Other librarians

Altmetrics are an increasingly popular way to measure the attention (and in some cases, the impact) that research receives online. They are made up of data from social media, mainstream media, peer review sites like Faculty of 1000 Prime, scholarly social bookmarking sites, and virtually anything else that can be text-mined from the Web. They're complementary to citations in that they're a) quicker b) available for more than journal articles (i.e. data, and c) can help to understand attention from the public, practitioners, policymakers, and other groups (in addition to other scholars).

Altmetrics data can be used in libraries (to make collection development decisions, for example), and is used by researchers and funders worldwide.

A handful of companies provide altmetrics, including Altmetric.com and Impactstory. You can find altmetrics for free in Scopus [if you have a subscription at your institution] or using the Altmetric bookmarklet. If you want to learn more, email <name> at <librarian's contact info here>.

Faculty

In addition to citations, many researchers are now using altmetrics to help them discover the popularity and influence of their work.

Here's an example of altmetrics for a recently published journal article.

Altmetrics are made up of data from social media, mainstream media, peer review sites like Faculty of 1000 Prime, scholarly social bookmarking sites, and virtually anything else that can be text-mined from the Web.

Some are using altmetrics when applying for grants and going up for tenure--they're a great way to find data to support arguments that your work is important.

You can find altmetrics for free [in Scopus [if you have a subscription at your institution] or] using the Altmetric bookmarklet. If you want to learn more, get in touch with <name> at <email address>.

Students

In addition to citations, many researchers are now using altmetrics to help them discover the popularity and influence of their work.

Here's an example of altmetrics for a recently published journal article.

Altmetrics are a great way to make the case that your work is important. They're especially useful for early career researchers who have yet to receive citations (altmetrics accumulate much faster than citations, and some types of altmetrics can signal later citations, too). You can use altmetrics in grant applications, job applications, and more.

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Department chairs

In addition to citations, some departments are now using altmetrics to help them understand the popularity and influence of their faculty's work. Likewise, some researchers are using altmetrics in their documentation when going up for tenure.

Here's an example of altmetrics for a recently published journal article.

Altmetrics are a great, data-backed way to make the argument that your work is important, and are especially good for showcasing the work of faculty who do "non-traditional" work (i.e. [developing software, data curation, open science, digital humanities]).

Departments are responding by adding support for altmetrics in tenure and promotion dossier preparation guidelines and offering training for faculty. [I think we should do the same.]

If you want to learn more, get in touch with <name> at <email address>.

Administrators

In addition to citations, some universities are now using altmetrics to help them understand the popularity and influence of their faculty's work. Likewise, some researchers are using altmetrics in their documentation when going up for tenure.

Here's an example of altmetrics for a recently published journal article.

Altmetrics are a great, data-backed way to make the argument that one's work is important, and are especially good for showcasing the work of faculty who do "non-traditional" work (i.e. [developing software, data curation, open science, digital humanities]).

Universities are responding by adding support for altmetrics in tenure and promotion dossier preparation guidelines and offering training for faculty. Indiana University's Faculty Council even issued guidelines for the responsible use of altmetrics and traditional metrics. [I think that our university should be doing the same.]
If you want to learn more, get in touch with <name> at <email address>.