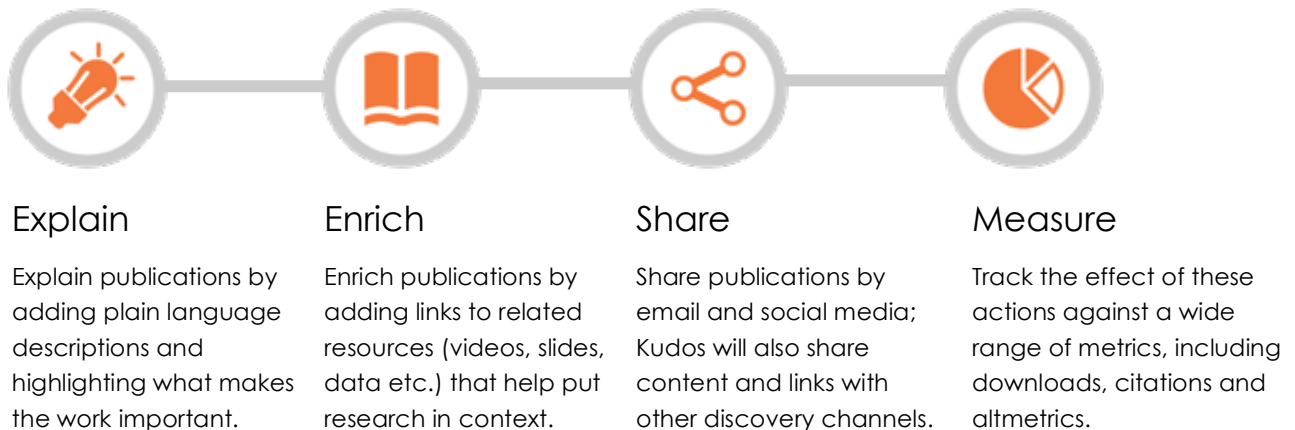


Increase the Reach and Impact of your Research

What is Kudos?

Kudos is a web-based toolkit that helps you maximize the visibility and impact of your publications. Using Kudos, you can explain and share your work for wider audiences, and measure the impact this has on downloads, citations and altmetrics. Kudos was launched in April 2014 and is already being used by over 43,000 researchers worldwide, supported by over 40 publishers including the American Association for the Advancement of Science, the Royal Society, Wiley, Taylor & Francis, and many others.

How do I use it?



You can do this across all the articles and book chapters that you have published with any publisher that is a CrossRef member. If you have already set up an ORCID®, it is easy to connect your Kudos and ORCID accounts to pre-claim in Kudos any publications you have already claimed in ORCID.

How much does it cost?

It's **free!** Kudos is supported by publishers and institutions for the benefit of researchers.

It's **easy!** It takes just a few minutes to claim and enhance each publication.

Get started today at www.growkudos.com



How does Kudos differ from other tools I use?

Kudos is the only toolkit specifically designed to help you take control of the reach and impact of your published work. It is the only system that provides you with tools and guidance for explaining and sharing your research for wider audiences. It is the only system that brings together in one place multiple datasets about the performance of your publications, and enables you to view all these data in one place, across different publications and platforms.

Other sites allow you to do parts of what Kudos does, for example:

- Create a profile (e.g. ResearchGate, Academia.edu, ORCID, Google Scholar Profile)
- Create a collection of publications (e.g. institutional repository / website / research information system)
- View metrics around publications (e.g. Altmetric, ImpactStory, Plum Analytics, Google Scholar Profile, Scopus, Web of Science)
- Upload related resources (e.g. YouTube / Vimeo for videos, Slideshare for slidedecks, Flickr / Pinterest for images, etc)

Only Kudos brings all of these activities together in one place and, most critically, gives you the tools to take control of your reach and impact.

What's in it for me?

- Plain language descriptions of your work make it easier for the following to understand the significance of your work:
 - your peers – maximizing readership and citations among those doing similar research
 - non-specialists in related fields – increasing cross-disciplinary readership and citations
 - non-English speakers – ensuring your work has impact globally
 - your institution and publisher – ensuring your work is accurately represented, for example to the media
- Multiple metrics in one place, mapped against your explaining and sharing actions, help you determine which activities and channels are most effective for communicating about your work, and ensure that you use your time efficiently.

Find out more, or get started, at www.growkudos.com

