Make your latest research stand out using engaging multimedia

Research Communication Services

Plain-language summary

Video summary

Infographics

Research news story

Infographics: Say a lot with less!

To know more about Research Communication Services powered by Wolters Kluwer-Editage, visit
wkauthorservices.editage.com/editing/research-communication.html
For new and experienced authors alike, the publication of your research in a journal is an accomplishment. It is a culmination of hours of research, drafting, editing, submitting, and re-editing to final acceptance. The need for scientifically sound, ethical, peer-reviewed research is key for the future. Your work has not only potential benefit to the scientific field, but to patients who may one day enter the care of those medical professionals.

The Lippinott team knows the importance of authoring scientific research and are excited for the future. We are pleased to announce that authors around the world can now easily access the necessary resources to steer the publishing world and submit manuscripts with confidence. The launch of the new authors.lww.com site offers all authors—medical doctors, nurses, clinicians, allied health professionals, and academics alike—a place to access free resources on relevant topics such as manuscript preparation, journal selection, navigating peer preview, publication, and promotion of your research post-publication.

We also introduce the new magazine, Author Talk! This biannual publication is the first in the publishing industry and offers authors a completely free resource to share online among colleagues or take from conferences.

The inaugural issue presents a series of articles on the theme, Publishing Your Breakthrough. These were carefully selected to aid authors in their submission checklist. On the pages that follow are insights for selecting the right journal to submit a manuscript, utilizing Editorial Manager, taking peer review constructively, and promoting your research in the age of social media.

For the author submitting their first manuscript or one looking for a quick refresher, we truly hope this provides insight needed for your upcoming paper.

All the best on your forthcoming research endeavors.

- The Lippincott Team
Characterize Your Work
Classify your article by topic, type of article, and intended readership. In nursing science—the science of health—topics can be described in many ways: health or illness, prevention or treatment, young or old, special groups or populations, over time, or in context. Manuscripts may report original research (observational or experimental; qualitative, quantitative, or mixed methods), systematic reviews, meta-analyses or meta-syntheses, clinical guidelines or implications, or case reports. Depending on the topic, approach, or level of development of the area of research, the primary readership may be other researchers, clinicians, policy makers, and/or educators. Characterization by topic, type of article, and intended readership creates a template for matching your work with the editorial missions of journals.

Survey Journals and Their Editorial Missions
Check out the nursing journals directory on the website of the International Academy of Nursing Editors: www.nursingeditors.com. Visit candidate journal websites to read “about” the journals. Peruse recent Tables of Contents for candidate journals; subscribe (for free) to eTOCs of research and clinical journals in nursing to keep your finger on the pulse of breaking issues and priorities for publication. Read editorials so that you’re aware of editor perspectives and guidance on topics, such as review articles¹, reporting guidelines², and methods³. Be alert to calls for articles and ongoing series; know that some journals publish topical issues that are announced in advance along with firm deadlines for submission. Be aware of special requirements; for example, some journals (like Nursing Research) expect that clinical trials be registered in advance of data collection and recommend registration of systematic reviews and meta-analyses. (Select the For Authors and Reviewers tab at www.nursingresearchonline.com for more information).
Consider Additional Journal Characteristics

Author-investigators naturally want to publish their papers in influential journals that will reach the intended readership—thus, journal reputation and a tradition of quality matter. Journal metrics such as impact factor, 5-year impact factor, and cited half-life of published articles and article-level altmetrics—like use of articles (page views, downloads)—can be useful in deciding if a journal is right for your work. Circulation information gives you an idea about how many readers will be reached. Individual subscribers (including members of societies who receive journal subscriptions as a membership benefit) are dedicated readers; institutional subscribers provide access to the wider community of scientists. Quality of the peer review process, clear editorial correspondence, and fairness in editorial decision making should be considered. Find out about availability of special features like color, supplemental digital content, and posting on PubMed. (At the discretion of the Editor, Nursing Research now publishes a limited number of color pages in each issue at no cost to authors.) Publication models are changing fast—“classical” free to publish, pay to read; “open” pay to publish, free to read; and hybrid models are now used; availability of the model of your preference may influence your choice of journal.

