



Social Media as a Tool for Open Access Article Promotion and Engagement

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Why Open Access Promotion?

- Thank Faculty for publishing open access
- Encourage others to follow their example
- Create relationships with our faculty

The Blog

With the creation of the new University Libraries news blog, and our twitter presence, a marketing plan was established to promote open access, and to contribute to scholarly output of those articles.

Dr. Franz: Infection pattern and transmission potential of chikungunya virus (Open Access)

By Taira Meadowcroft | Posted in J. Otto Lottes Health Sciences Library | Resources and Services | Zalk Veterinary Medical Library | © Posted on September 14, 2016

Dr. Alexander Franz, Ph.D. is an assistant professor in the department of Veterinary Pathology at the College of Veterinary Medicine. His research focuses on mosquito-borne arboviruses and their interaction with the mosquito. Recently, his team became involved in studying Zika virus, i.e. developing an animal model, in collaboration with [Dr. Jeff Adamovicz](#) (Dept. of Veterinary Pathobiology, MU), and [Dr. Carl Gelhaus](#) (MRI-Global, Kansas City); in collaboration with [Dr. R. Michael Roberts](#) (Life Sciences Center, MU), [they] are taking part in the investigation of the mechanism allowing Zika virus to infect human placenta-derived cells. If you would like to learn more about Dr. Franz, [click here](#).



Dr. Franz, along with Dr. Shengzhand Dong and their research team, published in *Scientific Reports*, an online open access scientific mega journal published by the Nature Publishing Group. In August, a [blog post on the Scholarly Kitchen](#), mentioned that the journal is likely to become the biggest one in the world, overtaking the open access journal, PLOS ONE. Their article, [Infection pattern and transmission potential of chikungunya virus in two New World laboratory-adapted Aedes aegypti strains](#), discusses the mosquito-borne Chikungunya virus and its infection pattern.

Why did you choose to publish in an Open Access journal?

"We were interested in reaching a broad audience also in countries/institutions that may not be able to afford high-price journal subscriptions and therefore rely on open access articles to get informed about scientific developments/discoveries. This is especially useful when working on things like tropical disease agents, which often are a problem in countries that do not have a rich science infrastructure."

Would you publish in an Open Access journal again? If so, why?

"Yes, I would. I like the concept of open access even though it means that we (as authors) have to pay for the publication. But usually, it also means that we (as authors) retain the copy rights of our work."

- Identified articles via Web of Science email alert
- Contacted faculty author that their work would be highlighted

1. Why did you choose to publish in an Open Access journal?
2. Would you publish in an Open Access journal again? If so, why?

Twitter

Accompanying tweet with relevant tags and hashtags to facilitate Twitter searches:

- #OpenAccess, #OA
- Depending on the discipline, there are other hashtags to use



Impact

How to track online attention

Twitter Analytics

Tweet Activity

	J. Otto Lottes HSL @LottesLibrary #Infection, transmission potential #chikungunya #virus http://doi.org/bqjq #OpenAccess @ZalkLibrary @MUCVM pic.twitter.com/aAVdqrOd6H	Impressions	304
		Total engagements	1
		Link clicks	1

JetPack

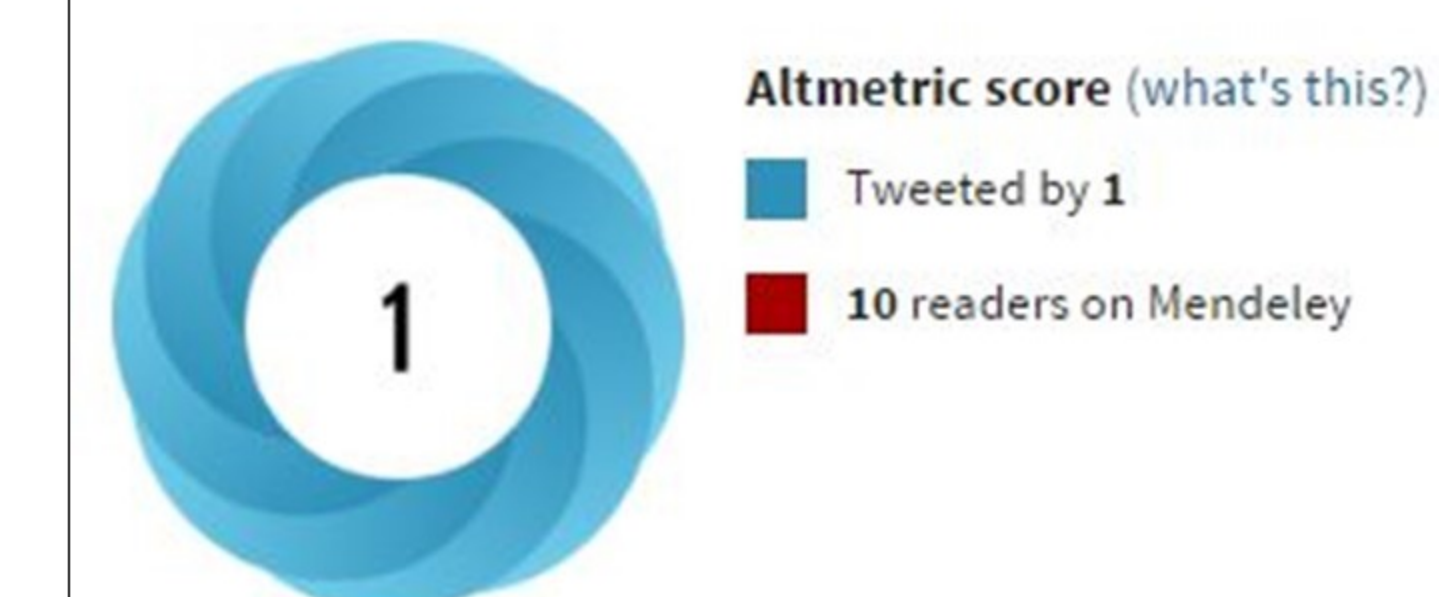
JetPack is a WordPress plugin. Provides:

- # of views
- #of clicks

Measures those within MU who view and click the open access posts.

Altmetrics

Online attention



This Altmetric score means that the article is:

- in the 38th percentile (ranked 58,235th) of the 114,944 tracked articles of a similar age in all journals
- in the 37th percentile (ranked 918th) of the 1,771 tracked articles of a similar age in *Scientific Reports*

- Tweets/blogs with direct links to the articles will count toward the score.
- Altmetric indexes blogs with scholarly content, and you can submit your blog for indexing

Future Plans

- Use quotes from faculty in library promotional materials
- Create a newsletter showcasing MU faculty publishing in open access

WHY OPEN ACCESS?

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— Dr. Franz Alexander
College of Veterinary Medicine
University of Missouri