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ISMTE

Empowering editorial
offices around the world.

Getting Social: The Dos and Don'ts of Establishing Your Company's Social Media Presence



By Anne Brenner

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Let's be realistic—today, if you want a successful publication business, whether it's a group of journals or just one, social media usage isn't really a choice. It's a must.

The statistics don't lie; according to a recent study from the Pew Research Center, about three of every four American internet-using adults (and about 65% of all internet-using adults) use at least one social media site. Gone are the days when social media was just how teenagers communicated with each other about hot gossip—it is now a part of the business world that's fully engrained into our everyday lives, and it's not going anywhere. And if your business happens to be a journal or group of journals, you're certainly no exception.

But there's also a right way and a wrong way to promote your journal using social media. Go about it correctly, and you're likely to see your business picking up steam pretty rapidly. Go about it the wrong way, and you might get yourself into a hole that you may not be able to climb out of.

That being said, there are a few essential dos and don'ts when it comes to promoting your journal *via* social media outlets. First, the things that always should be done:

1. *Designate at least one person in your company to handle social media.* Does this person need to be a complete expert on everything relating to the Internet and technology? Not at all. However, he/she should probably have at least some background in sales/marketing using the Internet. If your company has the budgetary means to do so, it probably wouldn't hurt to hire someone solely for this purpose, but, again, it's not absolutely

mandatory. It is, though, crucial to have someone (or, in a smaller company, perhaps a small group of people) who can devote a substantial amount of time to tracking how many people are engaging with your journal through social media outlets and finding ways to increase those numbers if need be.

This person or people should also be skilled in coming up with posts that are catchy and that cover all the necessary information without being overly wordy. Not many people want to take the time to read page-long social media posts (in the case of Twitter, there's even a character limit to keep this from happening), but it's still critical to include enough detail to spark a viewer's attention. In some cases, using a combination of words and images (particularly with Facebook/Instagram) is more effective. In any event, whoever is designated to updating the team's social media platforms should be proficient on these grounds.

2. *Use analytics tools to measure social media traffic.* Many social media outlets include services, most of which are free of charge, that measure how often people are actually visiting the links and pages that you post to your pages—a critical element to how well your company is being promoted. With Facebook Metrics, for instance, you can quickly determine the number of people who have seen a Facebook post, the number of times a person clicked any link(s) in that post, or the percentage of people who saw the post who took the time to hit the "like" button, share it, *etc.* Twitter provides a similar service, which measures, for example, how many times your journal's handle is mentioned in others' tweets.

A number of free third-party services also exist that can be linked to your company social media page(s) to help analyze your social media audience. No matter which route you choose to go, using this kind of tool is critical to increasing your page's hits, as well as upping the number of visitors who are actually interacting with the page.

3. *Take time to hit the “like” button on other companies’ social media pages.* Think about it—when you’re on social media for your personal use, every time you hit the “like” button, your name shows up on the other person’s page. So, if the person at the other end sees your “like,” he/she has immediate access to your page.

It works the same way with professional social media pages, and it’s a great way to get your name out there quickly and efficiently. While logged into your business profile, browse around the various social media outlets, and find the pages for journals/companies that are similar to your own. Hit the “like” button and/or leave comments (keeping them professional, of course), so that others within your target field will be able to click on your company name and see your page.

4. *Set a schedule for posting to social media sites.* There’s a delicate balancing act when it comes to how often your journal is sharing material on social media. If you don’t use it enough, the page isn’t going to pick up steam or gain sufficient followers. On the other hand, if you post too much too quickly, that’s not going to be productive either because no follower is going to take the time to read/engage with a new social media post every few minutes.

It is therefore necessary for your company to decide, as a team, on a concrete schedule for when social media pages will be updated, how they will be updated, and who will be doing the updating. Once you’ve decided on that timetable, stick to it—although you might need to modify it every few months or so depending on its efficiency and success (or lack thereof).

Those are the “dos” of social media in terms of journal promotion—so, what about the “don’ts”? Well, there are plenty of those too, some of which can arguably be considered even more important to a successful journal than the “do” part of the equation:

1. *Don’t use your personal social media page to promote your journal/editorial company.* I imagine that some might disagree with me on this point—posting the latest news about your business to your personal page is a great way to get the word out about your journal to everyone on your friend/follower list, right? Maybe, but I have always been, and will always be, of the opinion that it’s just not a good idea to mix your personal life with your professional life when it comes to the Internet—it’s just too risky. Many of us have our own online social media personas outside of work, and that’s fine, but mixing that part of your identity with your professional one is playing with fire. Although it is sometimes necessary to log into your personal social

media account to set up the business account, there’s no reason to link one to the other. There are plenty of ways to promote your business’ social media presence other than on your personal social media profiles; use them instead.

2. *Don’t try to compete with journals/companies that have been around significantly longer than yours.* It’s no doubt annoying to see a competing journal’s Facebook or Instagram page generating hundreds or even thousands of “likes,” while your company barely makes it into the double digits. If your company is just getting off the ground, or if you’ve been around for a while but have just recently hopped on the social media train, you’re just not going to get there overnight. Getting to that point takes time (which might mean months or even years, as frustrating as that might sound) and effort.

Oftentimes, it also takes trial and error—you must navigate all sorts of variables. For instance, certain types of content might be wildly popular on your social media pages, while other types don’t attract much interest at all; it might be awhile before you can figure out what’s engaging with your audience and what isn’t. It may take just as long, if not longer, to pinpoint exactly who your target audience is, along with how to effectively reach everyone in that demographic. More than likely, your publication will appeal to people who are in a certain age range, profession, etc., and tailoring your social media posts to those specific groups is a (sometimes involved) process.

