Getting Found
Staying Found

Practical strategies for improving
discovery for online journals
(as told by Beatles songs)

About Us

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How we got here

- Public Knowledge Project's *Getting Found / Staying Found (2nd edition) (draft version: https://bit.ly/2rZ5TlK)* *- Feel free to comment!*
- Strategies, tips, and best practices
- Q & A session

1. *I Wanna Hold Your Hand*

What do new journals need to know about basic publishing standards in order to be discoverable?
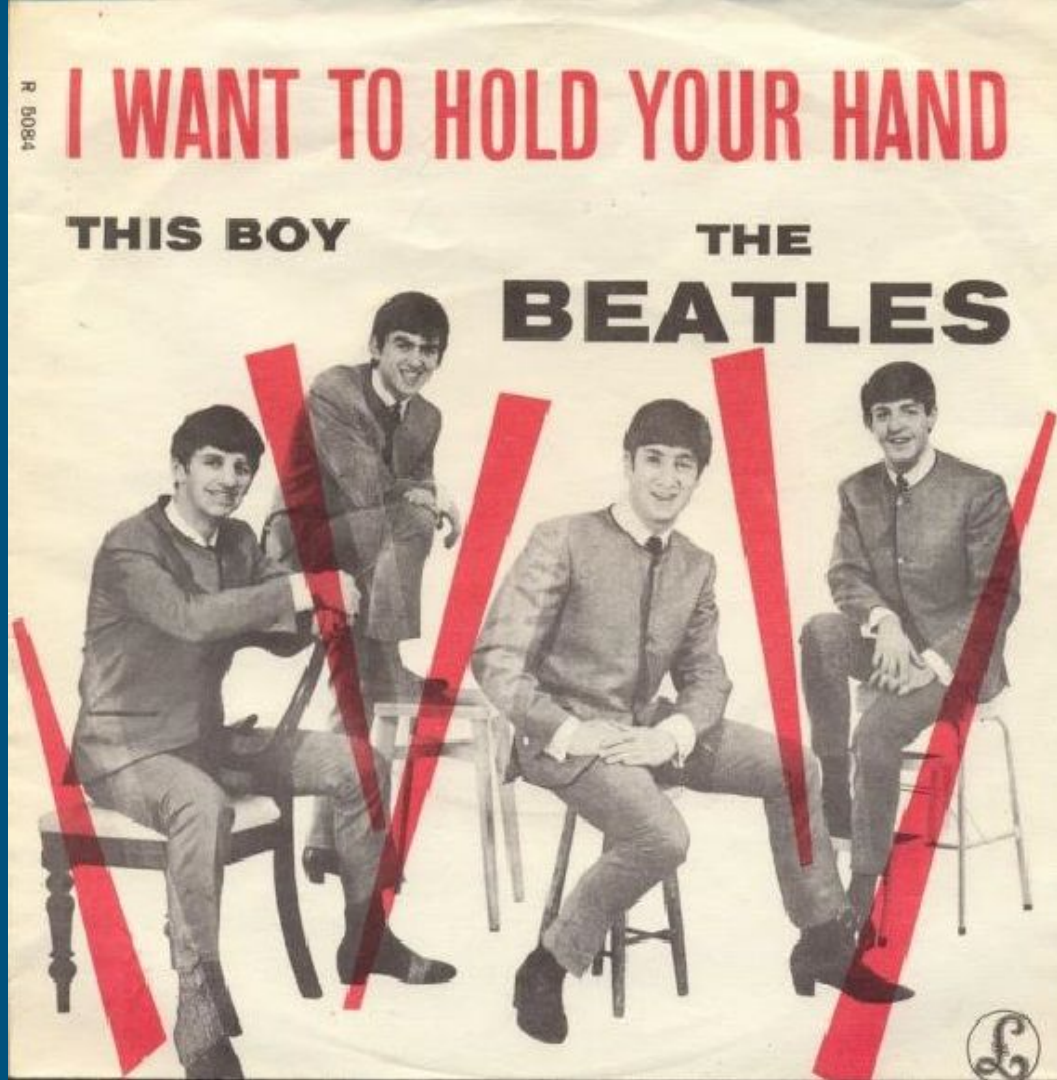
Summary

- PKP school (http://pkpschool.sfu.ca/) - setting up a journal
- Starting a new journal (Scholarly Kitchen)
- Basic workplan for new journal

2. A Hard Day's Night

How might we advise journals on best practices, policies and procedures?

