metrics

- **TOTAL POPULATION**: 6.09 MILLION
- **INTERNET USERS**: 5.54 MILLION
- **ACTIVE SOCIAL MEDIA USERS**: 4.00 MILLION
- **UNIQUE MOBILE USERS**: 4.56 MILLION
- **ACTIVE MOBILE SOCIAL USERS**: 3.60 MILLION

**URBANISATION**: 88%

**PENETRATION**: 91%

**PENETRATION**: 66%

**PENETRATION**: 75%

**PENETRATION**: 59%

Source: Digital in 2018 Global Overview, Jan 2018
Why is it important to use Social Media?

An average person spends 6 hours in a day using the internet, while approximately 2 hours using Social Media.

The number of people using the top social platform in each country has increased by almost 1 million new users every day – that makes around 11 new users every second!

When used efficiently, your publications, ideas can reach thousands/millions of people!

Source: Digital Commons Report, Jan 2018, Mediakix Report
Why is it important to use Social Media?

42% of world population use social media actively

Social media has helped create a digital global village:

- **It mobilizes activism and trigger social change**
  - Populate millions of people all around the world very easily and affect governmental decisions
  - Ease of access to any kind of information
  - Increase/ create social awareness
  - Reveal freedom of expression; millions of people declare their opinions very easily
  - Helped revolutions to topple governments all around the world

- **A lot of brands deliver their messages through social media and constitute their marketing strategy accordingly**

WHY NOT USE IT TO PROMOTE SCHOLARLY WORK?
Why use Social Media?

1. Expand your Network
   - Grow your professional network online by connecting with colleagues, mentors, opinion leaders and other professionals.
   - Build connections with funders, industry partners
   - Nurture those relationships correctly, have a whole new network when you are looking for opportunities or professional guidance.

2. Increase visibility
   - Sharing content and increasing your network will increase your visibility and recognition. It will increase your chances of collaboration.
   - If you are consistently posting quality content, the more people share it, the more people see it. Engage with other people’s content as well, and interact with your network.
Why use Social Media?

3. Showcase your Research

• Share your expertise and attract potential professional connections. Learn how to present your professional experience, achievements and results and get more opportunities to connect with like-minded people.
• Sharing such content will increase your credibility on that certain topic.
• Use it as self-promotion and branding

4. Educate yourself

• Discover and read scientific content and constitute your own library
• Create lists/ set alerts on curate content from your favorite people and your subject area
• Easily learn about current events, conferences and things taking place locally and globally
Why use Social Media?

5. Connect easily any time

- Connect your colleagues/peers before, during and after networking events, conferences or meetings. People can get to know you prior to meeting you and be better equipped to talk in person, and vice versa.
- Send / receive information very fast

6. Disseminate your work

- Always link your work to your posts/tweets.
- Research shows that tweets with link are retweeted 19%* of the time which exponentially increase dissemination
- *It is an excellent showcase to show your talents!

Source: Research in 2013 based on survey with 116 scientists, conversation.com
Know your social media
1. Facebook

Even if it is a prominent and popular tool for individuals and lately institutions, you can use it for professional purposes:

- Share link to your articles, images, videos, AudioSlides
- Connect with like-minded research professionals
- Join/create groups catering for your field of expertise
- Create a fan page and invite fellow researchers

Total number of monthly active users: 2.17 billion
Annual growth in users: +15%
Users accessing via mobile: 88%

Source: Digital in 2018 Global Overview, Jan 2018
2. Twitter

It is a dynamic, quick-fire form of social media that allows participation in the latest topics of the day; usually via hashtags. Great way to share your current research, publications and links to new blogs.

- Follow other researchers and thereby increase your own following
- Post regular content and respond promptly
- Retweet and use images
- There is increasing evidence of getting up to 20 times more citations of your peer reviewed articles
- Use relevant hashtags in right articles, and know when and what to tweet

<table>
<thead>
<tr>
<th>Total number of monthly active users</th>
<th>Total number of tweets sent per day</th>
<th>Users accessing via mobile</th>
</tr>
</thead>
<tbody>
<tr>
<td>335 million</td>
<td>500 million</td>
<td>80%</td>
</tr>
</tbody>
</table>

1/3rd of all scholars are active on Twitter; it is a great opportunity to showcase yourself!

Source: Twitter statistics, Q3 2018
3. LinkedIn

It is a business-oriented social networking service. Although it has been traditionally business-oriented, it contains a large number of research organizations and groups.