3. *Don’t limit yourself to one particular audience demographic.* If your journal is a scientific magazine, chances are you’re looking to reach other scientists, and that’s completely fair. At the same time, keep an open mind as to who might be more likely to engage with your journal’s social media posts.

For example, a medical journal probably is going to be geared primarily toward physicians, but what about patients? Your content might be just as relevant to them, if not more so. It’s therefore important, when you’re posting to your journal/company page, to use language that is likely to appeal to those who have no formal medical training but who can still use the information in your publication.

And then there’s also pharmaceutical specialists; their role is substantially different from that of a doctor, but that doesn’t mean they wouldn’t also be interested in what your journal has to say. So when you’re crafting posts for the journal Facebook or Twitter page, don’t forget to include language that might appeal to that possible target audience.

Don’t get me wrong—I’m not trying to say that social media can, or should, ever replace more tried and true

techniques for getting your journal's name out there. The "old fashioned" methods, such as advertising, face-to-face networking events, and business cards, must always be kept on the table.

Social media, while not the only ingredient in successful journal promotion, is an essential one; the key is find-

ing the right balance between that and the strategies that existed prior. And while that balance is not something that any company is going to be able to find right away, it's never too late to implement the steps necessary to getting started.

Committee Update

2017 European Conference

By Diana Epstein

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The European Meeting Planning Committee is excited to announce the 2017 meeting will take place in London at the Cophorne Tara Hotel in Kensington on November 9th-10th. Public transportation is excellent with an underground tube station just two minutes away from the hotel for your convenience.

The topic for this year's meeting is "Empowering editorial offices around the world," and the committee is busy putting together an exciting itinerary. The meeting will feature an engaging mix of practical workshops, presentations, and discussion groups.

2017 is a special year because it is ISMTE's 10th anniversary. This milestone will be celebrated at the European conference—I can confirm there will be cake!

More details will follow nearer to the date of the meeting. Please check our [website](#) for updated information.

Join an ISMTE Local Group today!

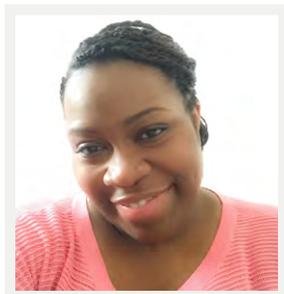
ISMTE Local Groups have formed through the efforts of members who would like to meet with peers and colleagues in their local area for networking and discussion. Participation is not limited to ISMTE members, and the only cost associated with participation will be your meal, if the group meets at a restaurant.

Active Groups:

- Boston, Massachusetts
- Chicagoland Area
- Heidelberg, Germany
- New York, New York
- North Carolina - Research Triangle Park Area
- Oxford, United Kingdom
- Philadelphia, Pennsylvania
- Rochester, New York
- Washington, DC Area
- Tokyo, Japan
- London, United Kingdom (NEW)

Visit the [ISMTE Local Groups page](#) to join a local group or to find more information.

Taming Technology: Underused Features in Editorial Manager



By Michaela Barton

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Editorial Manager (EM) includes thousands of configuration points that can be leveraged to customize and streamline submission and peer-review workflows. However, many users are not aware of features that could represent substantial time savings and/or add value to their workflows. For this reason, at each of our biannual User Group Meetings, Aries Account Coordinators deliver sessions highlighting underused features. The goal of these sessions is to increase the value that publishers and editors receive from workflow deployments. This article focuses on some of the underused features discussed at the January 2017 User Group Meeting and provides links to the Aries Systems video library where available.

Make the Submission Interface Author Friendly: Customize the Author Main Menu

Usually, journals want to provide instructions to their authors—or even include additional links to copyright or competing interest forms. In this case, EM allows users to customize the author main menu. Users can opt for HTML to make the use of color and hyperlinks possible.

Choose the Information You Want to See When You Search and How It Is Displayed

Interactive PowerGrid

The best way to learn all about the PowerGrid (Figure 1) is to refer to our [video](#), which demonstrates its capabilities. This feature offers a configurable grid interface. Users may resize, drag and drop, freeze, or hide irrelevant columns as well as deselect the function from the search criteria page or top of the folder if they prefer the old view. Any preferences changes made to the display of the PowerGrid are saved for the next time the Grid is accessed.

Saved Searches

It's also possible to [save search criteria](#) and re-run the same query whenever necessary from Search Submissions/Search Submissions (Production)/Search Proposals or Editor Main Menu > Search > Search Submissions.

The results page will show the infamous “floppy disc” icon that you can use to save the search. From here, decide whether it should show exclusively on the Editor Main Menu or choose to share the search with specific roles within the system by clicking “share search definition” from the Search Menu.

Tips and Tricks for Finding Reviewers

Reviewer Search Preferences

Editors are not always aware that it's possible with [Reviewer Search Preferences](#) to search a journal's entire reviewer database straight from the Reviewer Selection Summary page by selecting “from entire database” from the “Search

Action	Article Title	Article Type	Current Status	Status Date	Initial Date Submitted	Author Name
Action Links (0%)	"Thickly Studied Oriental Archipelagoes": Identifying references to Oceans in Moby-Dick	Original Study	Manuscript Submitted	Dec 08, 2015	Dec 08, 2015	Randi Williams
Action Links (3%)	The Critical Reception of Herman Melville in the East	Original Study	Manuscript Submitted	Dec 08, 2015	Dec 08, 2015	Painter Wentworth
Action Links	"Chafing Against the Metric Bound": Melville as a lyric poet	Review	Manuscript Submitted	Dec 08, 2015	Dec 08, 2015	Bronwyn Taylor
Action Links	The Uses of Travel: Science, Empire and Change in 17th-Century Travel Writing	Review	Manuscript Submitted	Dec 08, 2015	Dec 08, 2015	Jean Jones
Action Links (18%)	Women's Literacies and Social Hierarchy in Early America	Original Study	Manuscript Submitted	Dec 08, 2015	Dec 08, 2015	Padraig Gallagher
Action Links (35%)	Issues and Narratives in Medical Humanities	Original Study	Manuscript Submitted	Dec 08, 2015	Dec 08, 2015	Declan Followill

Figure 1



my publication” option bar. It’s also possible to invite new reviewers right from this interface.

