

<b>Kudos partner since:</b>	2014
<b>Publishing formats:</b>	Journals, books
<b>Publishing areas:</b>	Crystallography
<b>An interview with:</b>	Jonathan Agbenyega Business Development Manager



## What were your goals in partnering with Kudos?

We'd been looking at how our authors could participate more in the promotion of their work, using their connections with colleagues, facilities and funders. Kudos represented an opportunity to formalize this, and to help us to track and demonstrate the success of these efforts.

## How does it fit in with other activities?

The International Union of Crystallography is in a cross-disciplinary position – a range of advances draw on crystallographic studies, and so a broad audience is interested in the work we publish even if they don't directly understand the techniques involved. One way we support that is to write lay summaries and news stories to help broaden the reach of that research. Being able to engage authors more closely, via Kudos, is a big advantage.

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

We didn't set out to do so, but Kudos has been a unique and unexpected way to build relationships with some of the leading lights in our community: by supporting their efforts in Kudos, I've been able to connect with them, and am now in a position to ask them for their assistance with other activities.

## How did you introduce authors to Kudos?

We have featured Kudos in our newsletter, pushed messages via LinkedIn, Twitter and Facebook, and in our submissions processes. I'm also starting to approach authors of papers that I think have mainstream appeal and could achieve success with Kudos.

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## How easy has it been to implement Kudos?

Really easy! We're asking people to make their research as accessible as possible and we don't have to sell that – it's already on authors' to-do lists and they are happy to work with us. The word is spreading among our authors – they see each other's work in Kudos and want to do the same thing for their own work. Some have focused on describing their work in plain language; others have embraced it as a communication system. We have been able to learn a lot from what our authors are doing – for example, how we can maximize the potential of Twitter for supporting them. When both parties are keen for it to work, that's when it's most successful.

## What is your typical process for making use of Kudos?

I check in regularly to have a look at our numbers and find out if there's anything interesting that hasn't caught my eye any other way. Kudos helps me find more topics to cover in our website and newsletters. It's been great for getting everyone to think about how we can engage our community better.

## What is the effect of all of this?

Ultimately, it's all about the metrics and we are seeing increased activity in terms of downloads and Altmetric scores. Kudos is working!

