Metrics illuminate the impact of your research outputs. Promotion and tenure committees, funders, advisory team leaders and potential collaborators are all interested in information about impact.

**But where to start?**
Your library can advise you on metrics that can help you to:

- **General research trends:** Provides insights into the ways people interact with individual pieces of research output (articles, conference proceedings, book chapters, and many more) in the online environment. [https://www.journalplus.com/learn/about-metrics](https://www.journalplus.com/learn/about-metrics)
- **Social media:** Includes bookmarks, code forks, favorites, followers, watchers.
- **Usage:** A way to signal if someone is reading the articles or other research outputs. For example: clicks, downloads, views, library holdings, video plays. Read more about PlumX metrics [https://www.journalplus.com/learn/about-metrics](https://www.journalplus.com/learn/about-metrics)
- **Citations:** Indicates that someone wants to come back to the article and see if it be a leading citation of future citations. For example: blog posts, comments, reviews, Wikipedia references, news media.
- **Mentions:** A way to tell that people are truly engaging with the research. Examples: blog posts, comments, reviews, Wikipedia references, news media.
- **Outputs in top percentiles:** The higher the percentile benchmark, the better. This is available in Scopus for citations, and also for Mendelay meadship and tweets. Particularly useful for authors as a way to corroborate citation counts for journal articles, or as an indicator of academic impact.
- **Document count:** For document count including Scopus, ResearcherID, CrossRef (for team leaders) and PubMed. A researcher using document count should also provide a list of other metrics that can help them with individual pieces of research output (articles, conference proceedings, book chapters, and many more) in the online environment. [https://www.journalplus.com/learn/about-metrics](https://www.journalplus.com/learn/about-metrics)
- **Citation count:** A simple measure of attention for a particular article, journal or researcher. It is with all citation-based measures, it is important to be aware of citation practices. The paper "Effective Strategies for Increasing Citation Frequency" lists 33 different ways to increase citations.
- **CiteScore:** A simple measure of attention for a particular article, journal or researcher. It is with all citation-based measures, it is important to be aware of citation practices. The paper "Effective Strategies for Increasing Citation Frequency" lists 33 different ways to increase citations.
- **Field-Weighted Citation Impact (FWCI):** A simple measure of attention for a particular article, journal or researcher. As with all citation-based measures, it is important to be aware of citation practices. The paper "Effective Strategies for Increasing Citation Frequency" lists 33 different ways to increase citations.