

Creating global visibility for SciOpen

Customer:

Tsinghua University Press.

Industry:

STEM publishing

Customer Use Case:

Social media account management, including organic and paid content strategy.

Challenge:

Enhance the global visibility of the SciOpen brand and content to a global audience via X (Formerly Twitter), Facebook and LinkedIn.

Tsinghua University Press (TUP) is an integral part of China's most prestigious university and one of China's leading publishers, publishing up to 3,000 new titles each year. TUP place great importance on international development and has recently released 38 academic journals in English, 7 of which have been indexed by SCIE, and 6 indexed by ESCI. SciOpen is a professional open-access resource for the discovery of scientific and technical content published by Tsinghua University Press and its publishing partners, providing online resources covering Natural Science, Engineering and Technical Science, Medical Science and Humanities and Social Science.

The brief from TUP to Charlesworth, was to position SciOpen as the go-to resource for publishers, researchers and readers globally, whilst also increasing the readership of the research hosted on the platform.

Amid several social media platform and algorithm updates, especially on X, 2023 has presented various challenges for achieving organic growth and increased visibility and engagement. Despite these challenges, Charlesworth's evolving organic content strategy across all platforms and optimised paid ads on LinkedIn have achieved positive outcomes on behalf of SciOpen with a rising social media following, engagement and global visibility.

Solution:

As part of the global marketing services package, Charlesworth provided SciOpen with organic and paid social media management and strategy services across X, Facebook and LinkedIn. Through active platform engagement by Charlesworth and proactive content planning, developed jointly by SciOpen and Charlesworth, the results from the first 12 months include:

- 1,860% organic growth of the SciOpen X profile.
- Successful launch of a LinkedIn profile, accompanied by a targeted paid, multi-funnel campaign.
- Increased global visibility of SciOpen and its content across all three social media platforms, with combined organic impressions of over 53,500.
- Data-driven content strategy and recommendations.

“ Charlesworth’s expertise and strategic approach has elevated the global visibility of SciOpen and helped to establish the platform as a leading open-access resource. ”

Hao Jin, Marketing Manager, Tsinghua University Press Journal Publishing.

The collaboration between Tsinghua University Press and Charlesworth has begun to transform SciOpen into a globally recognised resource, serving as a testament to the effectiveness of the successful collaboration between TUP and Charlesworth and the high-quality content published Open Access on the SciOpen platform.

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