Contact Editors

Communicate with the editor before submission. Say that you are writing to ask about a potential submission and describe your proposed paper by topic and type of paper. Provide an abstract. Explain why you think your paper is a match for the journal. Be sure to ask questions you have about suitability of the manuscript for the journal, the peer-review process, or other concerns. Keep in mind that email is professional correspondence; both overly formal language and undue casualness should be avoided—write comfortably as you describe your work and ask your questions. To appreciate the response you receive, understand the key responsibilities that editors hold: selecting content, managing peer review, overseeing the editorial office, and ensuring integrity of the scientific record.

Proceed With Submission

Use the information you obtained. Submit your paper to the journal at the top of your short list of candidates best matched to your work. Prepare your paper carefully so that it showcases the important work you have done, engages with current communication in nursing science, and contributes to the scientific record of the discipline.

Susan J. Henly PhD, RN, FAAN, Editor, Nursing Research

References


From Nursing Research: November/December 2013 - Volume 63 - Issue 6 - p 387
EDITORIAL MANAGER: A TUTORIAL FOR AUTHORS

Editorial Manager® (EM) is the manuscript submission system of choice for the majority of Wolters Kluwer journals, hundreds of publishers, and millions of registered users.

EM allows journal authors to submit and then track their manuscript from initial submission through publication. EM is a cloud service and does not need be downloaded. It is accessible with an Internet connection and is supported by all major Internet browsers. For most journals, no external documents are required; the EM submission process gathers all submission requirements, including the abstract, keywords, copyright/disclosure information, manuscript files, videos, and funding information. Co-authors of submissions are automatically notified to complete the copyright/disclosure.

Authors may track their submission throughout the process and message the journal office internal to the system. Authors are then notified of their accept/revise decisions by email notifications sent to the author’s personal email account.

Accessing EM for a particular journal
There are two ways to access the EM submission site of a Wolters Kluwer journal. First, each journal has its own website. This website is maintained by Wolters Kluwer and provides the online presence of the journal. The complete reader experience is maintained on the site including subscriptions, a journal publication history, video collections, and editor information. Click the For Authors tab from the journal’s home page:

From there, select Information for Authors. The following page will provide a link to the submission system in use by the journal.

Additionally, the EM website may be found via an Internet search. To do so, enter the journal’s full title followed by “Editorial Manager.” For example, a search of “journal of computer assisted tomography editorial manager” will offer www.editorialmanager.com/jcat as a result, which will take you to that journal’s EM submission site.

Registering with a journal’s EM site
From the main navigation menu at the top of the screen, you will see a set of menu options. Click on REGISTER. Things to note during registration:

- Multiple Email Address Request: A new SPAM information warning next to the email address field strongly urges users to enter a second email address. If, for some reason, the system emails get caught in a SPAM filter for one email address, you should receive the email at a secondary email address from a different service provider (e.g., Yahoo, Gmail, etc.).
- If you want the journal to be able to select you as a peer reviewer, you can set the option “Are you available as a Reviewer?” to “Yes.”
- Many journals utilize classifications to understand the specialties of reviewers and match those to submissions.
- At the bottom of the form, you must enter a preferred username. You must remember this username in order to access the journal’s EM submission system.

Logging in
Go to the journal’s EM website. From the main navigation menu at the top of the screen you will see a set of menu options. Click on LOGIN.

The EM Log-In screen will be displayed. Enter your username and password in the appropriate fields or log in via your ORCID. ORCID provides a persistent digital identifier that distinguishes you from every other researcher. If you do not yet have an ORCID, you may click Fetch/Register ORCID to either register for an ORCID or sign into your ORCID account. Signing into your ORCID account will automatically enter your ORCID into your EM registration page. An ORCID is not required for registration.

Click on the tab labeled Author Login.

Changing your password
You may at any time change your password or contact information, but you must first be logged in to the system. From the main navigation menu at the top of the screen (see below), select Update My Information.
Submitting a manuscript
Once you have logged into the system, the Author Main Menu will be displayed: Click on the Submit New Manuscript link. This will display the Submit New Manuscript menu.

Tip: If you begin to submit a manuscript and are unable to complete the submission process because you run out of time or if you lose Internet connection, your data will not be lost! You can log back into EM and access your unfinished submission in the Incomplete Submissions list on your Author Main Menu.

For journal submission specifics, click the Instructions for Authors link from the top banner, which will bring you to the journal’s specific author instructions.