My Suggest Reviewer Preferences

EM can be configured to suggest qualified reviewers for invitation based on criteria set on an editor-by-editor basis. This is set up using the “[My Suggest Reviewer](#)” preference links available on the Reviewer selection summary page and the Suggest Reviewer results page.

Here, a user first identifies what kind of users should be excluded from the list of possible reviewers (based on criteria such as institution, city, or availability), and then defines the order in which those results should display, such as by board membership or the number of pending reviews.

My Reviewer Display Preferences

Editors can also customize the reviewer search for their own profile using [My Reviewer Display Preferences](#). For example, an editor can specify that a reviewer’s areas of expertise (classifications) should be displayed when viewing a list of potential reviewers on the “Select Reviewer” page.

This can also be configured via the reviewer selection summary or suggest reviewer results pages.

Classifications can be displayed to suppress classifications of reviewers, show the full list of classifications for each person (including highlighting matches with the manuscript), or to show only those matching with the manuscript.

On the second half of the page, users can define the “order” in which those reviewers should be displayed based on their review rating or number of matches to the manuscript.

Are You Confident That Your Double-Blind Peer-Review Process Is Working as It Should?

The Editor Access to the Reviewer PDF option (Figure 2) is primarily helpful for publications that operate using double-blind peer review or that require corresponding authors to attach confidential files to their submissions.

The PDF sent to the reviewer can be configured in Policy Manager to exclude specific manuscript components to make sure only the relevant files are displayed to the reviewer. This can be done by selecting “exclude from PDF” on the edit article types page.

In addition to this, a permission in RoleManager for editor roles—“view reviewer PDF”—will give editors the option to view the reviewer PDF via the “view submission” link from their normal action list, so they can be absolutely sure the reviewer’s manuscript is fully anonymized.



Figure 2

An Easy Way to Manage Correspondence Sent Outside the EM System

The [Email Ingest service](#) (Figure 3) allows users to simply forward correspondence to an email address set up for this purpose, and EM will use a unique EMID code included in the subject line to add the email into the manuscript history of the relevant submission.

When this is configured, once the editorial offices ensure the EMID (a unique code appended to the subject line of an email) is intact, they may then forward it on to the journal’s unique email address, prompting ingest.

Editorial Manager Functions That Could Save You Time and Money

Editor Discussion Forums and Reviewer Consultation

Editorial Manager has two functions, [Editor Discussion Forums and Reviewer Consultation](#), that can be used to aid triage of an article or to request feedback from other editors or invited reviewers regarding a submission.

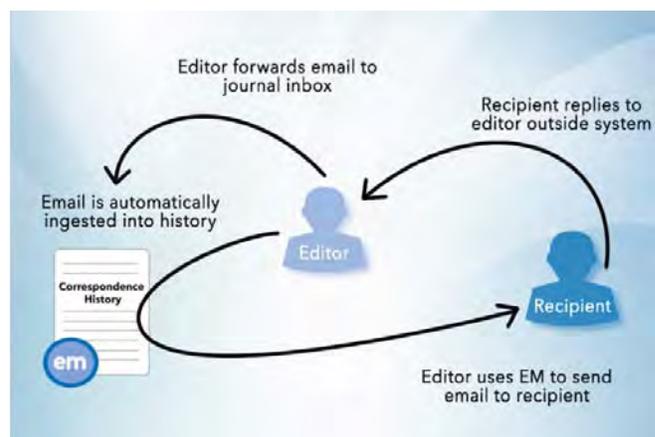


Figure 3

Once set up, an editor discussion forum can be initiated at any point in the workflow, adding no delay to the editorial or production process. Multiple discussion topics for editors can be created for each submission if needed.

Reviewer consultations are initiated automatically—with the manuscript's editors already added to it. Reviewers are then added when they agree to review—but are not able to access and comment as part of the consultation (via their “Completed Reviewer Assignments” folder) until after they've completed their review.

From here, reviewers can view other reviewers' comments (and names with the appropriate settings), adding their own comments to those associated with the consultation already.

Permissions are used to manage and initiate forums and, optionally, to invite additional specific editors to comment on individual manuscripts as needed (to both forums and consultations), allowing you to provide access to specific files, reviews, and information to editors who are not handling the manuscript.

Submission Item Metadata

Creating submission item metadata is a way to produce metadata/XML, which specifically tags information about specific submission items such as figures and tables. These fields are created to be associated with a specific Submission Item Family (such as the “Figure Number” field—which can be created and be associated with the “Figure” Submission Item Family).

These can be laid out in a specific order, can be set to be completed by the authors during submission (to capture things like a figure legend), and/or can be made editable on the transmittal form so that it can be amended before processing to production.

Set File Size Maximum

If you're trying to keep your site load times swift and manage your data/traffic charges, you can limit the file size that users are able to upload to the system.

Once a whole number (integer) limit is decided on, that should be applied on a per-file basis (whether or not the file is built into a PDF). Leave this field blank if not enforcing a limit.

