



Social media to promote the journal Agronomy for Sustainable Development

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► To cite this version:

Marjolaine Hamelin, Eric Lichtfouse. Social media to promote the journal Agronomy for Sustainable Development. Cinquièmes journées du Réseau Médici - L'édition scientifique publique en Europe: objectif 2020, Apr 2014, Strasbourg, France. 2014. hal-01189922

HAL Id: hal-01189922

<https://hal.science/hal-01189922>

Submitted on 1 Sep 2015

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SOCIAL MEDIA TO PROMOTE THE JOURNAL AGRONOMY FOR SUSTAINABLE DEVELOPMENT

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Journées du Réseau Medici, 7-9 avril 2014, Strasbourg



The screenshot shows a blog post titled "Genetically modified crops or agriculture biodiversity?". It includes a photo of a field, a sidebar with article metrics (Journal metrics, Journal archives, Mendeley group, Google + page, Twitter account, Impact Story profile), and a sidebar with links to the blog's social media profiles.

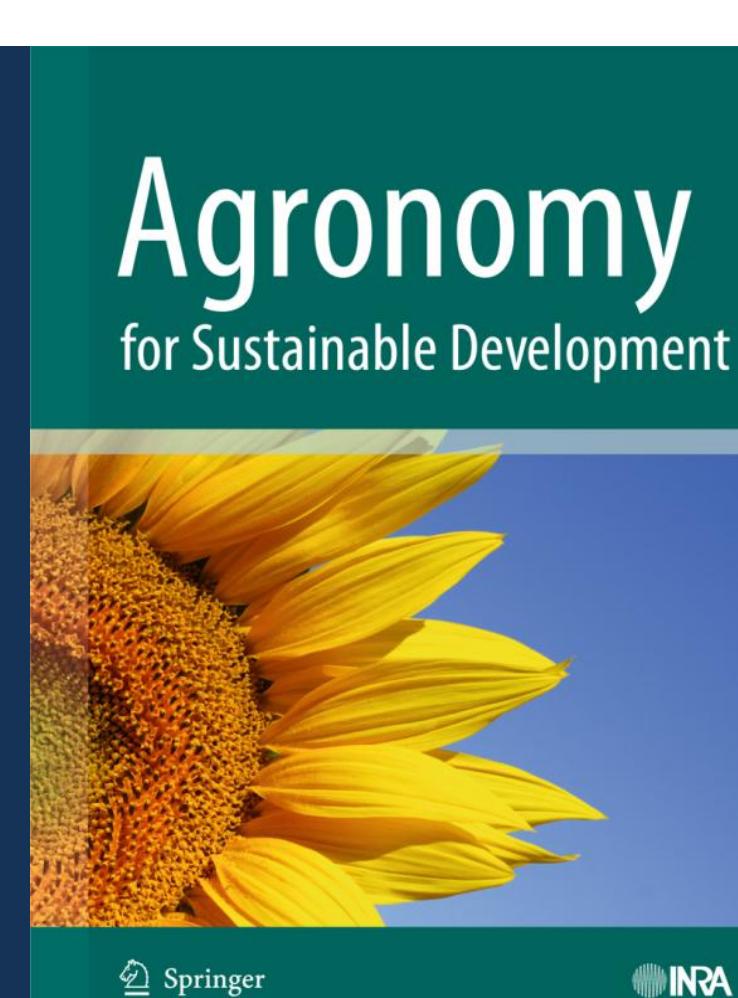
Short titles for a large audience

Communicative color photos

Integration of article metrics

Publication of short posts for a large audience

Inra peer-reviewed journal published by Springer



- 60 articles per year (800 pages)
- 4/78 (JCR Agronomy category)
- 2 years impact factor : 3.57

www.springer.com/13593
www.montpellier.inra.fr/agronomy-blog/



The screenshot shows a Google+ page for the journal. It includes a profile picture, a cover photo of green grass, and several posts related to the journal's research.