The most common submission steps (those required by all journals; all other steps may be hidden/optional):

1. Enter Full Title/Short Title
2. Select Article Type (Refer to the Instructions for Authors if your choice is not clear)
3. Add/Edit/Remove Authors: Only you as the Corresponding Author will receive any email notifications from the system.
4. Copyright/Disclosure Form of Co-Authors: For the majority of Wolters Kluwer journals, the co-authors entered in this step will be automatically notified via email when the manuscript is submitted. A hyperlink will appear in the email to verify they are co-authors. When clicked, co-authors will be taken to the EM site to complete the copyright/disclosure form. If unable to complete the form at the present time, they may either click Save for Later or copy the URL from the top of the page. Upon completing the form, click Submit to Publication.
5. Abstract
6. Comments
7. Keywords: Keywords may be used to search accepted manuscripts.
8. Classifications: The journal office will often use classifications to determine qualified reviewers.
9. Additional Information: The questions in this step are defined by the journal and can be mandatory. It is within this submission step the copyright/disclosure form of the journal may be present for the corresponding author.
10. Attach Files: The uploading of files from your computer to EM associated with your submission.

Notes about attaching files
- Figure requirements can be found at http://links.lww.com/ES/A42.
- Supplemental audio/video/data file requirements can be found at http://links.lww.com/ES/A42. If an article with supplemental files (Supplemental Digital Content, or SDC) is accepted, the Wolters Kluwer production staff will create a URL with the SDC file. The URL will be placed in the call-out within the article. SDC files are not copyedited by Wolters Kluwer staff; they will be presented digitally as submitted.

Completing and approving your submission
Once all your files are attached and you have clicked Next, you will see the summary of the files you are sending to the journal office and will display any missing data from your submission. When all tasks are complete, this page will provide a Build PDF for My Approval box.

WARNING: To complete the submission process you’ll need to make one final approval before the Editorial Office receives your submission. Unless you approve the submission, your submission is not complete and it has not been sent to the journal.

Tracking the progress of your submission
Once your manuscript has been submitted to the journal, you can track its progress by viewing your submission in the Submissions Being Processed list. You are unable to edit the manuscript once it is submitted. Good luck!

Adam Nicely, Manager, Editorial Solutions Wolters Kluwer

References
3. Editorial Manager Figure Requirements. http://links.lww.com/ES/A42
The objective of this study was to survey authors submitting manuscripts to a leading specialty journal regarding their assessment of editorial review. The study sought factors affecting authors’ satisfaction and whether authors rated the journal review processes differently from the commentary provided by different reviewers.

**Methods**
Participation in an online survey was offered to 445 corresponding authors of research manuscripts submitted consecutively during a 7-month period. All manuscripts received full editorial review. The survey instrument asked authors to rate six aspects of editorial comments from each of two to four reviewers and three aspects of the review process. In addition, the survey queried overall satisfaction and likelihood of submission of future manuscripts based on review experience.

**Results**
Higher ratings for overall satisfaction with manuscript review were given by authors of accepted compared with rejected manuscripts (98% compared with 80%, P<.001). Authors rated processes for submission and review more highly than editorial commentary (88% compared with 69%, P<.001), and this difference was greater among authors of rejected manuscripts. The extent to which reviewers focused on important aspects of submitted manuscripts received the lowest ratings from authors. Authors’ ratings of reviewers’ comments differentiated between reviewers and did not correlate with ratings of reviews by the journal’s senior editors.

**Conclusion**
Author feedback was more favourable among authors of accepted manuscripts, and responses differentiated among aspects of editorial review and reviewers. Author feedback may provide a means for monitoring and improvement of processes for editorial review and reviewer commentary.

For the scientific community at large, the findings suggest that author feedback regarding editorial review can provide information leading to greater accountability among journals, in the quality of their handling of review processes, and an added perspective in evaluation of commentary provided by reviewers. Reviewers might note, especially, that authors most often find fault with the degree to which reviews address the important or central features of manuscripts they review.

