

Maximising the impact of your research data

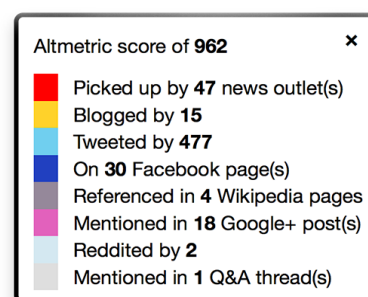
I have uploaded research data to *Bridges* - now what?

Congratulations on publishing your research data or activity in **Bridges**!

You can now take advantage of an assigned DOI to help you share, promote and track the impact of your research. A DOI (Digital Object Identifier) is a persistent link to your research, allowing it to be citable for the long-term and for Altmetric to track and report on who is talking about your work.

Bridges and Altmetrics

Altmetrics or 'alternative metrics' are measures of attention and conversation surrounding research outputs in social media, news outlets and open web sources. They allow researchers to better understand how their work is being discussed, shared, read, and reused by other scholars and the public. Along with traditional metrics, this data is vital to securing grant funding, supporting promotion and tenure, and managing your scholarly reputation.



Every item and collection record in **Bridges** can display an Altmetric donut that will allow you to see who is talking about your research, where they are, and what they're saying.

If you would like to learn more about Altmetric and how you can track and report on your research impact, contact the Library for more detailed information.

Altmetric and DOIs

In order for Altmetric to be able to identify, track and report attention on your research outputs you must always use the DOI when sharing your research. The DOI can be found under the **Cite** option on your **Bridges** record.

If metrics do not appear after sharing the link online it may be that Altmetric are not yet tracking the platform or website where you posted the information. See the [Altmetric website](#) for a list of sources currently being tracked.

How can I attract attention to my work?

Update your *Bridges* records with easy to understand summaries of your research.

Many people outside of your immediate discipline will be interested in your work - if they can understand what it is about. By providing a description that can be read and understood by a wider audience, the greater chance you have of generating interest and discussions around your research.

Share links to your work via Twitter and other social media platforms.

Let your followers on Twitter, Facebook and other social networking sites know about your research by announcing your published work along with the DOI. To encourage sharing - use hashtags relevant to your subject and tag co-authors, relevant colleagues, and your faculty who may also want to share your research.

Introduce it via relevant discussion lists and online forums.

Do not be afraid to promote your own research. Take any opportunity to let people know about your research and where you have made it available.

Include the DOI to your published research in your email signature, online profiles or CV.

An easy way to let your colleagues know about your latest research!

Register for an ORCID iD.

[ORCID](#) provides a persistent digital identifier that distinguishes you from every other researcher. Once you have registered, you can add your published data collections and research outputs to your profile so that others can easily discover your work. To ensure your research data collections are automatically connected to your ORCID remember to sync your ID in your *Bridges* profile.

Make your research available as Open Access wherever possible.

Your research will have greater engagement if people can view, and possibly even use, your material.
Tip: You can control how people use your research by applying an appropriate reuse licence.

Contribute an article on your research to blogs, news providers etc.

Get the conversation started by writing about your research and publishing it in your institution's various blogs and newsletters. You can also look to news providers like [The Conversation](#) to publish articles on your research.

Talk to Monash University Library about how we can help promote your research.

Whether it is through our social media platforms, Library Blog or digital exhibitions, we are always interested in promoting the research occurring within the University. To discuss options, get in touch with your Subject Librarian or contact us on researchdata@monash.edu

For more information on research impact and profiles
see our [Library Guide](#) or contact your Subject Librarian.