Summary

- University of Alberta OJS copyright considerations
- OASPA: Best practices for licensing and attribution
- PKP Preservation Network (formerly PKP Private LOCKSS network)
- Principles of Transparency and Best Practice in Scholarly Publishing
- African Journals Online

3. Come Together

What steps are you taking within your library to ensure your journals are locally discoverable?
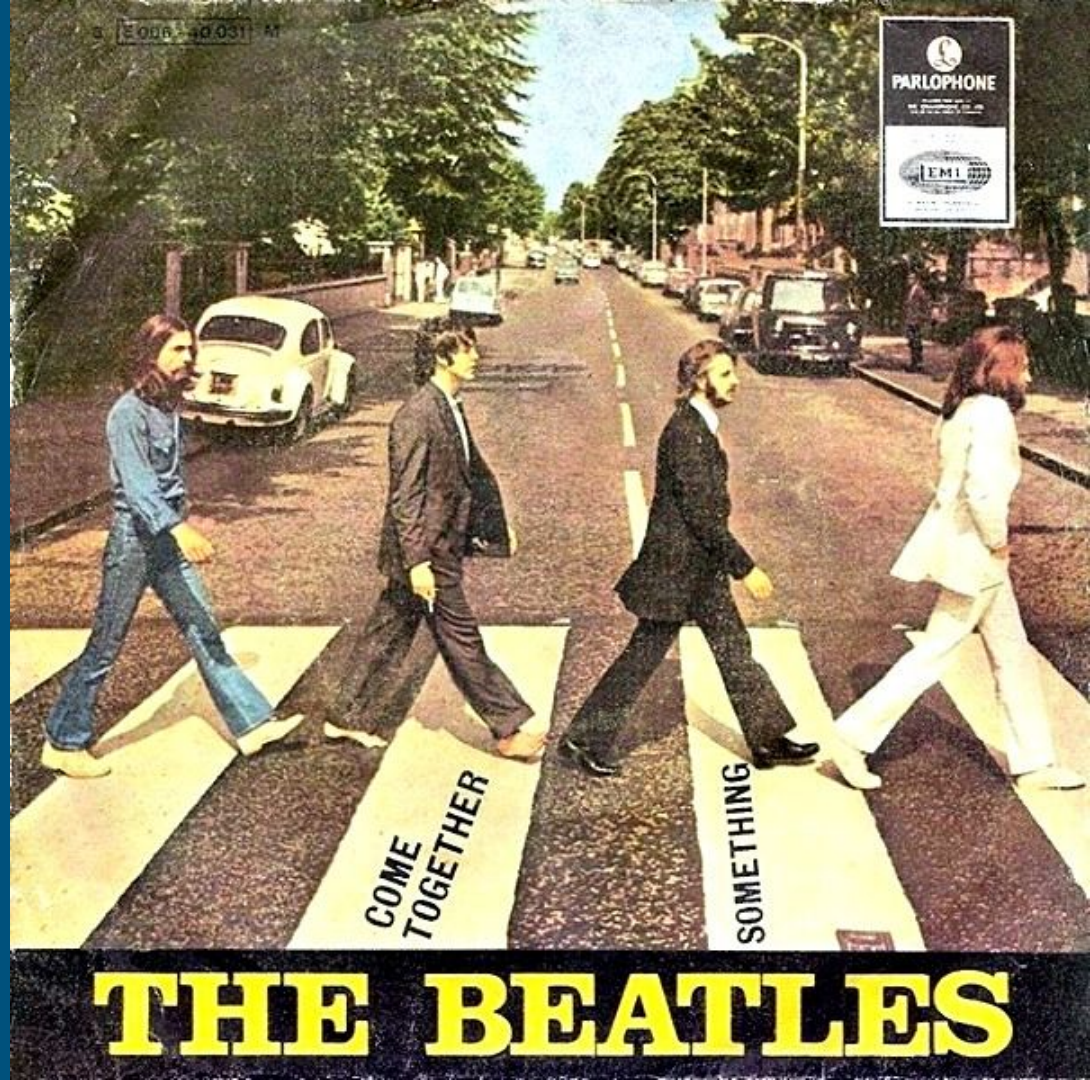
Summary

- Title level local cataloguing, sharing via WorldCat
- Knowledge bases for link resolvers, other vendor partnerships
- PKP index: https://index.pkp.sfu.ca
- Google Search Console

4. *Across the Universe*

Why is the DOAJ so important for OA journal discovery, and what strategies have you employed for inclusion?

Summary

- DOAJ is critical for any OA journal's discovery
- Directory of Open Access Journals
- OJS, Drupal, Wordpress all have DOAJ plugins that export metadata

5. *Hello Goodbye*

What has been your experience with indexing services and engaging with commercial aggregators?

Summary

- Systems of exclusion within major indexing services have deleterious effects on institutional rankings, particularly for those with less of a STEM focus
- Guidance for scholarly journals working with content aggregators

6.The Long and Winding Road

How do we manage the expectations of journals with respect to the process of growing their visibility and impact?

Summary

Managing expectations:

- Workload
- Sustainability
- Indexing timelines
- Prestige

7. *Here, There & Everywhere*

What marketing and promotion strategies have you used?

~~Summary~~ Shameless Plug

Whyte Appleby, J. et al. , (2018). What's in a Name? Exploring identity in the field of library journal publishing Journal of Librarianship and Scholarly Communication 6 (1) , p . eP2209 . DOI: http://doi.org/10.7710/2162-3309.2209

8. *With a Little Help From My Friends*

What other strategies have you used to advance discovery for the journals that you partner with?

Summary

- Embeddedness in critical referral networks
- Library strengths can be relied on in this area

Questions?? Comments? Stories?

ASK US!

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