

Društvene mreže i znanstveni časopisi

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@UdrugaZnak



Zrinka Pongrac Habdija, jezična urednica
Food Technology and Biotechnology

@FTBjournal

HR EASE - ZNAK sesija, 6. srpnja 2022.

Zašto?

(bi časopisi trebali biti prisutni na društvenim mrežama)

- proširiti publiku
- podijeliti nova istraživanja
- povećati vidljivost časopisa
- pronaći nove suradnike
- može utjecati na JIF (Twitter – TIF=Twitter Impact Factor)

WoS – između 7,1 i 14,2 % časopisa iz različitih disciplina koristi Fb i Twitter

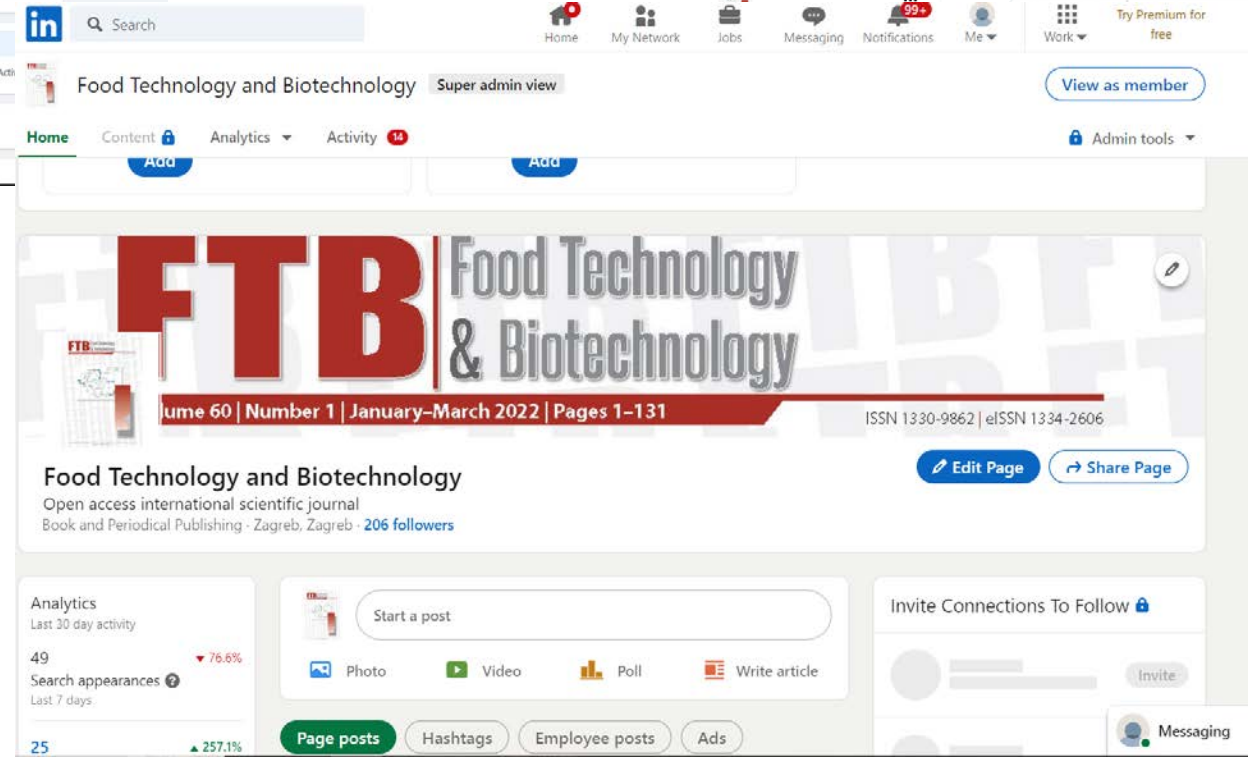
Koje informacije?