This function is configured via the Policy Manager section of the System Administration. Simply go to “Submission Policies” and click on “Set Maximum Size of Uploaded File” to enforce a file size upload maximum.

You can still track usage by running a report found in Admin Manager entitled, “View File Upload/Download

Statistics.” This report shows the number and total size for all uploaded and downloaded files over a specified time period.

Dealing with Large Files or Data Sets

URL/URI – External Resource Submission Items

The [External Resource Submission Item](#) option allows authors to enter a URI/URL address or external resource location (*i.e.*, FTP) for accessing larger data sets (such as from institutional repositories often housed at universities and other scientific institutions) or other data (such as videos) accessible via the Internet.

Editorial offices will need to configure the “URL/URI/ External Resource entry” setting to make entering this information optional or required for the submission item type in Policy Manager.

If an item is configured for the PDF Handling method “Build Hyperlink to the Item into the PDF,” the name of the item is shown at the top of the page in the PDF, followed by the full URL of the item as a hyperlink on a new line.

Managing ZIP Files

Authors may well compress their files (into ZIP or archive format) for easy transfer from system to system. If an author uploads an archive file (*e.g.*, ZIP file) directly to the system, it will automatically unpack the files, number them, and give the author an opportunity to select the appropriate submission item type such as manuscript, figure, table, and description as needed.

But if you'd like the archive to be accessible via the PDF for review, you can hyperlink to it by editing that submission item to “Build hyperlink to the item into the PDF (Item not displayed in PDF).” With this setting, the system will include a link to the whole archive file, rather than attempting to unpack it.

This is also a way that editorial offices can process files that won't build into a PDF or allow reviewers and editors access without first downloading the programs needed to open these very important files.

I hope I've been able to provide you with some time-saving tips.

Where relevant, the links in this article lead to selections from Aries Systems' [video library](#), which will give you an overview of each of these features. For more information, reach out to [Aries](#).

This article was adapted from a presentation given at the 14th Annual European Editorial Manager User Group Meeting.

From the Forum

The ISMTE Discussion Forum is available to all registered ISMTE members and is a great resource to get and stay connected to a network of peers, publishers, vendors, and potential clients and employers. Here we highlight a question about best practices for publisher contract renewal followed by further discussion.

2/17/2016 AT 2:55:59 PM GMT



S. Prior
Posts: 8

[Permalink](#) [Report](#) [Quote](#)

Contract Renewal with Publisher

We are in the last year of our contract with our publisher and are in the process of negotiating the new contract for the next time frame. As we would like to stay with the current publisher, what are some contract renewal best practices and what would be the pros and cons of considering alternative publishers?

2/18/2016 AT 4:08:07 AM GMT



G. Collins
Posts: 11

[Permalink](#) [Report](#) [Quote](#)

Those are really good questions. Changing publishers is hard and if the relationship has been a good one it may not be worth it. But you still want to do due diligence to get the best deal you can for your organization. If you represent the society and you own the journal that does give you some leverage. You will want to look at a number of areas including subscription pricing, advertising revenue (if applicable), electronic vs non-electronic revenue, special sales, other titles in your publisher's portfolio, the submission system and hosting platforms. Are all of these areas optimized to get the most for your journal? Are you seeing any trends in revenue or performance that need to be addressed to protect the society now and in the future. Like any free agent, assuming you on the journal, getting alternate bids may help your bargaining with your current publisher. The bids may point out items you had not considered. All of these items can take time and you may not be able to get all of the information you would like. There are consultants who can assist with this type of work (RFPs and contract negotiations) and who may well be worth the investment to secure the best deal possible for your journal.

2/18/2016 AT 1:37:14 PM GMT



S. Prior
Posts: 8

[Permalink](#) [Report](#) [Quote](#)

Thanks G. How would you be able to research other publishers for authors with violating a confidentiality clause that exists in a contract? How willing would other publisher be willing to provide information if you are simply looking for competing numbers with doing a full RFP?

2/20/2016 AT 4:36:03 PM GMT



G. Collins
Posts: 11

[Permalink](#) [Report](#) [Quote](#)

Hi S. Sorry for the delay in responding, I was out of the office. A lot of what we do, as one example of a company that works in this area, is slogging through the legwork of comparing subscription prices, pages, ads, citations, etc. We also have access to some resources that not everyone gets to see (Kantar report). We then use ballparks and guesstimates from our many years of experience in the publishing world (so they are often very good!). You are correct, we never reveal anything confidential. Do you speak to people in your same position at other societies and compare notes? That can always help too. It is true that you may not want to put a publisher through all the paces of a proposal just to get some comparison numbers, but that is part of the game and publishers know it. They can often tell how serious you are and will either go all out trying to win you or give you a more standard response. And you may feel it is worth it to your society to get the best deal you can.

ISMTE Member Profile: Apurb Sharma



By Apurb Sharma, MD

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Journey of an Editor From a Developing Country

It was around five years ago when in a meeting of the Society of Anesthesiologists of Nepal, a member raised a question: Why do we not publish a scientific journal? We need to publish our thoughts, which might be very important for small communities like ours, that are not being published in the reputable journals. The member described how important it was to publish his report on autologous blood donation in a Surgical Outreach Camp, which had been rejected by many reputable journals. For rest of the world, it was just another blood transfusion, but for anesthesiologists working in Nepal, it meant access to healthcare for the marginalized. For the people living in remote highlands, it described the difficulties of healthcare providers working in those 'real resource-limited setups'. After all, people of the developing world face the majority of health problems, but most of the healthcare research is done in the developed countries and published in journals that ask for a hefty sum for processing, publication, and access to those articles. The society members were convinced to publish an open access journal completely funded by the society. The responsibility of managing the journal was given to me. I took up the volunteer job, though I was a busy clinical practitioner.

