



OPEN COMPETITION

TO PROMOTE SCIENTIFIC COMMUNICATIONS IN SOCIAL MEDIAS

Description



The RSBO network seeks to promote knowledge transfer and the access of credible information on social medias. The IMPACT AWARD will be given to any members who is first author on a high-quality journal and make a substantial effort to share it on social media (Facebook, Twitter, Blogs etc.). The jury will evaluate the applications based on 3 criteria's: 1) the impact of their publication on social media (example: Altmetric score), 2) the reactions and comments generated from their post on the RSBO Facebook page and 3) the efforts put by the candidates to promote their paper on social media. The applicants are invited to share their publication on the RSBO Facebook page.

Any member can apply to this competition. A prize of \$200 will be given with an opportunity to shoot a short video on the applicant's research project. We will offer a maximum of 1 award per month.



Eligibility Criteria

- Be a regular or a student member of the RSBO (be supervised or co-supervised by a regular member of the RSBO);
- Submit a project consistent with the Network's research priorities and in compliance with the ethical rules in force in the institution associated with the research;
- Be first author in the proposed publication;
- The applicant should share his/her publication on the RSBO Facebook page.
- A maximum of one application per fiscal year per member is allowed. The member, however, can be co-author on a different application by another member.



Required Documents

- Please fill the attach form
- Please add a short C.V. (3 pages maximum)



Documents should be send by email to:

Andrée Lessard
Coordonnatrice/Gestionnaire
Réseau de recherche en Santé Buccodentaire et Osseuse
andree.lessard@mcgill.ca

Tips to increase the visibility of your posts on social medias :

It is not enough to post your publication generate many reactions and comments. Here are a few tips to optimize the effects of your posts:

- Ask your friends to share, react or comment your post
- The more friends or followers you have, the more impact your post will generate since you are reaching more people.
- Videos bring more impact than a simple post of a publication

What is Altmetric?

Altmetric is using algorithms to evaluate the impact of a publication on social medias:

<https://www.altmetric.com>

The score is attributed according to the volume, source and author of the publication:

Volume: how many people reached, how many comments or reactions are generated after the post. Careful! If an individual is posting or reacting several times on the same publication, Altmetrics will give a score to the first reaction only.

Source: an article on a newspaper will generate more points than a blog; a blog will bring more points than a post on Facebook or Twitter. An article from the New York Times will generate more points than a local newspaper.

Author: a scientist making a comment with other scientists will generate more points than a journal advertising the manuscript.

Example of scores according to different sources :

Journal Article	8
Blog	5
Twitter (per comment or Tweet)	1
Facebook (per comment or like)	0.25
Sina Weibo	1
Wikipedia	3
Open Syllabus	1
Google+	1
F1000/Publons/Pubpeer	1
YouTube	0.25