

# Using MailPoet to Manage Faculty Publications Alerts and Track User Engagement

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## WHAT IS MAILPOET?

MailPoet is a **free plugin** in WordPress that creates newsletter templates, and pulls in posts directly from a WordPress website. Other functions include:

- statistics dashboard
- multiple newsletters
- automatic and manual newsletters
- unlimited subscriber list creation
- subscriber manager

## WHAT GOES INTO THE MONTHLY NEWSLETTERS?

Creating subscriber list with all School of Medicine faculty

Monthly searches run in Scopus

Highlighted article based on highest impact factor

URL to list of articles in descending impact factor order

Note to subscribers that this is not a comprehensive search; just an overview

## WHAT WE SEND OUT



School of Medicine author with the highest journal **impact factor**.

This month's featured article, **Role of Inactivity in Chronic Diseases: Evolutionary Insight and Pathophysiological Mechanisms**, was co-authored by **Dr. Frank W. Booth, Dr. Christian K. Roberts, Dr. John P. Thyfault, Dr. Gregory N. Ruegsegger and Dr. Ryan G. Toedebusch** of the Department of Biomedical Sciences, Department of Medical Pharmacology and Physiology, Department of Nutrition and Exercise Physiology, Dalton Cardiovascular Research, and Cardiovascular Division, Department of Medicine. The article was published in *Physiological Reviews* (impact factor 27.312 in 2016).

See the list of publications in medicine and related fields we retrieved for this month: <http://library.muhealth.org/resourcesfor/faculty/faculty-publications/sept2017/>

*\*This list is not intended to be comprehensive.*

Did we miss something? Email [asklibrary@health.missouri.edu](mailto:asklibrary@health.missouri.edu) and we will add your publication to the list.

Every month, a chart is created that includes:

- the authors
- journal title
- article title
- partial impact factors, hyperlinked to their respective Journal Citation Report page.

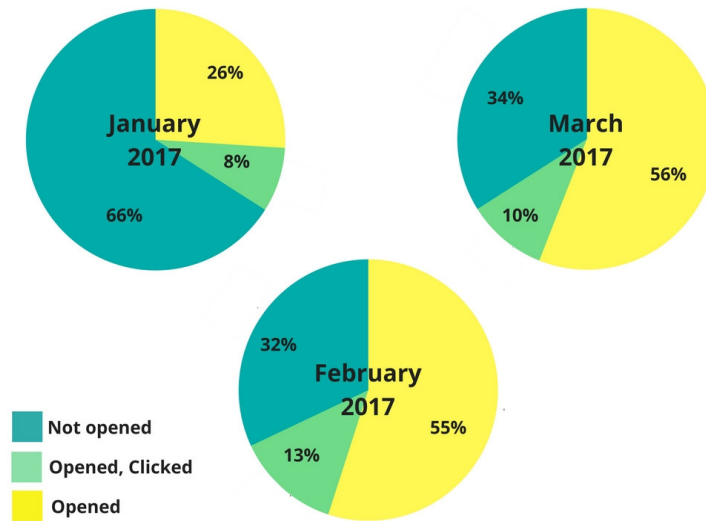
A persistent link for the chart is added to the monthly newsletter.

## Overview of Recent University of Missouri Publications in Medicine and Related Fields: September 2017

Each month we provide an overview of University of Missouri authored articles in medicine and related fields, and a featured article from a

## TRACKING USER ENGAGEMENT

Mailpoet gives statistics for each newsletter. This includes who has opened the newsletter, and who has clicked on the links within it.



## WHAT WE'VE LEARNED

### 1. Importance of branding and collaboration

- Newsletters weren't opened if they were "from the library." Worked with Research Council to create an email address, for Research Council, to use to send out the newsletter.

### 2. Flexibility

- We've had to adapt the newsletter to better fit those who receive the email