Mark Gibson, MD, Department of Obstetrics and Gynecology, University of Utah School of Medicine, Salt Lake City, Utah

Catherine Y. Spong, MD, Pregnancy and Perinatology Branch, National Institute of Child Health and Human Development, National Institutes of Health, Bethesda, Maryland

Sara Ellis Simonsen, RN, MSPH, Department of Obstetrics and Gynecology, University of Utah School of Medicine, Salt Lake City, Utah

Sheryl Martin, Obstetrics & Gynecology, Salt Lake City, Utah

James R. Scott, MD, Department of Obstetrics and Gynecology, University of Utah School of Medicine, Salt Lake City, Utah

References
1. © 2008 by The American College of Obstetricians and Gynecologists. Published by Lippincott Williams & Wilkins
From Obstetrics & Gynecology: September 2008 - Volume 112 - Issue 3 - p 646 - 651
In 2014, there were over 34,000 scholarly peer-reviewed journals worldwide, publishing about 2.5 million articles each year. In addition, countless news articles, eNewsletters, blog posts, and multimedia content (such as videos and podcasts) make information overload even more challenging for individual articles to be recognized. It is not humanly possible to read everything available, and as an author, it’s becoming more and more important for you to help your publisher promote your work to your peers. One of the easiest and most effective ways to do this is through social media, and this article will outline some tips to get you started and see how self-promotion can pay off.

Disclaimer
As a rule, unless your article has been published as Open Access, meaning you paid a corresponding Article Processing Fee and retained a portion of the copyright to your article, Wolters Kluwer DOES NOT PERMIT POSTING OR SHARING OF YOUR ARTICLE’S PDF. In promoting your work, you must always reference a link to the article on the journal’s website.

Planning for self-promotion
Before you start a self-promotion plan for one of your published articles, you need to determine who your audience is and what social platforms you should use to get their attention. Are you working with a peer on Facebook or is your article something of interest to family and friends? Are your colleagues and professional contacts only on LinkedIn or Twitter? Are you attending a conference with dedicated social media hangouts or networking opportunities? Are there other social media platforms worth investigating in your personal or professional life (Instagram, Snapchat, Pinterest, Reddit, GooglePlus, etc.)? By asking yourself Who and Where, you may discover that you don’t need to promote your article on every single social media outlet. A focused, prepared plan is more attainable and more likely to be successful.

Once you know where to promote your article, the next step is to think about and craft your message. As the author, you know your work better than anyone else and can speak to what is new, different, or exciting about it and why reading your article is worth someone’s time. It also will give you a chance to show your expertise and how much time and energy went into the article, the project, the research study, etc. A great example could be something along the lines of, “My article on XYZ, published in Journal XYZ, discusses a breakthrough in something amazing. Peers, please read and let’s discuss implementation.” You should also think about different messages for different audiences. For instance, your family and friends may be more responsive to a simpler message, such as, “This is what I’ve been doing for the past 6 months”—with a link to your published work on the journal website.

Hashtags
Tweets with hashtags get two times more engagement than tweets without. By using hashtags (#) in your social media post, you can direct your post to those in your specialty who are actively seeking information on the topic at hand. You can search for #Zika on Facebook or Twitter and see only those posts or tweets with the Zika hashtag; and these hashtag search results are often sorted by the most recently added post, which is helpful for the most recent news. Most conferences have a dedicated hashtag and should be considered a strategic way to connect with and to promote your article to your peers. For example, the Healthcare Information and Management Systems Society (HIMSS) witnessed over 37,000 posts with the hashtag #HIMSS15 in just the first two days of their 2015 annual conference. People are still communicating with posts containing hashtag #HIMSS16 ten months after the 2016 conference ended and active posts and conversations with hashtag #HIMSS2017 started during the summer of 2016. HIMSS 2017 will be held in February 2017. Simply adding a related hashtag to your social media post will place the post in similar kinds of discussions and grow the discoverability of your work.

Tip: Not sure where to start? Check out www.Symplur.com/healthcare-hashtags for an up-to-date list of the most popular hashtags and topics that people are talking about right now in healthcare, including conferences, medical conditions, and diseases. You can use as many hashtags as you’d like in your post to have your tweet appear in multiple social media searches or conversations, but it’s best practice to keep it to less than two hashtags per post.
Mentions
Taking it one step further, using hashtags is an effective and easy way to discover and interact with top industry contributors with whom you may want to follow and retweet some of their future posts. You can also mention people directly in your posts, perhaps a peer or new connection, by using the @ symbol. This can be a simple hello, such as “@TopDoctor Nice to meet you at #ConferenceXYZ”. Or, you can show collaboration with another peer or with the journal where your article was published, such as, “Excited to present on #Topic at #Conference2016 with @TopDoc. Read my paper in @JournalAccount http://bit.ly/shortenedlink.” Your publisher may approve making the article free online for a limited time, such as during a conference when you would be presenting. If this is something you feel would be beneficial, discuss with your publisher in advance of the conference.