A core working group and an editorial board were rapidly formed, researchers were approached for their contributions, and we received some submissions. Now this was one of the most difficult times: You need articles to publish, but you want to decline the submissions that do not meet ethical and scientific standards. We decided to go for one or two publications a year but were determined to maintain the standards of scholarly publishing. We published the first issue and continued thereafter.

Problems Faced

We are from a country where English is not the first language. We receive many submissions which are scientifically informative, but the language (English) is not correct. An inexperienced reviewer would suggest rejecting such an article. It takes a lot of effort by the editorial team to correct the language and preserve the exact message the authors want to convey. The problems are not just with the authors. Sometimes it is difficult to understand what a reviewer wants to extract from the authors. Experienced and qualified reviewers interested in reviewing for a non-mainstream journal are always lacking, especially in a specific field like anaesthesia.

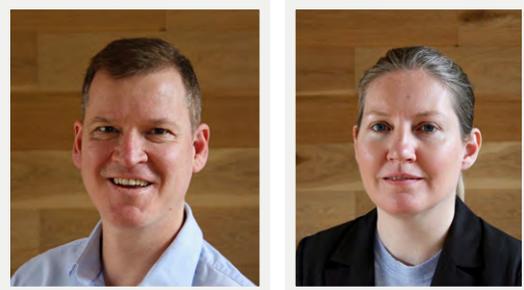
The journal was in print and online. Soon we started receiving emails regarding indexing information. We replied to all the interested authors that we were not indexed in the well-known indexing bodies, and the results were clear: Most of those authors did not submit to our journal, probably because many institutions do not recognise publications from the non-indexed journals. Getting indexed is still a problem for a small journal like ours. With our small budget and little editorial experience, our team is trying hard to meet standards.

Contribution of a Small-Scale Journal to the Scientific Community

The Scientific standard of writing of a developing country researcher depends upon their initial publishing experiences, the guidance of editors during those first few submissions, and acceptance of their valid articles to boost their morale. An editorial team like ours is committed to helping new authors learn the tricks and trades of scientific writing. ISMTE, with a lot of such information on their website, is one of the main organisations that have helped us develop our own understanding of scientific writing and editing.

I have a very successful career as a cardiovascular anesthesiologist, and I have been given the responsibility of the head of the department of anaesthesia of our National Heart Centre in Nepal. But sometimes I dream of being a professional editor, helping authors from the marginalised world develop the culture of scientific writing, removing their fear of criticism of their reports, and encouraging originality in their writing.

The Rising Tide of Preprint Servers



By **Dugald McGlashan, PhD, and Caroline Hadley, PhD**
Co-Founders of [INLEXIO](#)

Progress in any industry can have a habit of sneaking up on those within it. Changes that were once new, unknown, and even derided become a standard part of the seascape. It's possible that we are seeing this phenomenon with preprint servers—online repositories that host articles before their publication in a peer-reviewed journal. They promise an instant audience, large or small (and growing).

Preprint servers are not new. ArXiv, the first widely accepted preprint server, has hosted papers in the physical sciences since 1991. Now the biggest, with over 1.2 million articles deposited since launch and more than 100,000 in 2016 alone, it has become an integral part of the physical sciences publishing process. For various reasons, preprint servers were not accepted as early and as easily in the life sciences, chemistry, or the humanities. In 1998, Paul Ginsparg, the founder of arXiv, was invited to a meeting of biologists at Cold Spring Harbor Laboratory (CSHL) to explain how and why it worked. Almost 20 years later, he is [explaining](#) again. But this time, the audience may be more receptive.

After a decades-long journey, preprint servers are now becoming an important part of research in many fields. Most notable perhaps is bioRxiv, an arXiv-licensed but independent preprint server provided by CSHL Press for the life sciences. Launched in 2012, bioRxiv received over 4,000 submissions in 2016 and has had more than 30,000 contributing authors since launch. The success of bioRxiv has been followed by recent or forthcoming launches of preprint servers in other fields: chemRxiv in chemistry; AgriXiv in agriculture and allied sciences; and SocArxiv in social science, among others (see Table for further details).

Other evidence of the wider acceptance of preprint servers abounds. Most journals have previously not considered any submitted manuscript that has appeared elsewhere, but many of the larger, more eminent journals now specifically exempt preprints from this policy. Some, like [eLife](#), even encourage deposition on a preprint server while a manuscript is under review in the journal. Crossref began [issuing](#) DOIs for preprints in late 2016. Some funding bodies are allowing preprints to be considered in grant applications. In Altmetric.com's [top 100 list](#) of the most-discussed journal articles of 2016, the twenty-first and twenty-eighth entries were preprints from bioRxiv and PeerJ Preprints, respectively. A group called the Center for Open Science has developed web infrastructure and services that are facilitating new '-rXiv' services, such as SocArXiv, PsyArXiv, and EngrXiv.

Journals are steadily seizing new opportunities to capitalize on the synergies produced by preprint servers. BioRxiv has a one-click service where authors can directly transfer their preprints to participating journals' submission systems. *PLOS Genetics* recently [announced](#) that a dedicated team of editors will trawl preprint servers for potentially suitable articles. ScienceOpen, an open-access publisher, posts arXiv papers on its own website and then [contacts](#) authors offering publishing services.

