Viewing Your Journal Through an Author’s Lens

Andrea Rindo
JITC Managing Editor
jitc.biomedcentral.com

CSE 2017 Inspiration

• Session 6.2 – Attracting New Authors
  • Mary Anne Baynes, Chief Marketing Officer, Overleaf
  • Stephanie Monasky, American Chemical Society
  • Elizabeth Yepez, Senior Publishing Manager, Springer Nature

• Led to review of journal from an author’s perspective

Simplify Submission Criteria

• Quick-reference quantitative editor recommendations
Focus on Turnaround Times

- Authors want to know how quickly you can publish their work – Let them know!
- JITC moved to a Continuous Article Publishing model in 2018
  - 45% improvement in turnaround times from acceptance to publication
- Editors given turnaround time data by section to spark competition

Engage and Support Authors

- Twitter engagement
- Article publication alerts to authors with tips on how to promote their work
- In-person interactions at meetings
- Journal-branded tips and resources
- Improved response times for author inquiries (via SITC and publisher)

Takeaway

Set aside time to pretend you are an author looking to submit at your journal as well as other journals.

If certain functions and services make it easier for authors to navigate other journals, they will come to expect the same service from your journal, as well.

Thank you!