



## Social media to promote the journal Agronomy for Sustainable Development

Marjolaine Hamelin, Eric Lichtfouse

### ► To cite this version:

Marjolaine Hamelin, Eric Lichtfouse. Social media to promote the journal Agronomy for Sustainable Development. Cinquièmes journées du Réseau Médecin - L'édition scientifique publique en Europe: objectif 2020, Apr 2014, Strasbourg, France. 2014. hal-01189922

**HAL Id: hal-01189922**

**<https://hal.science/hal-01189922>**

Submitted on 1 Sep 2015

**HAL** is a multi-disciplinary open access archive for the deposit and dissemination of scientific research documents, whether they are published or not. The documents may come from teaching and research institutions in France or abroad, or from public or private research centers.

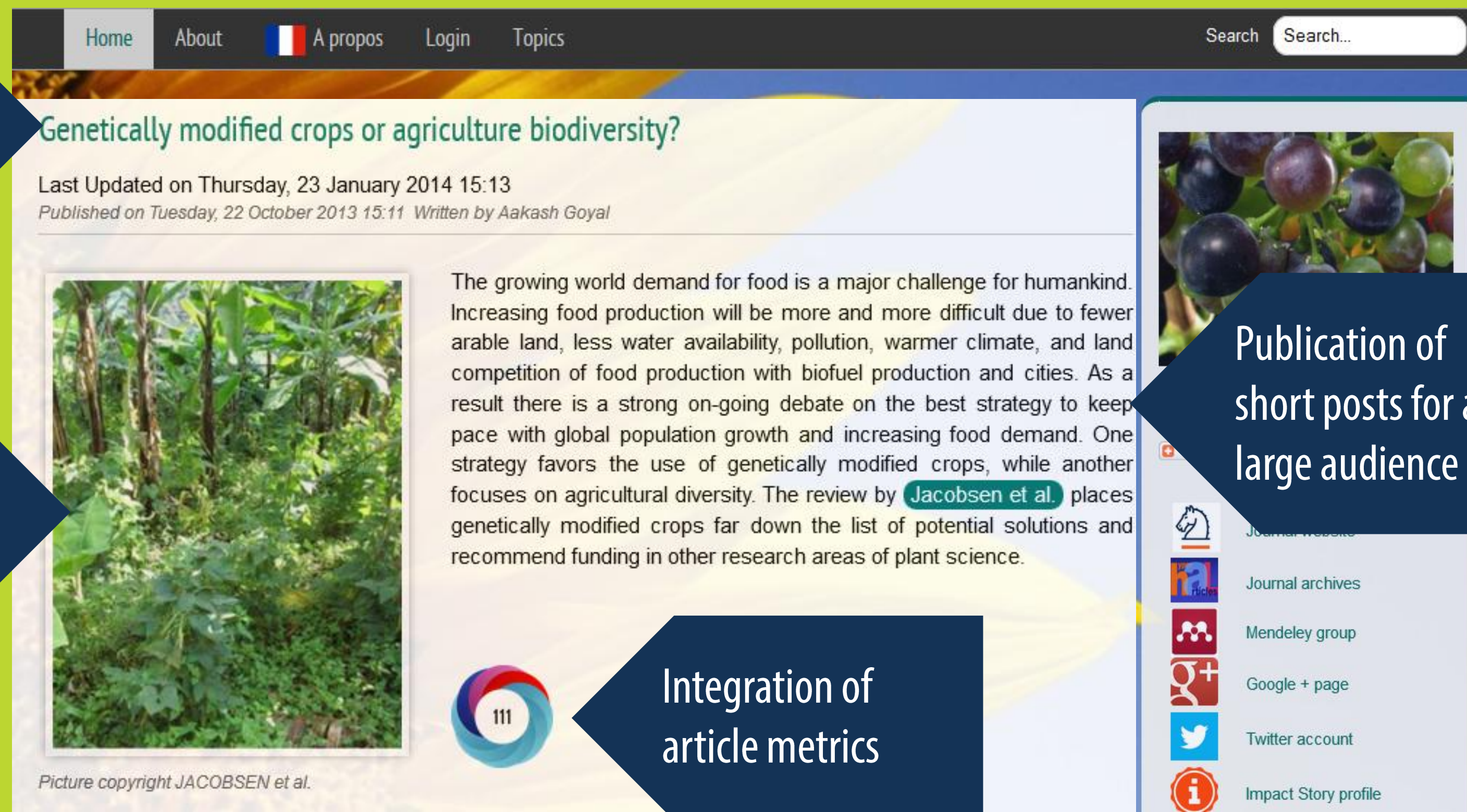
L'archive ouverte pluridisciplinaire **HAL**, est destinée au dépôt et à la diffusion de documents scientifiques de niveau recherche, publiés ou non, émanant des établissements d'enseignement et de recherche français ou étrangers, des laboratoires publics ou privés.



