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(Effectively) Communicating your research online: A Publisher's Perspective

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Routledge Journals

Taylor & Francis Group

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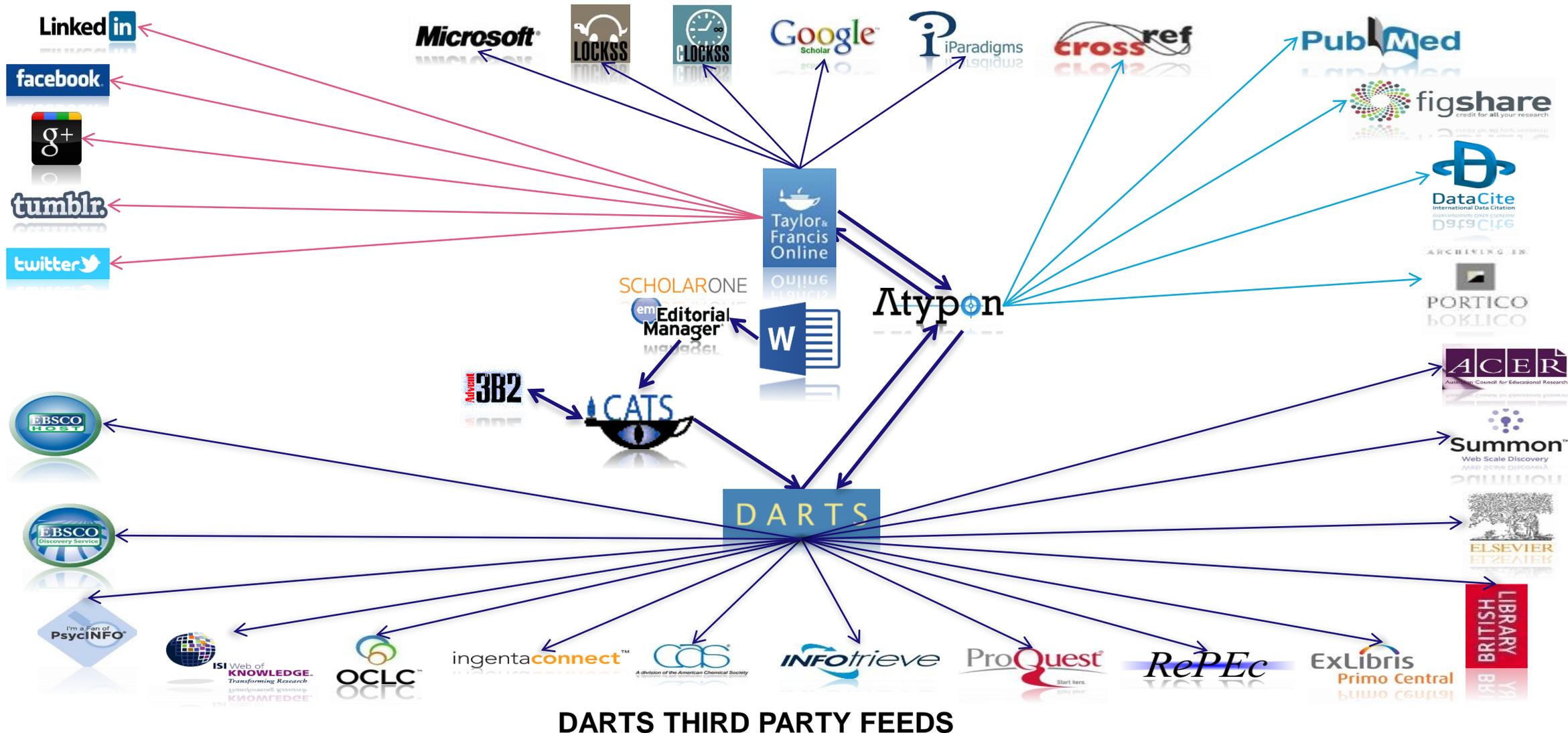


What Digital Connections do Publishers make?