(dijeliti na društvenim mrežama)

- objave novih članaka
- izlazak novog broja časopisa
- obavijest o člancima u najavi (in press)
- forum za raspravu, postavljanje pitanja
- ostale informacije, preporuke, aktivnosti časopisa

Objave se najčešće dijele u: općenite novosti, promocije, novosti o istraživanjima, promocije istraživanja, interaktivne objave

FTB na društvenim mrežama



Primjer objave novog rada i izlaska novog broja

Food Technology and Biotechnology
Published by Zrinka Denis Habdija · 25 January ·

Identification and Characterization of a Novel Plasmid-Encoded Laccase-Like Multicopper Oxidase from *Ochrobactrum* sp. BF15 Isolated from an On-Farm Bio-Purification System
<http://www.ftb.com.hr/.../1740-identification-and...>
[#openaccess](#) [#openscience](#) [#biotechnology](#) [#plasmid](#) [#laccase](#) [#biopurification](#)

83 People reached 1 Engagement ↓ -2.7x lower Distribution score [Boost post](#)

FTB journal @FTBJournal · Apr 4
Here we are again! 😊 Hope you are as excited as we are to see our [#latest #issue](#) out, ready to be read! Tell us what you think! 🙌📖
ftb.com.hr/current-issue
[#FTBJournal](#) [#openaccess](#) [#openscience](#)

FTB Food Technology & Biotechnology
Volume 60 | Number 1 | January-March 2022 | Pages 1-122
ISSN 1220-8062 | eISSN 1744-2006

Preporuka: koristiti # specifične za časopis ili članak

Primjeri dijeljenja objava

**Food Technology and Biotechnology**
Published by Zrinka Denis Habdija · 9 March · 🌐

We invite you to join us live this year!
https://m.facebook.com/story.php?story_fbid=2065603326950612&id=578810135629946



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129	8	–
People reached	Engagements	Distribution score

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 Comment as Food Technology and Biotechnology



**Food Technology and Biotechnology**
Published by Zrinka Denis Habdija · 23 May · 🌐

11th Central European Congress on Food and Nutrition will be held in Slovenia. Under the motto "Food, technology and nutrition for healthy people in a healthy environment", it will take place between 27 and 30 September in Čatež ob Savi. You can submit an abstract of your work or register for the event. For more information visit <https://cefood2022.si/>
[#cefood](#) [#Congress](#) [#FTBjournal](#)



TUE, 27 SEP-30 SEP
11th CEFood 2022
Topliška cesta 35, SI- 8250 Brežice, Slovenija
3 people going

58	4
People reached	Engagements

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Plum Analytics by Elsevier

<https://plumanalytics.com/learn/about-metrics/>



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About PlumX Metrics

PlumX Metrics provide insights into the ways people interact with individual pieces of research output (articles, conference proceedings, book chapters, and many more) in the online environment. Examples include, when research is mentioned in the news or is tweeted about. Collectively known as PlumX Metrics, these metrics are divided into five categories to help make sense of the huge amounts of data involved and to enable analysis by comparing like with like.

PlumX gathers and brings together appropriate research metrics for all types of scholarly research output.

We categorize metrics into 5 separate categories: Citations, Usage, Captures, Mentions, and Social Media. (Watch a brief overview about PlumX Metrics.)

The Five Categories:

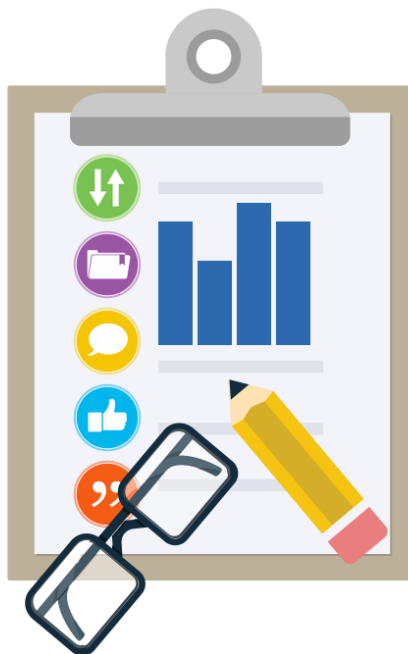


Citations – This is a category that contains both traditional citation indexes such as Scopus, as well as citations that help indicate societal impact such as Clinical or Policy Citations.

Examples: citation indexes, patent citations, clinical citations, policy citations [Learn more](#)



Usage – A way to signal if anyone is reading the articles or otherwise using the research. Usage is the number one statistic researchers want to know after citations.



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Citations – This is a category that contains both traditional citation indexes such as Scopus, as well as citations that help indicate societal impact such as Clinical or Policy Citations.

