

# Kudos Publisher Case Study



**ERS** EUROPEAN  
RESPIRATORY  
SOCIETY  
every breath counts

**Kudos partner since:** 2014

**Publishing formats:** Journals, Books

**Publishing areas:** Respiratory Medicine and Science

**An interview with:**

- Elin Reeves, Director of Publications
- Eddy Baker, Editorial Services Coordinator

## What were your goals in partnering with Kudos?

From a broader strategic aspect, it was about finding ways to engage and enthuse our authors. There has been a lot in the publishing press about authors having a choice and being empowered to promote their published work. We want to stand out and show we are helping them by providing key tools to promote their work.

## How does it fit in with other activities?

ERS now has around 30,000 members – as part of the broader society strategy, there is a need to find ways to engage that number of people and Kudos helps us do this. We would like more of those people to be active whilst in their membership. It's about making sure those members remain engaged and want to come back and publish more research in our publications.

## Have you focused on any particular publications or authors?

Our main focus tends to be on the *European Respiratory Journal (ERJ)*, as it is our flagship journal and is the most known among our audience. *ERJ* articles get far more engagement and full-text views. We also get more press attention here so we can then have more articles that can be linked to external resources. *ERJ Open Research* was launched in 2015 and therefore we are looking to grow its reputation and standing in the field, so we plan to use Kudos to get authors more engaged and demonstrate how publicising their work has value. We also publish the *European Respiratory Review*, *Breathe* and a book series, *ERS Monograph*, and use Kudos in a similar way for these more established publications.

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*Kudos plays a big part in getting authors more engaged and seeing how publicising their work has value*

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## How did you introduce authors to Kudos?

We now tend to publish weekly content online, so we contact our author lists at this point to notify them that their manuscripts are being published, mention the service Kudos provides and explain how they can share their work with a wider audience - this tends to have good impact. We also have a 'Author services and promoting your work' page on our website which we direct authors to. This provides information on a variety of social media, including the likes of Twitter, Facebook and LinkedIn, and Kudos itself. As Kudos is already integrated with social media, this allows authors to share their work on social media simply and easily via one click.

## How easy has it been to implement Kudos?

Initially, before most of our journals were utilising a continuous publication model, we published online once a month for *ERJ* and quarterly for our other publications. This was one of our only opportunities to target our authors and say 'Here's a new tool to use'. As we were only sending communications once a month, the uptake was quite slow, and the explaining and sharing activity was quite low. Since we moved to continuous publication, we have seen the usage dramatically increase.

The use of a co-branded Kudos video on our author services webpage has made a real difference, showing how quick and easy Kudos is to use. Author activity in March was considerably higher than previous months – and what is particularly positive is authors aren't just claiming and explaining their work, but going further than that by writing their own author perspective. More are also sharing on social media, which is something we haven't seen before. Over the coming months, we will be integrating Kudos through ScholarOne, so we can engage with authors at the point when they are submitting their work rather than post-publication. We are also looking at integrating the Kudos widget on our HighWire site so a reader can also see a link to Kudos, which will give them access to the plain language summary.

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*It's about Kudos being present throughout the publishing journey and not just another thing to tell authors about at the end of the process.*  
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## What is the effect of all of this?

We are hoping it will explode in an exponential way with more authors becoming familiar with it; and the more comfortable they are with Kudos, the more they will do in less time. We know that a lot of authors work together and talk about publishing industry updates (especially the early career researchers), so it will hopefully be something they start talking about amongst each other. The growth within Kudos also helps make it easier to 'normalise' the service amongst authors.