



Sheffield Solutions

Sheffield Solutions is a new initiative of the Faculty of Social Science which supports events, activities and outputs aimed at connecting social science perspectives to policy makers, practitioners and other external audiences in order to tackle pressing global issues.

SHARING YOUR RESEARCH & BOOSTING ITS IMPACT – TOP TEN TIPS

This is a top ten list of actions you can take to help share and disseminate your work more widely online. There are hundreds of tools that could be used, so this aims to cover a few key resources which should help increase the accessibility and visibility of your research, to both academic and non-academic audiences. [More complete lists of tools to use are available online](#). You can also speak to the [library for support with outputs and related systems](#), and your departmental marketing officer for further advice.

1 Create an ORCID ID

What: [ORCID](#) is a 16 digit number that is a unique digital identifier that distinguishes you from every other researcher in the world.

Why: As a unique identifier, ORCID ensures that your work is linked back to you, which is particularly useful if you have a common name, or have changed your name during your career. It's also becoming popular with funding organisations (such as Wellcome and RCUK), and is likely to be a requirement for the next REF.

How: Go to <http://orcid.org/> and 'claim' your ORCID identifier. You should then [link your ORCID ID to your MyPublications](#) record to ensure your outputs are always attributed to you. You can also add it to any [Research Council grants](#) that you hold and link it to other academic profiles you have (such as [ResearchGate](#) or [Academia](#)). Be sure to add your [ORCID](#) whenever you publish an output or apply for a grant.

2 Upload to MyPublications

What: [MyPublications](#) is Sheffield's research information system, which enables you to manage your research outputs, and link them to your departmental web page.

Why: By adding research outputs to [MyPublications](#) and uploading to [White Rose Research Online \(WRRO\)](#), you will then be REF compliant, and your research outputs will be accessible. MyPublications will also feed your university staff profile and your [Google Scholar profile](#) and enable you to see [Altmetric](#) data.

How: Upload or claim your publications by logging into [MyPublications](#). [Guidance](#) is available online.

3 Make your work Open Access

What: Open Access (OA) means that a research output is free to access for any reader, anywhere in the world. The two primary mechanisms are 'Gold' where the finished article is available immediately on publication (often, you have to pay the publisher for this to happen), or 'Green' where the post peer review author accepted manuscript (not the publishers version) is archived in a repository. At Sheffield this would usually be through using [WRRO](#).

Why: Making your research OA ensures that it is available to the widest possible audience. Additionally, all journal articles and conference proceedings published since 1 April 2016 must be [OA in a repository \(within three months of acceptance\) to be eligible for future REF exercises](#).

How: If you are funded by RCUK or [Charity Open Access Fund \(COAF\)](#), [contact the library](#). Alternatively, the Faculty has a Gold OA fund, which you can apply to. You can also self-archive using My Publications to upload the output to WRRO (Green OA), if you comply with any journal requirements (such as embargoes). [Contact the Library for more information](#).

4 Get a DOI

What: A [DOI](#) is a unique identifying number that can be applied to a digital output/publication.

Why: A DOI makes it easier for others to find, share and reference or cite your work. It also enables systems such as Altmetric to track your research outputs.

How: Journal publishers usually issues a DOI. If you are publishing in a journal or other area that doesn't issue DOIs, or if you want to assign a DOI to some research data that accompanies an article, you can upload the output to [ORDA](#), the University's data sharing platform, supplied by Figshare. [Contact the Research Services Unit in the Library for further information](#).



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Social Sciences.

5 Create a Google Scholar profile

What: A [Google Scholar profile](#) is a way to showcase your research outputs, and to track (Google) citations.

Why: This profile can make you more 'googleable' and more visible. It will also be updated via MyPublications, so once set up, it's low maintenance.

How: Simply set up an [account](#). You can then use [Google Scholar Library Links](#) to access full text articles that are available through the Library.

