Success in Publication

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Session Objectives:

- This session will explain ways to decrease barriers to becoming a successful author.
- 1) Strategies for finding time to write
- 2) Strategies to identify the right journal for your work
- 3) Tips to enhance your success at having a manuscript accepted
- 4) The manuscript submission process and how to navigate it.
- 5) What's next after your manuscript is accepted?
Key messages

- Follow the author guidelines or risk your manuscript being returned without peer review

- You never get a second chance to make a great first impression!
What to write?

– Ideas from practice, research
– Ideas from educational opportunities
– Viewpoints
– Responding to a request
Where to publish?

– What are you planning to say?
– What type of manuscript?
– Who is your intended audience?
– How quickly do you want to get the information ‘out there’
– How does it fit into your career plans/publication portfolio?
What is the publishable manuscript?

- Author guidelines
- Format
- Mission of the journal
- How do you craft a paper?
  - e.g., Dissertations into papers
  - Different types of papers, e.g. systematic review
Planning the Manuscript

– Use other like articles that have been published as a template

– Sketch out a plan and outline for the manuscript

– Think about the following:

  – What is my main message?

    What did I do?

    How did I do it?

    What did I find?

  – What are the implications?
SEO: Choose and place keywords wisely

Title: Core keywords/key-phrases

Abstract: Repeat core keywords/key-phrases 2 – 3 times, and add other field-related ones

Headings and body text: Consistent use of keywords

Make sure the terms you use are consistent:
e.g. which one: “dorsoventral”, “dorso-ventral”, “dorsal-ventral”? Which is more used in the literature?
When do you write?

– Only after floor is clean?
– Only after children, colleagues, significant other is serene?
– When you really feel like writing?
– Never?
Writing in teams

- Who is the writing team
- Authorship
- What are everyone’s expectations
Three Scenarios with Submitted Manuscripts

- Accept
- Revise and resubmit
- Reject - Typical reasons include:
  - Content is not new
  - A similar paper was recently published
  - Content too specialized or not specialized enough for the readership
  - Writing style not clear - a fatal flaw!
  - Poor writing
  - Logic and flow
Common problems / issues

– Done to death

– Do not follow author guidelines
  ▪ Too esoteric - left of field
  ▪ Fit, timing
  ▪ Way too short, way too long

– Setting within a broader context/international context

– Authors/authorship not clear
Peer review process

- What is involved in the peer review process

  ▪ Typical review criteria
  ▪ Possible outcomes of review process
    ▪ Accept, revise and resubmit, reject

- How to deal with feedback
  ▪ Typical reasons for revision

- Strategies for re-submission
Revising and Persisting!

– Important Facts to Remember

▪ Very few papers are accepted without revisions
▪ Many well written papers are rejected because the content and focus would be better suited to another journal
▪ The paper is NOT you!
Strategies for Resubmission

– Read the comments carefully and allow yourself a few days to “grieve”
– Remember that the comments are meant to be constructive with an aim to help create a stronger manuscript
– Put the comments away for a few days
– Evaluate the comments
– Seek guidance from seasoned authors
Suggestions for Revision

– Pay attention to and address the reviewers’ concerns

– If the reviewers’ comments contradict one another; it suggests that the content is not clear

– Highlight changes in the paper
Suggestions for Revision

– If you do not agree with a suggestion, provide a rationale for why you are not making the suggested change in the cover letter

– If you decide not to resubmit the paper to the same journal, a letter to the editor explaining your decision is professional courtesy
Exhausted

This process is wearing me out!
Why am I not finished when manuscript is accepted?

– Want the biggest dissemination of your work so:
– Use social media:
  – Blogs, podcasts, webinars
  – Tweet, Facebook etc.
Maximize the impact of your published research!

7 promotional tools to help ensure your work gets seen, read and cited.

**Conferences**
- Think about simple messages to promote your article at your next conference – whether networking with colleagues, or presenting formally.

**Publicity**
- Is your latest research newsworthy? Have you shared it with your local press office?
- No permission is required from Wiley for any press release, but we ask that you wait until the article is published online, refer to the relevant journal in the opening paragraph, and link to the final published version of the paper on Wiley Online Library.

**Social Media / Networking**
- If you run a blog, post about your article.
- Share a link to your article on Twitter, LinkedIn, Facebook or other social media platforms.
- Engage with any existing Society / College social media accounts.
- Join academic social networking sites such as ResearchGate and Academia.edu.

**The Wider Web**
- Update your faculty or professional website with an entry about your article.
- Register for your unique ORCID ID and add your article details to your profile.
- Find a Wikipedia page on a topic related to your article, and add a reference to your paper.

**Multimedia**
- Talk directly to potential readers and create a short video or podcast which conveys the essence of your paper. Ask your Wiley contact for more details.

**Email**
- Use Wiley Author Services to nominate up to 10 colleagues to receive free access to your article, or email a link to key colleagues.
- Sign up for journal content alerts, so you know when your article is officially published online.
- Add a link to your email signature.

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97% of authors stated they are likely or very likely to use the toolkit.
Helpful Resources

- For authors
- Ethics
- Peer review
Publishing Ethics Resources
Raising the bar on ethical challenges in research publishing

**Benefits**

**Support**
Offers a centralized location for authors to find guidance and get advice from real people.

**Clarity**
Provides understanding around ethical boundaries in a rapidly changing world of scientific research and publishing.

**Reduction in Misconduct**
Helps authors avoid committing scientific misconduct and breach of publishing ethics.

Wiley also has an internal Intellectual Property Group which provides guidance on escalated issues.
Author Services
Focuses on providing our customers with resources in four key areas:

1. Author, Reviewer and Editor Resource Center
2. Author Dashboard
3. Article Citation Metrics
4. Online Licensing Service

wileyauthorservices.com
The Resource Centers contain resources to assist authors, reviewers and editors with all steps of the publishing process. Including:

- Journal Finder
- Links to editing and translation services
- Links to submission sites
- Promotional toolkits for authors
- Peer review training tools
- Support for editors

Information authors want to know will be clear and easy-to-access with newly designed resource pages.
Wiley Researcher Academy

A comprehensive, online platform designed to deliver effective training on writing and publishing to authors across the entire global research community.

- Written by a global network of editors and experts
- 50+ hours of self-paced, digital learning
- Interactive learning format
- Collaborative community for networking and knowledge sharing
- Practice opportunities and assessments
- Customizable curriculum

Supporting Success in Research Publishing

Training courses on 14 publishing topics
Wiley Author Services Channel
Expert webinars on a broad range of publishing topics

- Introduction to Publishing
- Understanding Peer Review
- Maximizing Article Impact
- Open Access Publishing

Publishing Clinic: Write Your Next Paper with Success
Showcases work
Clearly links professional activities back to individual authors

Helps with career progression
Funders, institutions and societies can easily identify individual author's research

Spend more time conducting research
Minimize time spent entering repetitive data when reporting on past activities

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