SOCIAL MEDIA CRAWLERS

DATA HARVESTERS/CRAWLERS

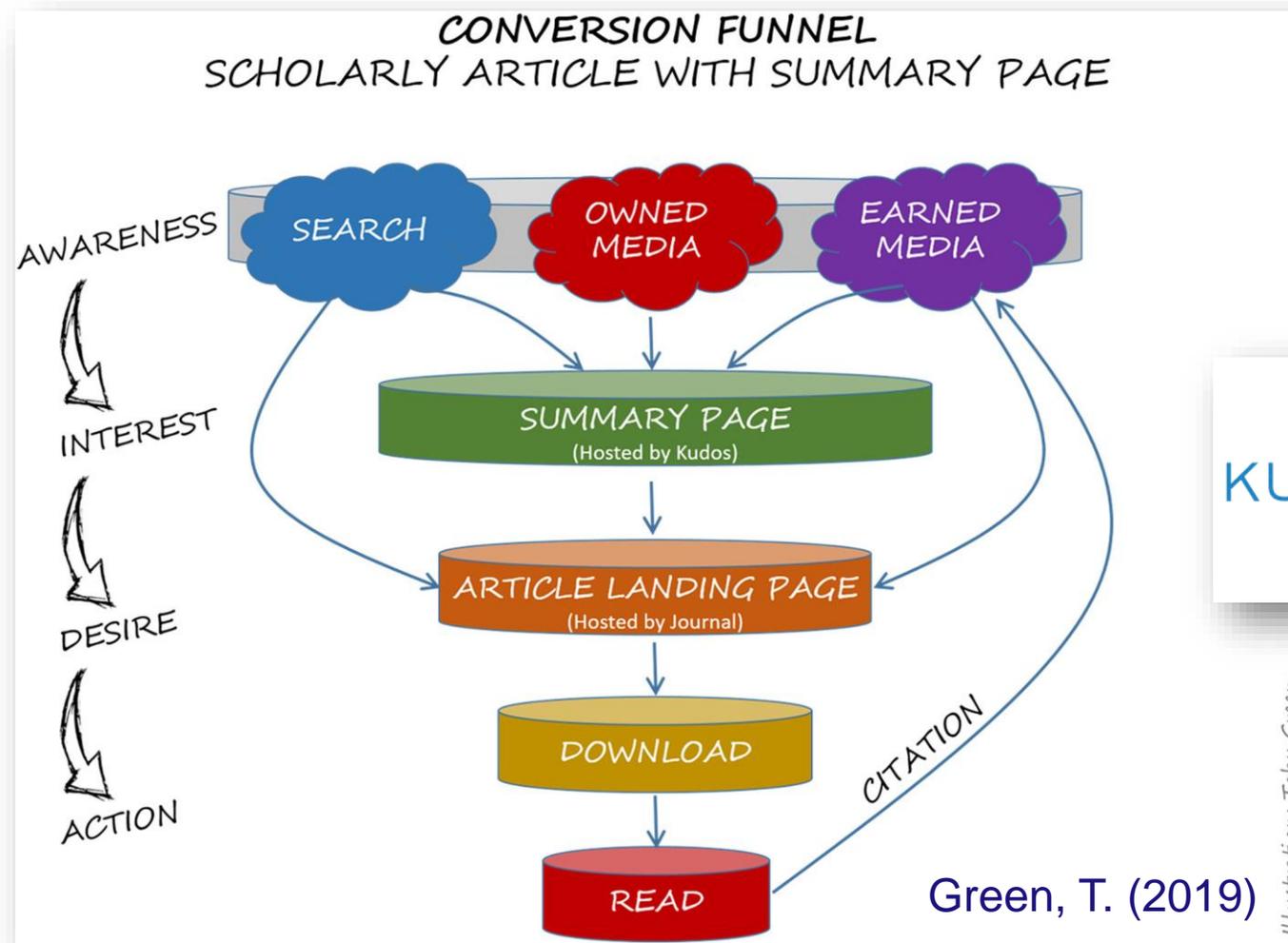
ATYPON THIRD PARTY FEEDS



Effective Tactics for Maximising Your Impact Online

- Titles should contain **key words** within the first 65 characters
- Abstracts should have the **main** key words within the first 230 characteristics
- **Complete metadata**
- **Citations** impact ranking
- Use **graphics** that can be read by search engines (vector, not raster) For example:
.svg, .ai, .eps, .ps
- **Link** to the article from **social media**, personal/departments website, blogs etc.