## JOURNAL BLOG

Short titles for a large audience

Communicative color photos



Publication of short posts for a large audience

Integration of article metrics

Inra peer-reviewed journal published by Springer

Agronomy for Sustainable Development

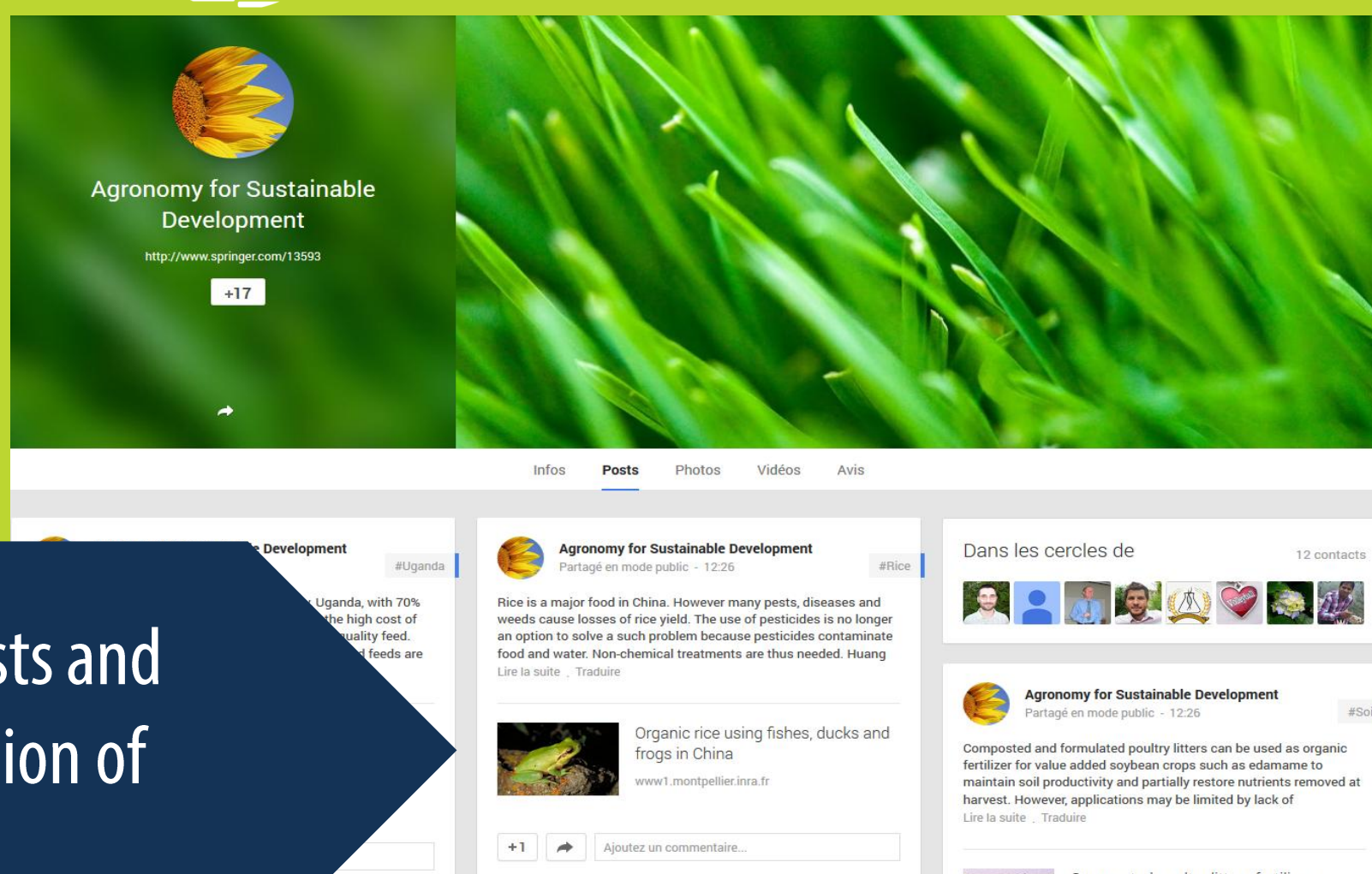


- 60 articles per year (800 pages)
- 4/78 (JCR Agronomy category)
- 2 years impact factor : 3.57

[www.springer.com/13593](http://www.springer.com/13593)  
[www.montpellier.inra.fr/agronomy-blog/](http://www.montpellier.inra.fr/agronomy-blog/)



