

A Guide to Kudos

KUDOS 



What is Kudos, and why should I use it?

With over 1 million new publications being launched every year, it is becoming increasingly difficult for authors to get their work found and read. To make things even more challenging, more and more authors are now being expected to demonstrate the impact of their work in an increasingly competitive market too!

With this in mind, Cambridge University Press is partnering with the web-based service Kudos to provide authors with the tools you need to help maximise



exposure of your publications, making sure that they are seen by your peers and the wider academic community. Kudos is a cross-publisher platform enabling you to claim all of your publications in one convenient place, regardless of who your original article was published with. This not only helps to increase the usage and citation of your work but, ultimately, allows your work to make a bigger impact in the research community. This impact can then be measured using the metrics available on Kudos.

Remember:

If you need advice on how to set up or manage your social media accounts then you'll find some helpful guides on Author Hub. On the site you'll find a number of resources packed with tips to help you use sites such as Facebook, Twitter and YouTube, plus many more.

➔ cambridge.org/authorhub



How do I get set up?

There are four basic steps to setting up a free Kudos account and using it to increase the visibility of your work.

These steps are:

Explain

Enrich

Share

Measure

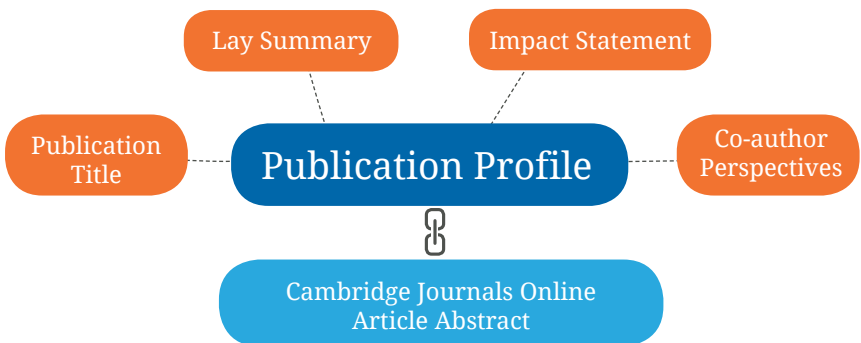
All of these steps can be completed in just a couple of minutes.

We automatically send emails to all authors when they are eligible to set up a Kudos account. In your email you'll find an invite link to start setting up your account on Kudos, along with more information on how the website can help you.



How do I populate my account?

Provide your publication with a short title, a lay summary and an impact statement. Kudos stores this information on your profile, thereby helping more people to find and understand your work. Each Kudos Publication Profile Page then links directly to the article abstract on Cambridge Journals Online, where the full text can be downloaded (subject to where a subscription is held).



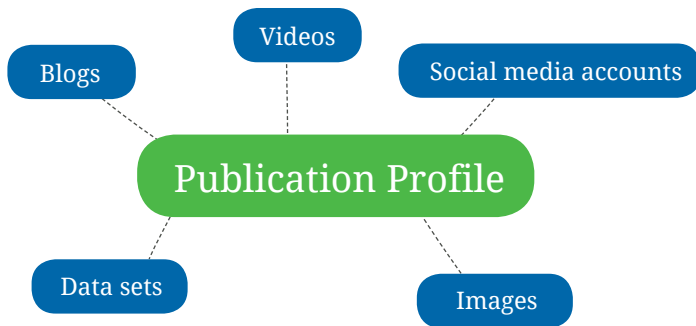
Kudos can be used for any publication that has a DOI (Digital Object Identifier), allowing you to collate all of your publications in one place. Crucially, you don't need to know the DOI of your publication in order to use Kudos to claim it. Shortly after the publication of your article you'll receive an invitation email – so all you need to do is click on the link in the invitation email in order to claim your article.