Examples: citation indexes, patent citations, clinical citations, policy citations [Learn more](#)



Usage – A way to signal if anyone is reading the articles or otherwise using the research. Usage is the number one statistic researchers want to know after citations.

Examples: clicks, downloads, views, library holdings, video plays [Learn more](#)



Captures – Indicates that someone wants to come back to the work. Captures can be an leading indicator of future citations.

Examples: bookmarks, code forks, favorites, readers, watchers [Learn more](#)



Mentions – Measurement of activities such as news articles or blog posts about research. Mentions is a way to tell that people are truly engaging with the research.

Examples: blog posts, comments, reviews, Wikipedia references, news media [Learn more](#)



Social media -This category includes the tweets, Facebook likes, etc. that reference the research. Social Media can help measure “buzz” and attention. Social media can also be a good measure of how well a particular piece of research has been promoted.

Examples: shares, likes, comments, tweets [Learn more](#)

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sensory attributes was investigated. Additionally, *Arthrospira platensis* was used as reference in sensory analysis.

Results and conclusions. Nitrate- and phosphate-rich media (BG-11 and algal) enhanced the biomass productivity. However, the highest production (23.10 and 11.86 mg/(L-day) by strains SM1 and L2 respectively) and carbohydrate content (34.79 and 44.84 % by SM1 and respectively) were obtained with the nitrate-deficient f/2 medium. Regardless of the used medium, the lipid profile of *Chlorella* sp. SM1 and *gaditana* L2 remained adequate for different applications with >50 % C16-18 as the main fatty acids. Significant increase in oleic acid (C1 content was recorded in response to nitrogen deficiency, being the highest in SM1 in f/2 medium (34 %). Nitrogen deficiency was also found enhance phenolic compound (expressed as gallic acid equivalents, 48.8 and 35.1 mg/g in SM1 and L2 respectively) and carotenoid content (2.2 and 2.0 mg/g in SM1 and L2 respectively). Due to its interesting antioxidant potential, *Chlorella* sp. SM1 was used at different concentrations (0.2, 1 and 1.5 %) to enrich the ricotta cheese. The sample with 0.2 % *Chlorella* sp. SM1 was found to give the most appreciated product.

Novelty and scientific contribution. This study presents the production of an innovative ricotta cheese using *Chlorella* sp. as a functional ingredient, without altering the manufacturing procedure, while maintaining acceptable sensorial characteristics. The biochemical composition of the used strains varied depending on the culture medium composition, which enabled the accumulation of phytonutrients of interest.

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PlumX Metrics



Effects of Growth Medium Variation on the Nutri-Functional Properties of Microalgae Used for the Enrichment of Ricotta

Citation Data: Food Technology and Biotechnology, ISSN: 1334-2606, Vol: 60, Issue: 1, Page: 29-40
Publication Year: 2022

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Effects of Growth Medium Variation on the Nutri-Functional Properties of Microalgae Used for the Enrichment of Ricotta
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Effects of Growth Medium Variation on the Nutri-Functional Properties of ...

1:31 PM · Apr 15, 2022



Article Description

Research background: sustainable source of antioxidants, vitamins and minerals that can ameliorate food quality. The biochemical composition was modulated by varying the growth medium. The aim of this study is to optimise the nutritional value of microalgae that can be used as a functional ingredient. Nannochloris were screened for growth

Bibliographic Details

DOI: [10.17113/ftb.60.1.2022.1](https://doi.org/10.17113/ftb.60.1.2022.1)
PMID: [35440884](https://pubmed.ncbi.nlm.nih.gov/35440884/)
URL ID: <http://www.ftb.com.hr>