## GOOGLE PLUS



Links to blog posts and automatic inclusion of photos

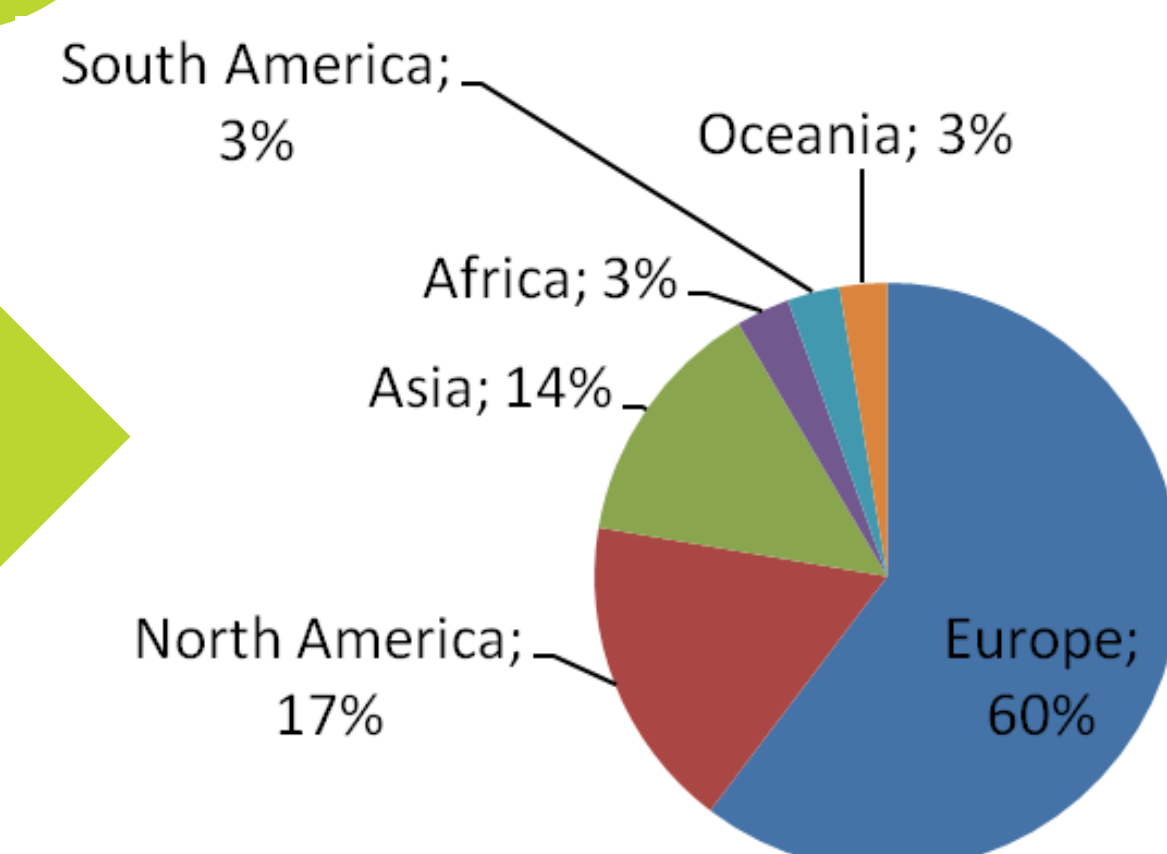


## TWEETER



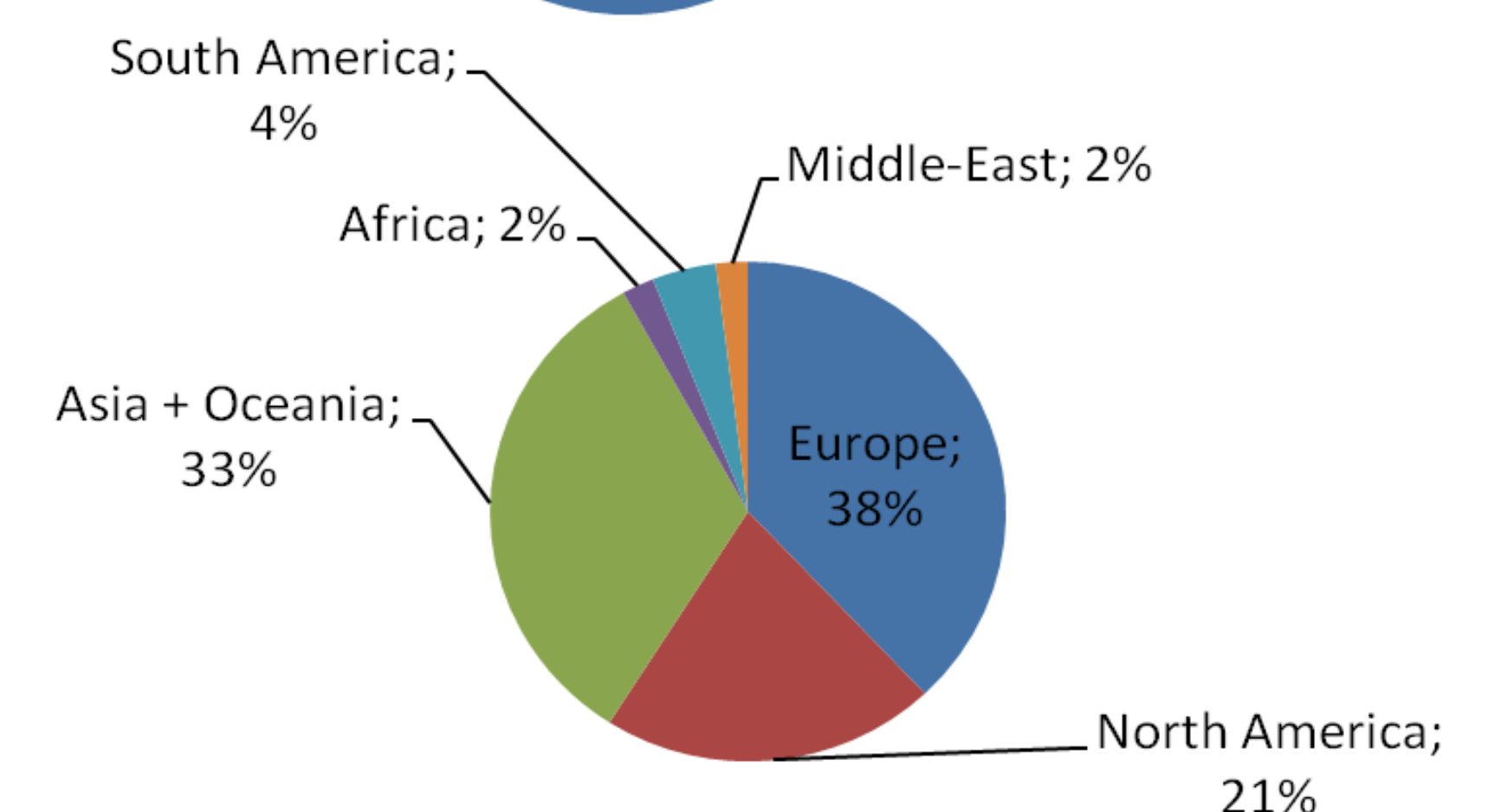
Automated tweet for each blog post

Downloads from the publisher website in 2013