Tip: You can create shortened redirect links for free through www.bitly.com that will drive traffic to your article on the journal website, save you characters on Twitter, and provide analytics, such as how many people clicked on your link. There are many similar services out there, but for those getting started, we recommend bitly.com for its simple usage.

It’s also a good idea to set up redirect links and draft your posts in advance, either through an old-fashioned notepad with paper and pen, through email, in a Word document or a notes app, or in drafts on Twitter or Facebook. This will allow you to copy and paste (or just hit publish) when you’re on the go and help your post get maximum attention while the conversation iron is hot!

Measuring self-promotion efforts via Altmetrics
Altmetrics are a new way to track the attention and conversations around individual articles in real time from a variety of sources other than citations, including social media, blogs, news outlets, and more. Unlike the Impact Factor, which measures citations of a journal as a whole over the course of the previous two years, Altmetrics measure each article and updates the information in real-time for anyone to see. An important distinction is that Altmetrics measure Attention—whether good, bad, or simply ridiculous. Some of the highest Altmetric attention scores, derived by the number and sources of attention, belong to fictitious or more general interest articles that appeal to the public. Therefore, a high score isn’t always a true indicator that your article has made a significant impact on the science or in your area of study. You can learn more about Altmetrics and the latest developments on their website: www.WhatAreAltmetrics.com.

Beginning in 2016, Wolters Kluwer added the Altmetrics badges on all of their journal websites and articles. This widget can be found on the right-hand column of any individual article on a Wolters Kluwer journal website (if you do not see this widget or the Altmetric “donut” on your mobile device, change to desktop view). This Altmetric widget will show the numbers of tweets, Facebook posts, blog pickups, news pickups, and whatever other sources have mentioned your article, including your own social media pushes as an author and those from the journal and/or publisher. Clicking “See More Details” within the widget will show the exact tweets, blogs, news articles, and other mentions that corresponded to the score, the reach of these mentions geographically, and an easy way to respond to each and continue the conversation around your article and your work.

Since Altmetrics were introduced, Wolters Kluwer has seen a direct correlation between the attention scores and the self-promotion activities of authors via social media, blogs, and other sources such as press releases. Should your institution want to do a press release around your article, contact your publisher for our newly released Institution Press Release guidelines. Adhering to these guidelines will properly alert the publisher’s social media managers and PR team to your institution’s press release and help maximize the attention to the article and your institution.

To see Altmetrics in action, take a look at a recent article published in Journal of Developmental & Behavioral Pediatrics, “Same-Sex and Different-Sex Parent Households and Child Health Outcomes: Findings from the National Survey of Children’s Health.” By clicking the “See More Details” widget, you can see the actual mentions from a variety of sources, including the society, the authors and their institution, conversations happening on social media, and links to the news articles. This is a superb example of an impactful study and the positive attention it is receiving from around the globe.

There is so much more that can be done on social media that is not mentioned here. Check out other platforms and explore additional ways to promote your article online.

Julie Rempfer, Associate Publisher, Wolters Kluwer Health

References
2. Buffer KL. How to use hashtags: How many, best ones, and where to use them. 2015 https://blog.bufferapp.com/a-scientific-guide-to-hashtags-which-ones-work-when-and-how-many
3. Taken from a post on Twitter from @HIMSS 4/14/15
Did You Know the Benefits of Publishing Your Work Open Access?

Wolters Kluwer’s open access publishing program offers peer-reviewed, open access options to meet the needs of authors and maximize article visibility. In choosing to publish your work open access in a Wolters Kluwer journal, there are many other benefits for an author.

- Editorial services and support
- Fast, continuous publication
- Innovative publishing platforms
- Ability to share in your repository
- Article deposit in PubMed Central®
- Reach to emerging countries
- Clear, ethical peer review practices
- Global readership for your work
- You retain the copyright to your work
- Affordable APCs
- Easy manuscript submission process
- Compliance with funding mandates
- Fast, continuous publication
- www.wkopenhealth.com

Wolters Kluwer