6 Join an academic social network

What: [ResearchGate](#) and [Academia](#) are academic social networks that enable you to share your work with other researchers. [Piirus](#) and [Mendeley](#) are also networks, but Piirus is focused on helping find collaborators and Mendeley is a reference and file manager for research that you're reading or using (and is evolving to include other networking functions).

Why: These networks help you connect with others, share your research and find collaborators.

How: With each of these, simply go to the appropriate website and sign up. Start by adding just a few of your most recent and most high-profile publications (assuming you have publisher permissions!). You can then link back your staff page for people to see your full set of outputs. The same principle applies to networks such as [LinkedIn](#).

7 Connect through Twitter

What: [Twitter](#) is a social network, enabling you share information through short messages ('tweets') and connect with people across the world.

Why: Twitter is widely used in academia, and is a good place to promote your research, stay in touch with what others in your field are doing, access useful resources, and engage with a broad and diverse audience.

How: Sign up on [www.twitter.com](#), pick a username (or handle), and start following those who interest you, or work in related fields. The Faculty's account, [@SheffSocScience](#), is a great place to start. For guides on using Twitter, see these resources from [LSE](#), the [ESRC](#), and one from the [University](#). For advice on setting up and using a Twitter account, for yourself or a project, your department marketing officer can help.

8 Blog about your research

What: Blogs are short online postings (normally 500-800 words) where you can present some initial findings, test out new arguments, and/or ideally connect your research to some current news or social development where your expertise might provide fresh insights.

Why: Blogs are a great way of communicating your research to a broad, non-specialist audience. Used well, blogs can help build a relationship with stakeholders and/or the wider public, and potentially influence thinking and debates. Blogging for sites such as [The Conversation](#), the [LSE Impact Blog](#) or [the Guardian](#) also raise your profile with a wider community.

How: Anyone can set up their own blog, using sites such as [Medium](#) or via [WordPress](#). But to test the water, you might try starting with an established site like The Conversation, LSE Impact Blog, or the [faculty's own Medium site](#). If you're interested in working with The Conversation, the faculty and departmental marketing officers can help with your pitch, and if successful, you get supported by a journalist to write the blog. To attract interest, blogs need to be short and accessible, without academic jargon and endless references. Twitter is also a great way to promote your blog, when you're ready.

9 Upload to Slideshare or ORDA

What: As the name suggests, [Slideshare](#) is a place to share slides, and [ORDA](#) (Online Research Data at Sheffield) is primarily used for sharing research data (though any research-related publication not published elsewhere can be added). ORDA allocates a DOI for each entry which helps to track and share your research.

Why: These are useful mechanisms for sharing research-related or non-standard outputs.

How: To start using ORDA, you just need to login with your university email address and upload your research data (or other similar output). Slideshare is part of LinkedIn, and you can sign in via your LinkedIn account if you have one.

10 Track your research

What: [Impact Story](#) aims to track the visibility of your research by using metrics, such as [Altmetric](#) data, to track the 'attention' it receives. [Kudos](#) does a similar role, but you can include annotations and descriptions about your outputs to make them more accessible. The University uses Altmetric, which enables you to see how your research outputs have been referenced or cited, and can be viewed in MyPublications.

Why: These tools help you to see if you have been successful in increasing the reach, visibility and accessibility of your research.

How: You can sign up to Impact Story using your ORCID ID, which will then be able to see your publications, and collate the relevant information. You can sign up to Kudos, but you'll be required to input your outputs manually. Check out these examples of an [Impact Story profile](#) or an [annotated Kudos record](#) to see how these can be used. To see Altmetric data, simply look at your research outputs in your MyPublications record (see full details on the [Sheffield pages](#)).

This document was created by the Social Sciences Partnerships, Impact and Knowledge Exchange team (SSPIKE) and the Research Marketing and Communications team, with input from Professor James Wilsdon, and the Library Research Support Unit.

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