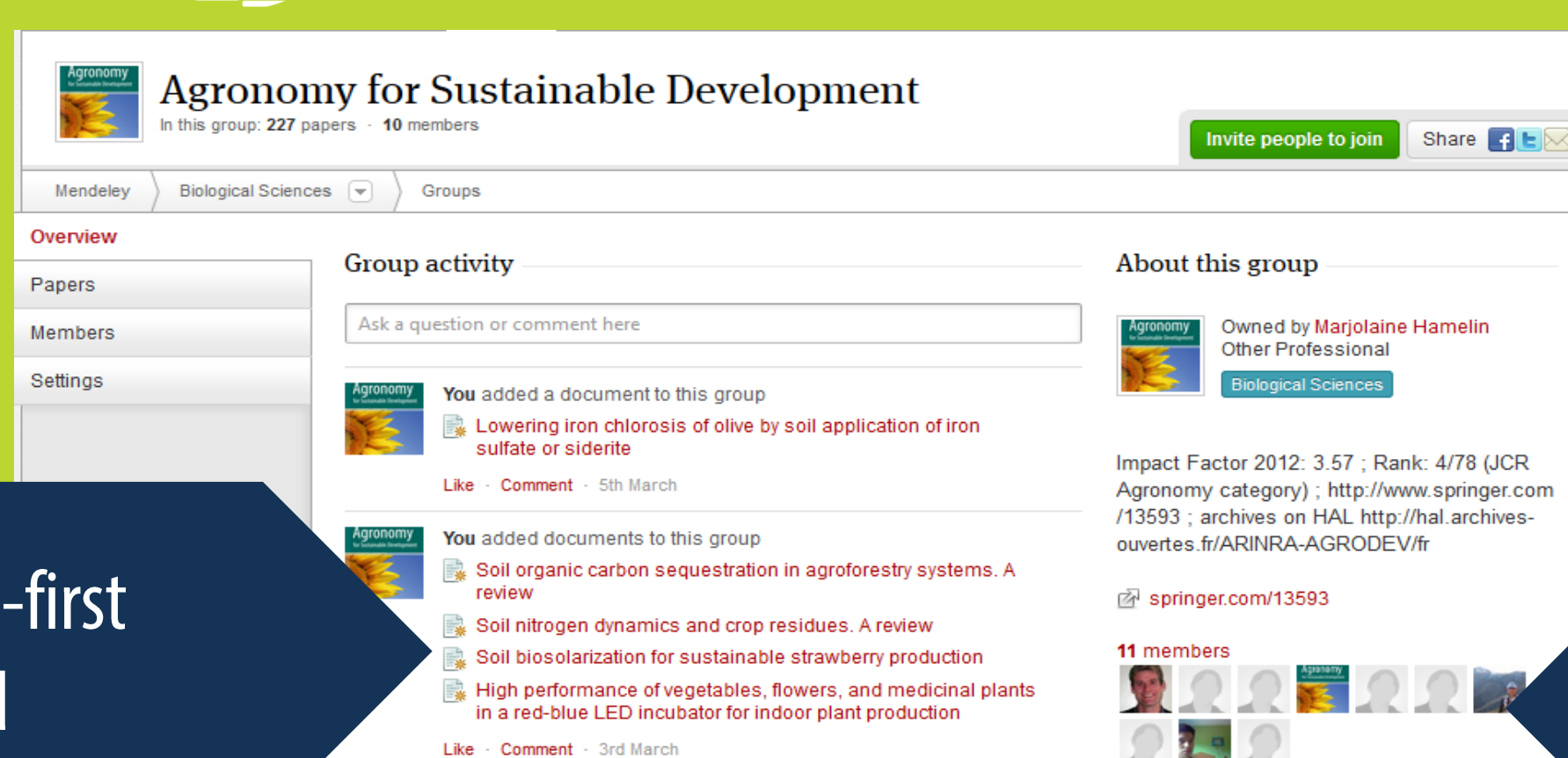


Different consultation patterns according to the source

Blog consultations in 2013



## MENDELEY GROUP



Import of each e-first article published

Readers community

*Take-Home Message*

Scientific publication landscapes evolve **very quickly**. International journals should **enhance their visibility** on the web to be competitive. Social media are a useful tool **to keep the contact** with potential readers and authors. **Images** are also an important **entry point** to articles.