Further evidence of the acceptance of preprint servers across a wide section of the research community comes from the increasing sophistication of publishing practices. *EMBO Journal* offers an 'extended scooping protection' mechanism whereby other manuscripts posted to a preprint server after the date of submission to the journal

Name	Fields	Start date	# 2016 submissions (approx.)
Preprint servers			
arXiv	Physics, mathematics, computing, quantitative biology, quantitative finance, statistics	1991	113,308
bioRxiv	Life sciences	2013	4,712
PeerJ Preprints	General	2013	-1,000
Preprints (MDPI)	General	2016	-1,000
SocArxiv	Social sciences	2016	633
PsyArXiv	Psychology	2016	191
EngrXiv	Engineering	2016	35
ChemRxiv	Chemistry	2017	Not launched
AgriXiv	Agriculture	Upcoming	Not launched
Services with preprint functions			
Social Science Research Network (SSRN)	Social sciences	1994	66,310
Figshare	General	2012	Unknown
Zenodo	General	2013	318
F1000Research	General	2013	215
Authorea / Winnower	General	2015 / 2014	Unknown
Other services			
HaL	General	2001	22,006
mp-arc	Mathematics	1991	97

will not influence any assessment of novelty; if the manuscript itself was first posted to a preprint server, scooping protection applies from the date of posting. Many journals now participate in bioRxiv's forward linking feature: Once a preprint is formally peer reviewed and published, the preprint server links to that article. There is also evidence of sophistication in author behaviour: Submissions to arXiv spike at 4 pm US Eastern Standard Time because articles posted at this time are featured at the top of the

daily publication announcement, which may lead to a [citation advantage](#).

It seems clear that preprint servers are gaining traction, so why was there such resistance? What are the possible consequences for scholarly publishing?

Find out in the May issue of *EON*.

This article originally appeared on [inlexio.com](#) on January 9, 2017.

Call for Submissions

Are you a fan of *EON*? Do you have an idea for an article, column, or special section? *EON* is currently accepting submissions for all 2017 issues. Contact our [editorial office](#) today for more information.

Perplexing Post-Publication Byline Changes



By Diane Drexler

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Manager
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Authorship can be perplexing. Certainly, there are publishers who have established author contribution sections requesting statements from collaborators declaring their significance to the paper. Even more publishers demand that the corresponding author tick a box or sign a form acknowledging that all authors have agreed to the submission of the paper. Some platforms send notifications to the authors whose names appear in the metadata confirming that they have been named as co-authors on a submitted manuscript. Editorial offices compare the source file byline to the submission platform details. Surely, there is enough vetting along the way, not only found in those listed above but in the proofs the publisher delivers to every corresponding author. The proofs that should be circulated to every author. So what's the perplexing part? Why do publishers or journals still allow authors names to be added (or removed) after publication?

The International Committee of Medical Journal Editors [recommends](#) that authorship be conferred according to four criteria:

- Substantial contributions to the conception or design of the work; or the acquisition, analysis, or interpretation of data for the work; AND
- Drafting the work or revising it critically for important intellectual content; AND
- Final approval of the version to be published; AND
- Agreement to be accountable for all aspects of the work in ensuring that questions related to the accuracy or integrity of any part of the work are appropriately investigated and resolved.

The recommendations continue, “[i]n addition to being accountable for the parts of the work he or she has done,

an author should be able to identify which co-authors are responsible for specific other parts of the work. In addition, authors should have confidence in the integrity of the contributions of their co-authors.”

Following these guidelines, or even those similar found in most author instructions, how is an author mistakenly omitted from the byline pre-acceptance let alone after publication? If an author put this much effort into the study and then the subsequent paper, how can it be that his or her name was dropped? In 2017, there are corrigenda and errata (depending upon the publisher’s term of choice for author error) in print still correcting such omissions. Personally, it is somewhat bewildering, and, perhaps even more so, it is disconcerting as it plays with the ethics envelope.

The corresponding author’s obligations include making sure the byline is correct and all authors are aware of and have agreed to the submission of the paper to a journal. There are explicit author instructions regarding those responsibilities. So how does it still happen that editorial offices receive requests to add an author post-publication? Is it the number of authors on a paper? Some author instructions limit the number of authors on a paper while some do not. Even so, a request for an erratum or corrigendum for an inclusion of another author is not necessarily an indication of a long author byline. Is it the corresponding author who handed off the paper to a teaching assistant for the administrative requirements of the submission? Regardless, byline changes do happen after publication, but should they? Or is this the only time that an author who should have received due diligence gets to change the record? And how many times is it really about an author demanding such, or is it more a case of securing a professional career goal?

Hence, the ethics query—should publishers still be allowing byline changes post-publication? While all the concurrences or letters from authors may state the contributions of the additional author and though an editor may sign off on the request, can a publisher remain confident of the integrity of the checks and balances in place to prevent these corrigenda and errata?

Ultimately, perhaps more publishers should work with the authors to prevent such occurrences. No one wants to question the integrity of authors, but, unfortunately,

retractions exist, so we know that honor amongst authors is not always in the forefront. So do we ask publishers to make sure that all collaborators are included on all correspondence? Should all authors have ancillary access to the platform to tick a box that states they approve of the contents of the submission?

How does your journal handle byline requests post-publication? Any suggestions on best practices, or are journals hitting the best practice mark possible with what they have in place now? At the very least, authorship can still be perplexing for all involved.

ISMTE Upcoming Conferences



2017 North American Conference

10-11 August 2017
Denver, Colorado



2017 European Conference

9-10 November 2017
London, England

Ira Salkin Scholarship

The application process is open for the 2017 International Society of Managing and Technical Editors Ira Salkin Scholarship.

Ira was one of the founding fathers of ISMTE and sadly passed away in 2016. His goal was to ensure editorial office professionals are educated and vigilant in matters of publishing ethics.