Maximising Dissemination and Engaging Readers



Supporting Underlying Research Data Management

Sharing data: understanding our basic data sharing policy

AUTHORSERVICES
Supporting Taylor & Francis authors

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- ✓ Submitting your article to a Taylor & Francis, Routledge or Cogent OA journal
- ✓ A data set is associated with your paper

 The example below shows the steps to follow for journals with a basic policy



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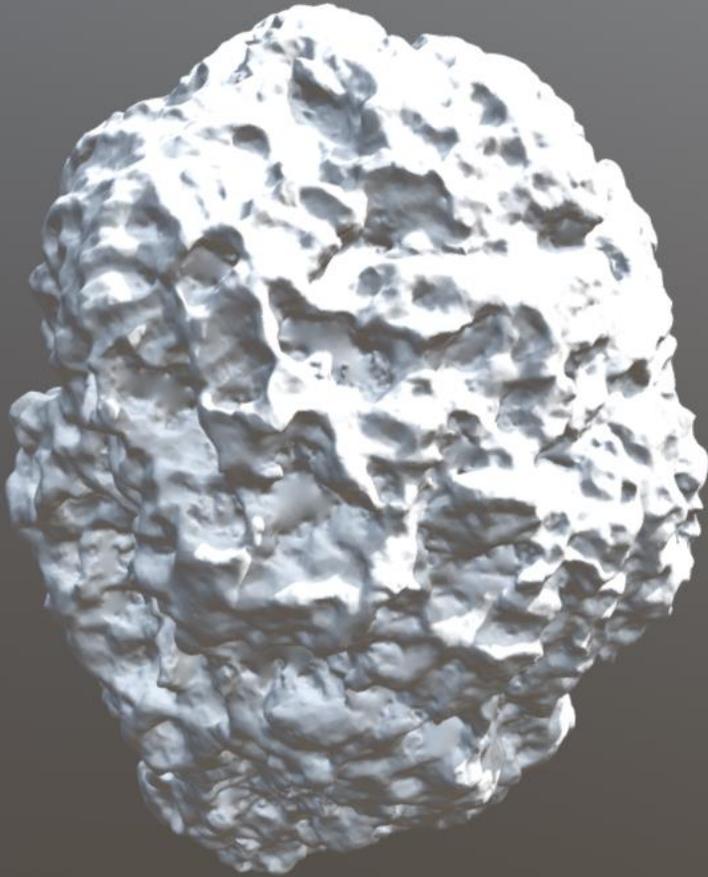
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3D Modelling

Opportunities and Challenges



Why publish 3D research objects?



Dissemination



Impact



Preservation



Sketchfab EXPLORE BUY 3D MODELS FOR BUSINESS Search 3D models

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SUMMARY 12 MODELS COLLECTIONS 0 LIKES

POPULAR 3D MODELS

Figure 12a 172 0 1

Figure 7a

Faha Simplified 3d M... 22 0 0

Dun Fear...

Full Article Figures & data References Supplemental Citations Metrics Reprints & Per

Top

Fig 13. Dun Chonchuir on the Aran Islands, Co. Galway.

In this article

- ABSTRACT
- Introduction
- Methodology
- Hillforts of the Western Stone Forts
- Three Ringforts of the Western Stone Forts