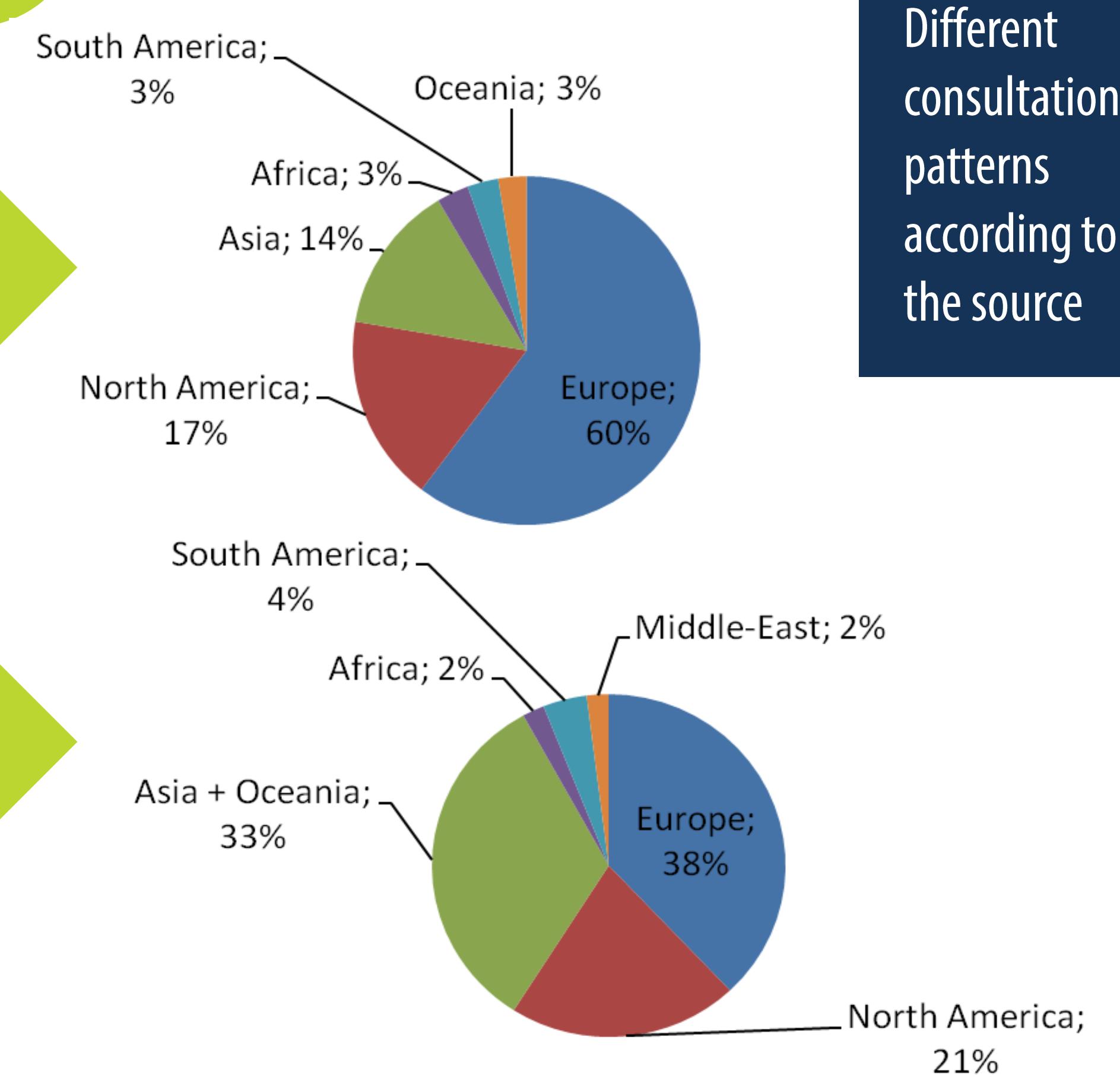
Links to blog posts and automatic inclusion of photos



The screenshot shows a Twitter profile for the journal (@ASD_INRA). It displays tweets, follower count (66), and following count (27).

Automated tweet for each blog post

Downloads from the publisher website in 2013




The screenshot shows a Mendeley group page for the journal. It includes a profile picture, a cover photo, and a list of group activity posts.

Import of each e-first article published

Readers community

Blog consultations in 2013

Take-Home Message

Scientific publication landscapes evolve **very quickly**. International journals should **enhance their visibility** on the web to be competitive. Social media are a useful tool to **keep the contact** with potential readers and authors. **Images** are also an important **entry point** to articles.



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