The essay topic for 2017 is “Expectations of the editorial office to police publication ethics: How it has changed during the past 10 years.”

The submission deadline for entries is **31 May, 2017**.

Eligible applicants must be members of ISMTE.

Applicants must include a short cover letter stating their position and some background.

Read the official [Rules and Regulations here](#).

We are looking forward to receiving your entries for the 2017 Ira Salkin Scholarship.

Help Me, Help You: Tips on Creating Strong Author Guidelines



By Meaghan Kelly

Managing Editor,
Assistant Copy Editor
J&J Editorial

One of the very first things an editorial assistant is trained to do is to check in manuscripts by running a series of formatting checks on the paper. Are all of the authors listed on the title page? Is a conflict of interest statement and funding statement included? Are references in order and in the correct format? Depending on the journal's protocols, a more thorough check might be required. Does the Methods section have the appropriate subheadings? Are the figures uploaded in the correct format and have the appropriate DPI? Are equations in MathType? More often than not, the paper will need to be resubmitted for not meeting one or more of the formatting requirements. Occasionally, there will be that one paper that needs to be sent back to the authors two, three, or four times, and still the authors seem confused about what you are asking them to correct. Unclear author guidelines create problems for everyone, hold up the submission process, and frustrate both the authors and editorial staff. As one author so eloquently put it, "Your directions suck."¹ So what can we do to help both ourselves and authors?

Perform A Yearly Review

Encourage your editor to take a thorough look at the author guidelines at the end of the year. Because the editorial staff is at the front lines, we know the most common problems authors face when submitting. Point those issues out to your editor along with suggestions on how to revise the guidelines to make things more clear to the authors. Look at the guidelines of other journals similar to the one you work on as examples, either good or bad, as to how to organize and communicate clear directions.

Once the editor is happy with the changes made to the guidelines, publish those guidelines the following month, starting off the new year with new guidelines. Be sure to clearly advertise the new guidelines on the journal website, so the authors are well aware of any changes made. It's a good idea to attach the new guidelines to the unsubmission and revision email templates as well.

Tables, Tables, Tables

We know authors don't want to read a 10-page document (let's be honest—they won't), so present the most pertinent information in an easy-to-read format. Tables will draw in the authors' attention between blocks of text and allow for information to be clearly arranged. See how *Ecology* lays out their supporting information requirements in table format [here](#).²

If you can only include one table in the guideline document, create a formatting checklist for the authors, outlining the basic requirements needed for the manuscript to pass the initial quality check. The authors may not read the entire author guidelines, but having this checklist as a last line of defense may lead them back to the guidelines to ensure their manuscript is prepared correctly.

Define Specific Terms

In their presentation "Improving Your Journal's Instructions to Authors" at the 2016 North American ISMTE Conference, Kurt Spurlock and Erika Kessler pointed out the importance of defining certain words and phrases that may be interpreted differently by authors who are not native English speakers.³ For example, a running title may be limited to 20 characters. While we understand "characters" as including punctuation, Asian authors may interpret this differently because their language comprises characters. Defining terms such as "main text," "character," and font "point size" will clear up any misunderstandings. Beyond the definition of specific words, clearly delineate between what formatting points are required for submission and what formatting points refer to a specific style manual. Authors may become confused having to differentiate between the jour-

nal's style requirements and the journal's preferred style manual guidelines. This confusion will ultimately lead to frustration, and, as a result, the authors may not put any effort into correctly formatting their manuscript.

Examples and Additional Resources

Providing examples of formatting requirements throughout the guidelines is extremely helpful, especially when it comes to reference and heading style. Be sure the examples are consistent with your instructions, which may seem like an obvious point, but it's easy to miss an issue number that needs to be italicized or a heading that needs to be centered.

Many journals offer editing services such as ESL editing or technical editing. Highlight the availability of these types of services to your authors and encourage authors to utilize them. Include links or hyperlinks to these services in your guidelines to provide authors with easy access. It's also beneficial to include links to the journal's preferred style manual websites and any free resources that provide instructions on reference style formatting.

Think "Customer Service"

We want to make the submission process for authors as straightforward as possible. If they become easily frustrated with the guidelines and have to deal with multiple unsub-

missions of their manuscript, they may not want to submit to the journal again, not to mention it creates a headache for those checking in the papers. We may not think of our jobs in terms of customer service, but providing that type of support is essential to our daily tasks. So while some authors may think our "directions suck" and the "submission process is ridiculously and needlessly complex" no matter how clear the guidelines are, we know that we've done all that we can to make that process suck just a little bit less.¹

References

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- 2 *Ecology* Author Guidelines. [http://esajournals.onlinelibrary.wiley.com/hub/journal/10.1002/\(ISSN\)1939-9170/resources/author-guidelines-ecy.html#Supporting_Information](http://esajournals.onlinelibrary.wiley.com/hub/journal/10.1002/(ISSN)1939-9170/resources/author-guidelines-ecy.html#Supporting_Information). Accessed February 28, 2017.
- 3 Spurlock K, Kessler E. Improving Your Journal's Instructions to Authors. Presented at: ISMTE North American Conference; August, 2016; Philadelphia, PA. http://c.ymcdn.com/sites/www.ismte.org/resource/resmgr/events/2016/na/2016_na_handouts.pdf. Accessed March 1, 2017.

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It's the best way we know to serve you.

It's our privilege to play an active role in the journal publishing community, working directly with publishers on solutions to industry initiatives and workflow challenges, always looking to improve our own processes to better serve you.

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2017 ISMTE Awards

Call for Nominations

Nominations will be accepted for the 2017 ISMTE Awards until June 23, 2017.