Using Kudos' new feature, 'Perspectives', authors are able to explain the significance of their work (for example in relation to your role or research interests). As such, we'd thoroughly recommend you encourage all co-authors to create a Kudos account, populate it using the information covered in this guide and then use the site to claim their articles as well. **This is because your combined effort of explaining, enriching and sharing via Kudos will mean that your work is circulated to a wider network of people.** You'll be able to see the increasing impact of your work by monitoring the publication metrics on the Kudos site.

Enrich

Enrich your work by linking related resources to your publication. This enrichment helps to show the broader context of your work, and will also enhance your readers' experience as they're exposed to different material.

You can enrich your work by linking to:

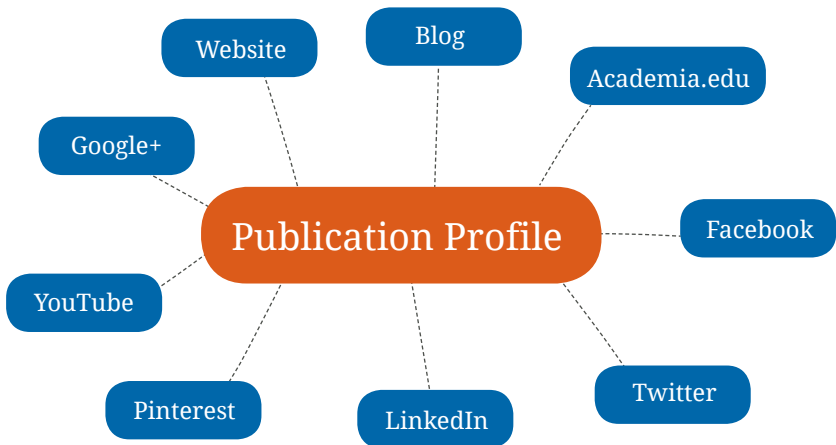




Using Kudos you are able to set up trackable links which can then be shared with contacts via email and social media. By monitoring these trackable links on Kudos you'll then be able to effectively monitor and measure how each sharing activity performs.

In fact, integrating your Kudos account with your other social media accounts is a very effective way of raising your profile online, allowing readers to get a comprehensive understanding of who you are, and what publications you have worked on.

If you need more guidance on how to use social networks, and other online tools, to share your work why not view Author Hub's guide for Journal authors and editors entitled 'Top 10 ways to promote your articles'. The guide is packed with tips to help you make the most of the tools at your disposal.

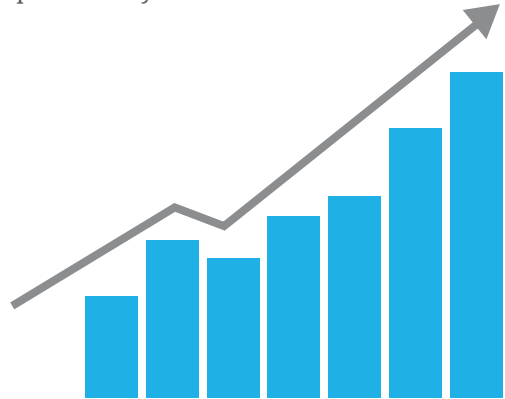




With Kudos you can monitor the impact of your work by viewing publication metrics.

Kudos provides several different types of metrics for you to view – these include publication views, Altmetric scores, share referrals, Kudos views (the total number of views for your publication page on Kudos) and citation data provided by Thomson Reuters.

These statistics are not publicly available and are used solely for the purpose of helping both yourself and our marketing department to assess what kind of sharing activities are most effective. This information will then be used by the team to refine our marketing strategy to help increase usage and citation further (you may wish to use this information to help refine your own activities as well).



Register for a Kudos account for free by clicking on the link in your invite email, or alternatively, visit:

 www.growkudos.com

to get started today.



For an introduction to Kudos watch [this](#) video link



If you would like more information about setting up your Kudos account, please email us at **kudos@cambridge.org**

 authorhub@cambridge.org

 [cambridge.org/authorhub](https://www.cambridge.org/authorhub)



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