Building Your Research Engagement and Impact Profile

Resources for Research at Queen's (R4R@Q)

5 TIPS ON DEVELOPING YOUR IMPACT AND ENGAGEMENT STRATEGY

1. **Know your stakeholders:** who are the audiences you wish to communicate with? What do you know about them; how influential are they; how do you want them to respond or engage with your research
2. **Understand your value proposition:** in what ways will your target audience benefit from your research
3. **How will you reach your audience?** Consider the most appropriate channels to reach your target – for example through press articles, workshops, regular user groups, or conferences. Prioritise your audience.
4. **Understand your pathways to impact:** what will you do throughout the research process to enable impact in all its forms? List the details of all the relevant engagement activities you will undertake, include deadlines, resource needs and responsibilities. E.g. events – stakeholder and academic; digital communications; media communications; publications; public engagement activities etc.
5. **How will you (and others) know if you have made an impact?** What demonstrable qualitative and quantitative indicators of impact can you use?

RESEARCH METRICS BEST PRACTICES

- Use a mix of appropriate qualitative and quantitative evidence to support your claims of influence, engagement, use, impact
- Present quantitative data in context and use field normalized scores rather than absolute counts. Provide the source
- Only compare like to like. Consider dispersion, career-stage, discipline variations
- Choose metrics that align with the values of the institution, funding agency, or other organization to which you are applying or seeking to influence
- Recognise the skewed nature of citation data. Self-citations, negative citations, a few highly cited papers always skew citation distribution
- Be comprehensive: no single tool will index all research areas or outputs
- Be discoverable: ensure the 'raw data about you' (your research profile) is accurate - get an ORCID iD (orcid.org)

RESEARCH METRICS TOOLS

- Metrics Toolkit: http://www.metrics-toolkit.org/resources/
- Web of Science: https://library.queensu.ca/search/database/web-science
- Dimensions: https://www.dimensions.ai/
- Google Scholar: https://scholar.google.ca/
- Evaluating Research Impact Using Altmetrics: https://guides.library.queensu.ca/altmetrics/about

WE ARE HERE TO HELP

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- Queen's University Guidelines and Best Practices for Using Social Media: https://www.queensu.ca/socialmedia/guidelines
- The A to Z of Social Media for Academics: https://www.timeshighereducation.com/a-z-social-media

SOCIAL MEDIA - PROS & CONS OF UNIQUE PLATFORMS

Platform	Description	Purpose	Pros	Cons	Analytics
Twitter	Micro-blogging	•Share messages, videos, photos, articles, news •Send private messages (PM)	•Follow news •Add to discussions •Online networking •Connect to academic & others •Draw attention to your research	Risk of inappropriate responses or followers	Yes
Facebook	Social network	•Share messages, videos, photos, articles, news •Send PM	•Informal maintenance of existing relationships •Connection to broad audiences •Advertising events	Personal v. Private difficult to separate	No – only for certain page types.
Instagram	Photo-sharing social network	•Share photos, videos, stories •Send PM	•Easy to follow influential people •Uses hashtags/ geotags •Use for campaigns •Engaging specific users •Stories feature •Links to other platforms	Heavily dependent on well curated photos. Not web optimized.	Only for business profile.
Linkedin	Professional network	Share: •Articles, links, photos •Slideshows •Video	•Draws connections to industry, non-profit, and gov. expertise •Professional networking	Overlooked if you are not active. Content overload.	Yes (limited though with a free account, more with paid)
ResearchGate	Academic network	•Share papers, articles	•Easy to follow/contact researchers •Professional networking •Increase citations	Potential to infringe copyright. Difficult to extract information.	Yes
Academia.edu	Academic network	•Share papers, articles	•Sharing and viewing papers •Professional networking •Increasing citations •Follow researchers	Features increasingly requiring paid access.	Yes

ABOUT R4R@Q

Find out more about the entire R4R@Q 2019 series.