Hashtag vs. Handle

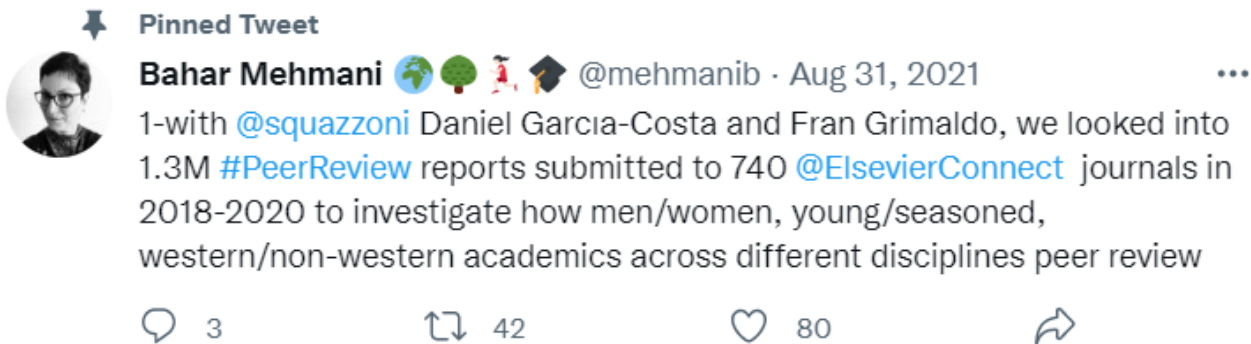
@ = HANDLE

- služi za identifikaciju, npr. @imeprezime, @FTBjournal, @UdrugaZnak, pomoću toga se drugi mogu obratiti vama, a vi se možete obratiti drugima

= HASHTAG

- predstavlja temu koju tražite/o kojoj pružate informaciju
- ne razlikuje velika od malih slova, ali mogu se koristiti da je lakše pročitati: npr. #maybenever → "May ben ever", ali → #MaybeNever
- treba koristiti bez interpunkcije: npr. #I'msorrynotsorry → #I → #Imsorrynotsorry; dakle umjesto #punctuation-free → #nopunctuation

Primjer upotrebe @ i



Neki od # koje koristi FTB:

#FTBjournal #openscience #openaccess #ScholarlyCommunication
#foodtechnology #biotechnology i one vezane uz temu pojedinog rada

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Ivan Đikić
@iDikic2

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Cancer cell signaling: Linking molecular knowledge to cancer therapy

The purpose of this year's EMBO workshop on cancer signaling is to accelerate our understanding of cancer at the molecular, cellular, and organismal levels in ...

8:34 PM · Jun 19, 2022 · Twitter Web App

30 Retweets 1 Quote Tweet 66 Likes



Ključne riječi

Variraju ovisno o području i specijalizaciji:

- medicina: patient, cancer, health, disease, vaccination, nurs(e/ing), care
- biotehnologija: biotechnology, bioengineering, pharma, immunology, genetic engineering, molecular biology
- informatika: analytics, big data, cloud computing, webdesign, open source
- umjetnost: art, film, museum, photography, painting
- društvene znanosti: histor(ic/ical), polit(ics/ical), public, women, law

Odaberite riječi ključne za vaše područje, one koje bi čitatelji mogli koristiti pri pretraživanju da pronađu vaš sadržaj na mrežama.

One najpopularnije mogu poslužiti i kao hashtagovi: #bigdata #opensource

Kako započeti na društvenim mrežama?

1. **Pripremite svoj profil: odabir imena i strategije.**
 - Za ime profila je najbolje koristiti naziv časopisa.
 - Odaberite vizualni identitet: profilnu sliku koja će predstavljati vaš časopis i naslovnu fotografiju
 - Navedite točne podatke i ažurirajte ih redovito: čime se bavite, kontakt podaci, itd.
2. **Izgradite svoju mrežu: započnite pratiti srodne objave** (institucije, druge časopise iz područja, organizacije i pojedince)
3. **Objavljujte:** budite redoviti, ali ne pretjerujte s brojem objava
 - objave neka budu kratke, previše informacija odbija čitatelje. Moguće ih je podijeliti u više objava
 - slika (fotografija, grafikon, skica, video, itd.) uz objavu povećava vidljivost: odabir dobre slike koja prati temu je bitan. Moguće je koristiti slike iz objavljenih radova, a ako ih nema budite oprezni s autorskim pravima slika koje skidate s interneta
 - odgovarajte na komentare i pitanja, uključite se u diskusije. Budite pristojni 😊
4. **Povežite više svojih profila** (uključujući i blog)
5. **Pratite hashtagove**
6. **Testirajte i improvizirajte** 😊

Zaključak

Sve je to samo zabava... 😊

Ne bojte se eksperimentirati, isprobavajte, pratite što se događa s vašim objavama te ih prilagodite.

Hvala! 