KUDOS

Kudos for Institutions

Kudos is a toolkit to help researchers ensure their work is found, read and applied by as broad an audience as possible. We provide a platform for explaining work in plain language, and for centrally managing communications via existing profiles and networks. We bring together a unique range of metrics to show researchers which activities are increasing readership, and to help them make their limited time for outreach more effective. Wherever they choose to publish or share work, Kudos provides a single, consistent toolkit for opening it up for new audiences, and improving the metrics by which researchers are evaluated.

What do researchers do with Kudos?

EXPLAIN
what their work is about and why it's important, and add links to other materials that set it in context

SHARE
trackable links generated by Kudos, via email and social networks, and to other websites

MEASURE
the effect on clicks, views, altmetrics, downloads and citations to learn which efforts and media are most effective

What does Kudos do for institutions?

- Motivate researchers to undertake more widespread outreach around their research, helping to build the institution's research profile
- Guide and motivate researchers to describe their work in plain language, making it more accessible to international audiences or those outside the field
- Surface researchers' communications – even those in closed channels such as email and Facebook – so you can acknowledge and amplify their efforts
- Give you a direct understanding of which channels and activities are most effective for improving performance, by connecting metrics back to specific actions by researchers
- Identify researchers who are successfully increasing readership of their work, so you can profile their approach to inspire and guide others
- Provide insight into work that is attracting interest (particularly when this is unexpected), so you can undertake broader promotion around it to maximize its visibility and help build the institution's research profile
- Collate plain language descriptions of your institution's research outputs, along with related resources and evidence; these can be presented in a showcase (e.g. for public or media engagement), or retrieved for use in other institutional profile or research information systems.
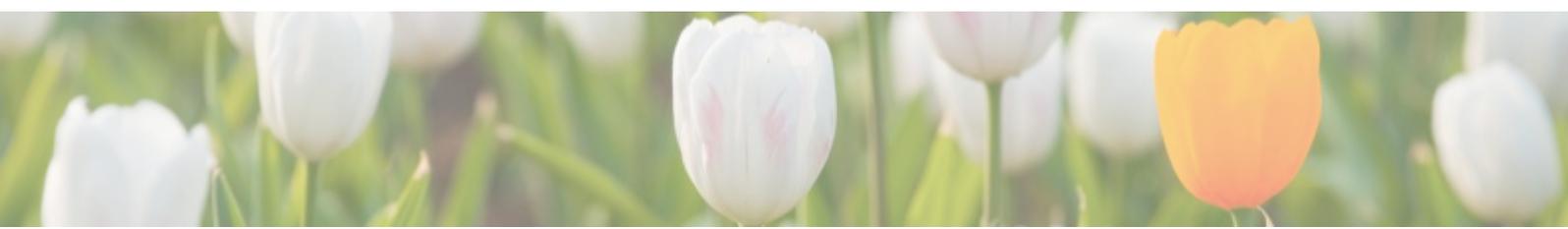
How does Kudos complement other systems?

Profile sites such as ResearchGate enable researchers to share work, but within a closed community; metrics only reflect views within that group. Kudos helps you understand this sharing in the context of a wider range of communications and metrics.

Media such as Twitter or email enable researchers to communicate about their work, but they often don't know how to track the effect of this. Kudos enables them to map responses from email or social sharing against measures such as downloads or citations.

Metrics providers such as Google Scholar, Scopus, Plum or Altmetric enable researchers to list their work and see citations or altmetrics. Kudos adds insight by showing which of their communications activities are improving these metrics.

Institutional sites enable you to track and share research but it can be hard to motivate researchers to use these systems. Kudos' unique range of metrics motivates researchers to explain and share their work; the material they add can be re-used in institutional systems.

How do we get started?

- Kudos for Institutions is available for an annual subscription fee
- You can join at any time – your subscription lasts one year from the date you sign up
- Multi-year subscriptions are available with discounted prices
- Kudos is quick to set up – no advance configuration is required; your dashboard can be switched on within minutes of you signing up.
- You receive access to an administrator dashboard for your institution, showing how your researchers are using Kudos, which publications they are explaining and sharing (via which channels), and which publications / researchers are attracting interest. Your dashboard also contains resources to support you in increasing usage of Kudos in your institution, and a toolkit for setting up a custom "showcase" page for your institution.
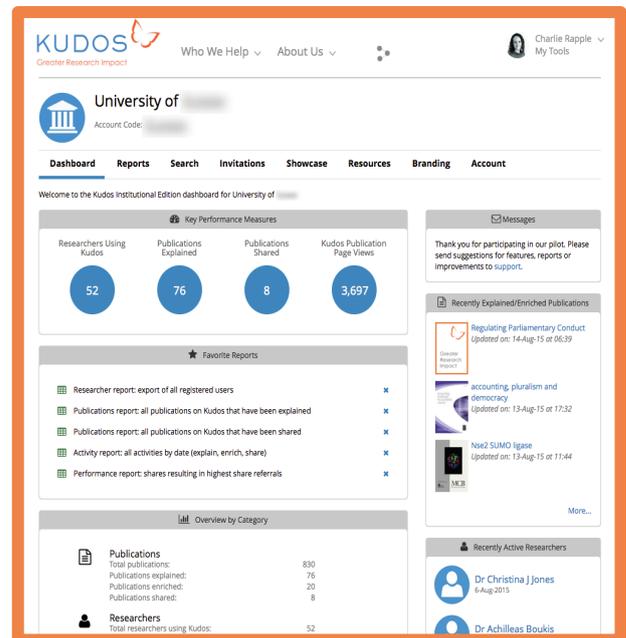
Contact Stephen Smith or see our website to learn more about Kudos for Institutions

steve@growkudos.com   www.growkudos.com