- Build your network, find people working in right organizations, increase your chances of collaboration and funding.
- Set up your LinkedIn profile, connect to people and colleagues that you already have a relationship with
- Ensure that your Bio is correct and detailed
- Share links to your articles, especially in relevant groups

Total number of monthly active users: 260 million
Number of new member per second: 2
Users accessing via mobile: 58%

Source: Twitter statistics, Q3 2018
Specialized online community: Mendeley
Mendeley is a free research workflow tool and academic social network that enables and empowers researchers to organize their references, connect and inspire each other, store and share their data and find new career opportunities. Mendeley has over 6.5 million users worldwide.

The problem with the aforementioned social networks is that they are too generalised; it is important to be visible and active in specialized networks as Mendeley!
Mendeley is a great tool to find possible collaboration, funding and increase visibility

- Create an academic profile, upload your papers, link it to your Scopus profile, and publicize your research.
- Explore your network! Find interesting contacts or public groups related to your interest especially if you are looking to identify an expert/author in a particular field.
- Create and join groups, discuss your ideas and get inspired!
- Read new topics, find ongoing research, follow curated bibliographies and get involved in discussions in public groups
MENDELEY PROFILE

- **Receive personal stats on how your work is used**
- **Add your Scopus and ORCID ID to share your work with other researchers**
- **Share your work with global audience and track its metrics respectively**

Add your research interests, to get suggestions of related research and people.
How to use social media efficiently: 
Promote your article via social media
PROMOTING YOUR ARTICLE THROUGH SOCIAL MEDIA

Share link to your article

• Sharing your research and findings can help you make a greater impact in your community, leading to collaborations and potential new ideas and innovations.

• Following publication, Elsevier sends you a “share link”, which is a personalized and customized short link that provides 50 days of free access to anyone clicking the link. We encourage you to share this link on social media or on your institutional Webpage.

The more links there are to your article from a range of relevant Websites, the more readers you will attract and the higher your article will appear on search engine results!
PROMOTING YOUR ARTICLE THROUGH SOCIAL MEDIA

1. Have an ORCID
   • A unique researcher identifier linking your name, research activities and articles.
   • If you don’t already have one, you can register in www.orcid.org for an ORCID and add details of the article to your profile.
   • If you have Scopus profile, you can add ORCID as well.
   • Link your ORCID to all of your publications

2. Check your Scopus Profile
   • Scopus includes around 12 million researcher profiles world wide.
   • If an author has at least 2 articles in Scopus, his profile is created automatically.
   • Keep it up-to-date, use author feedback wizard if necessary, so other can find you easily.
   • Remember: your proper profile will increase your visibility and chances of collaboration.
PROMOTING YOUR ARTICLE THROUGH SOCIAL MEDIA

3. Use social media effectively

- Every day scholarly articles receive 12,000 new mentions across social media, news and blogs. Ensure your CV is available in such platforms
- Share links to your articles.
- Post regularly.
- Know the influential people in your field, engage with others in discussions

4. Use Mendeley

- Register Mendeley for free, if you already have Science Direct or Scopus account, you can use the same credentials in Mendeley.
- Create your profile with full details
- Build your network, search for groups, involve in discussions
- **Remember:** your proper profile will increase your visibility and chances of collaboration.
Monitor your article via Plum Metrics and Mendeley
Monitoring your article through Social Media

After promoting your article, you’ll want to know how it has been received. Elsevier helps you monitor your success in variety of ways:

1. **Use your Mendeley profile**: Check the Stats tab in your profile. The data feeding the Stats dashboard comes from Scopus, ScienceDirect, Mendeley, and NewsFlo.
Monitoring your article through Social Media

After promoting your article, you’ll want to know how it has been received. Elsevier helps you monitor your success in variety of ways:

2. Use Citation alerts: both in Science Direct and Scopus, you can set citation alerts on your article.
Monitoring your article through Social Media

After promoting your article, you’ll want to know how it has been received. Elsevier helps you monitor your success in variety of ways:

3. Use Plum Metrics: Measure the impact of your research extensively. Especially if you are an Early Career Researcher, Plum Metrics carries utmost importance to showcase your research.

Plum tracks activity from >50 platforms, and we continue to invest more:
YOU WILL GET NOTICED!

Getting noticed today means using the abundant online and social media tools available to better promote your research findings and publications. As a result:

- Your research becomes more visible
- You will attract more readers
- You will increase citations
- You will build a stronger reputation
- You will expand your professional network

The online efforts that you make today will make you stronger offline tomorrow—so get involved, and get noticed!
THANK YOU!