Dun Chonchuir by Taylor & Francis on Sketchfab

Dun Chonchuir

3D Model

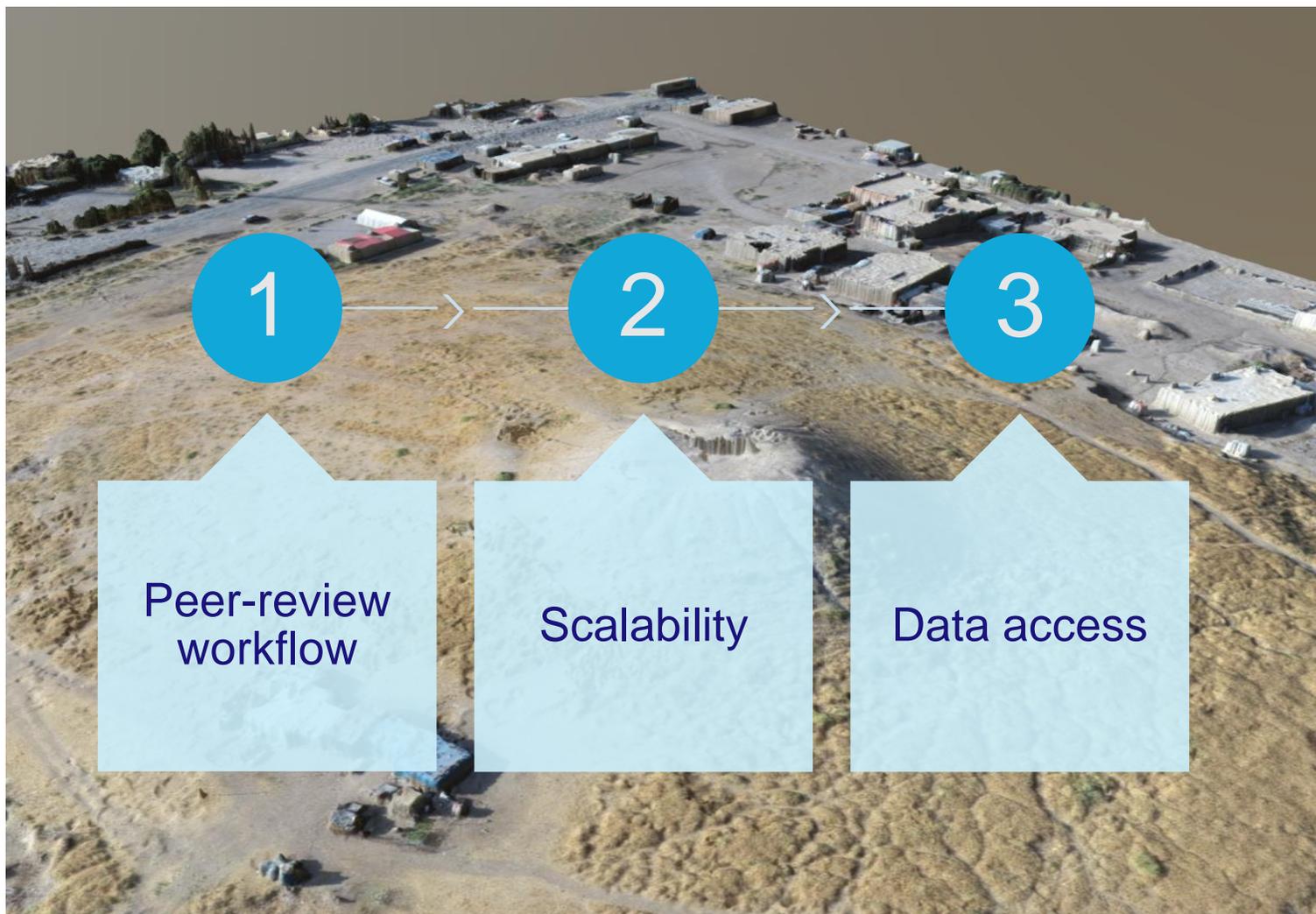
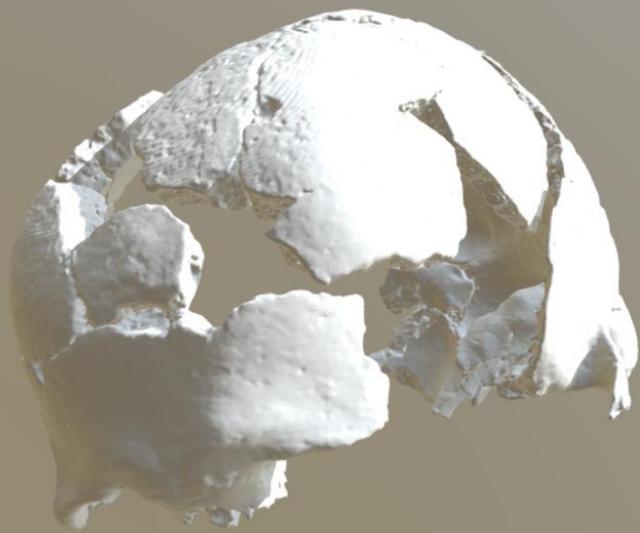
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Triangles: 1M Vertices: 501.5k More model information

Dun Chonchuir
Created by James O'Driscoll.
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Read the associated article: [Picture Perfect: Using Drone Technology and Photogrammetry Techniques to Map the Western Stone Forts of Ireland](#)

What are the challenges to publishing 3D?





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Thank you!

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