Nominations are invited for 3 categories and may be submitted by members or non-members of ISMTE. All award candidates must be current members of ISMTE. The society/committee understands that not every member of ISMTE works in an environment where there are other editorial staff, and, therefore, our nomination process is purposefully unstructured and open to all.

Please note: Current members of the Awards and Scholarship Committee cannot be nominated.

Submit nominations to awards@ismte.org.

The ISMTE Awards will be offered in three categories:

- ISMTE Award for Excellence
- ISMTE Award for Achievement or Innovation
- ISMTE Jason Roberts Founder's Award

ISMTE Award for Excellence

Please submit a letter of nomination (100–350 words) outlining the work completed by the nominee and explaining why the nominee should be considered for the award. The winner will receive complimentary registration costs for a conference of his/her choice within a 12-month period and a plaque which will be presented at either a conference or local group meeting.

The ISMTE Award for Excellence recognizes members who are subject matter experts, routinely exceed expectations, and possess a successful track record in their publications by providing consistent excellent service and exemplary management. Nominations will be accepted from ISMTE members, as well as non-members who work with potential nominees.

ISMTE Award for Achievement or Innovation

Please submit a letter of nomination (100–350 words) outlining the achievement or innovation undertaken by the nominee and how it pushed current boundaries. The winner will receive complimentary registration costs for a conference of his/her choice within a 12-month period and a plaque which will be presented at either a conference or local group meeting.

The ISMTE Award for Achievement or Innovation recognizes members who proactively suggest and implement innovative solutions to achieve organizational objectives. Ideal candidates will have taken on a challenging assignment(s) beyond the scope of their role in order to implement positive change. Through this exploration and innovation, they will have pushed the boundaries of their role and expanded the definition of what it means to be a professional managing or technical editor. Nominations will be accepted from ISMTE members, as well as non-members who work with potential nominees.

ISMTE Jason Roberts Founder's Award

Please submit a letter of nomination (100–350 words) detailing the nominee's contribution to the industry. Specify the changes or innovations that the nominee has made to define the future of peer review. The winner will receive complimentary registration costs for a conference of his/her choice within a 12-month period and a plaque which will be presented at either a conference or local group meeting.

The ISMTE Jason Roberts Founder's Award recognizes members who have reshaped the industry through their contributions. Candidates will display an understanding of the industry while constantly seeking opportunities to improve it. Candidates influence other leaders to drive industry improvements and have a strong track record in leading large-scale change initiatives. Named in honor of ISMTE's founding president, this award recognizes members who have made extraordinary steps toward defining the future of peer review and editorial office management and development. Nominations will be accepted from ISMTE members, as well as non-members who work with potential nominees.

ISMTE Awards Frequently Asked Questions (FAQs):

Who is eligible to be nominated?

Current (paid) members of ISMTE can be nominated. Contact info@ismte.org to renew.

Who may submit a nomination?

Colleagues familiar with the nominee's work are preferred. Self-nominations and nominations written by the candidates themselves will not be considered by the committee.

Are there limits as to how many nominations may be submitted by a single institute/company?

There are no limits, and all nominations will be considered. However, in the case of one individual being nominated for more than one award, the committee will decide which award to vote for since only one award can be won by one individual in a given year.

Are ISMTE Awards given every year?

Yes. The awards have been presented annually since 2015.

Are word limits on nomination letters strictly enforced?

Yes. Word limits are necessary given the volume of nominating material received by the Awards Committee.

ISMTE Award for Excellence letter of nomination (100–350 words)

ISMTE Award for Achievement or Innovation letter of nomination (100–350 words)

ISMTE Jason Roberts Founder's Award letter of nomination (100–350 words)

Is the nomination process confidential?

All nominations are kept strictly confidential.

How are nominations evaluated?

The nominations are evaluated by the Awards Committee.

When are winners notified?

Winners are notified by the Awards Committee within 4-6 weeks of the closing date.

When are awards presented?

The awards are presented within a 12-month period at one of the conferences or alternatively at a local group meeting if the winner is unable to attend any of the conferences.

Email nominations to awards@ismte.org.

Calendar of Events

13th Annual Meeting of ISMPP

May 1-3, 2017
National Harbor, Maryland, USA
<http://www.ismpp.org/>

44th EMWA Conference

May 2-6, 2017
Birmingham, UK
<http://www.emwa.org/>

2017 ScholarOne User Conference

May 3-4, 2017
Madrid, Spain
<http://scholarone.com/sluc2012/>

2017 CSE Annual Meeting

May 20-23, 2017
San Diego, California, USA
<https://www.councilscienceeditors.org/>

COPE European Seminar 2017

May 25, 2017
London, England
<http://publicationethics.org/>

CrossRef Live in Boston

May 30, 2017
Boston, Massachusetts, USA
<https://crossrefboston.eventbrite.com>

SSP 39th Annual Meeting

May 31–June 2, 2017
Boston, Massachusetts, USA
www.sspnet.org

ISMTE North American Conference

August 10-11, 2017
Denver, Colorado, USA
www.ismte.org
EASE members receive ISMTE member registration rate

8th International Congress on Peer Review and Scientific Publication

September 10-12, 2017
Chicago, Illinois, USA
www.peerreviewcongress.org

ISMTE European Conference

November 9-10, 2017
London, England
www.ismte.org
EASE members receive ISMTE member registration rate

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A note on English: ISMTE aims to be a truly international society. English will represent our lingua franca, but we would like to stress that, in materials published in EON or online, variations in idiomatic usage and spelling should reflect the origins of the author. No one version of English is preferred over the other.

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