

## Faulconbridge, James

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**From:** Cass, Noel  
**Sent:** 02 September 2015 10:24  
**To:** Faulconbridge, James  
**Subject:** FW: [Mobilities] 2014:49:2 Satisfying Everyday Mobility

Likewise...

**From:** [mobilities@lancaster.ac.uk](mailto:mobilities@lancaster.ac.uk) [<mailto:mobilities@lancaster.ac.uk>]  
**Sent:** 28 August 2015 12:06  
**To:** Cass, Noel  
**Subject:** [Mobilities] 2014:49:2 Satisfying Everyday Mobility

Dear James Faulconbridge and Noel Cass,

Thank you for submitting your revised article to *Mobilities*. I am pleased to inform you that it has been accepted for publication. Unfortunately, as a product of our success we have a backlog of articles awaiting publication and it may be a while before your article appears in print.

Howev. Promote your article on blogs, social media sites such as Twitter, Facebook, LinkedIn, and academic networks such as ResearchGate or Academia

There is debate over the size of the direct effect that social media activity has on the citations of a manuscript; however, it is clear that promoting your work in a public sphere where others can amplify its presence and instigate discussion has significant potential, as the rise in popularity of Altmetric impact measurements indicates. Papers that address areas of common human interest tend to be the ones that result in greater impact through social media.

Posting your papers and engaging in conversation about them may also help you build more rewarding and loyal relationships with readers and colleagues.

In favor of the effects of social media, an article in the *Journal of Digital Humanities*, titled “The impact of social media on the dissemination of research: results of an experiment” by Melissa Terras highlights what can happen when you promote an article on social media sites, particularly when the paper is open access ...

### 8. Make your article open access (OA)

It is well known that free and open-access papers increase the readership of articles, yet, as with social media, the effect of open access on citations is the subject of much scholarly debate. However, the SPARC Open Access Citation Advantage project has, to date, summarized 70 studies, 46 of which found a positive correlation between citations and OA status, so there appears to be growing evidence supporting the idea that free access to research increases the number of citations.

### 9. Optimize article keywords, titles, and abstracts

Ensure your title contains the most important words that relate to the topic and that these are repeated throughout the abstract in order to optimize its discoverability in search engines, databases, and repositories.

Keep your title as short as possible, and focus on describing the results rather than the methods, as studies such as this paper published in *Clinics* suggest that articles with short titles describing the results are cited

more often.

Use established subject-specific and index-standardized terms which readers are likely to be searching for.

As a final test, try searching for your keywords in a search engine to see whether they provide results matching the subject of your paper.

er, we anticipate your article will be sent to the publishers for production during the next few weeks when it will be copy-edited and formatted into the journal's house-style. You will receive an email from the publishers asking you to check a proof copy of the revised article. Your article will then be made available online and given a DOI number with which you can cite your article as forthcoming. In due course, (around late 2015) I will contact you regarding the intended date of hard-copy publication.

I look forward to publishing your article and thank you for contributing to Mobilities.

With best wishes,

Kevin Hannam  
Editor, Mobilities

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Referee 1:

[No comment]

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Referee 2:

[No comment]

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