IOP Publishing WeChat

IOP Publishing upgrades publishing process to combat regional challenges with WeChat integration

Authors in China receive instantaneous WeChat automated article status updates

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Challenge

Always striving to increase accessibility to vital scientific content, scientific publisher IOP Publishing of the Institute of Physics actively collaborates with the science community to support this continued vision. IOP Publishing's proprietary Track My Article website tool helps authors track the status of their article at any time. Technical challenges like websites and tools outside of China performing slower than those hosted in China, and navigation and content primarily being in English from Western publishers can pose difficulties for these authors.

IOP Publishing wants to ensure uninterrupted effective communication throughout the entire publishing process for all its authors. The thriving Chinese author community needs swift, efficient and suitable communication for article publishing status updates.

Solution

"*Our Track My Article service receives 800,000 requests a year and makes it as easy as possible for researchers to track the status of their article with IOP Publishing. With so many of our submissions now coming from China, and with WeChat the dominant communication method used by researchers in the country, we recognised it was essential to offer Track My Article via the Charlesworth WeChat services.*

Chinese authors can now get live updates on their article by following IOP Publishing on WeChat and then providing their article ID. We've received over 20,500 enquiries to the service since launch and overwhelmingly positive feedback from Chinese authors."

Social media apps are the most dominant form of communication in China, with WeChat having the highest number of the market share at over 1.17 billion users. IOP Publishing already has an active WeChat account established in 2017 to engage with the community and qualified the success of using a regional platform as a communication tool. By developing a solution with their partner, China experts The Charlesworth Group, IOP Publishing can now enhance their WeChat account effectively to communicate and measure the article publishing process to their authors in China.

24/7 automated communication to authors in China

Efficient integration from start to finish in just 4 weeks

Following four weeks of specification, roll out, and testing, The Charlesworth Group successfully integrated IOP Publishing's Track My Article tool into their WeChat account and launched in November 2020. Using their specialist in-house Charlesworth Gateway technology, The Charlesworth Group has enabled the tool to be built straight into the existing WeChat account. The status messages appear as any WeChat notification and can be requested 24/7. Authors can address any specific tasks quickly to improve the likelihood of their article being accepted, e.g. directing authors to IOP Publishing's editing solution.

It is now simple for authors in China to locate the Track My Article tool in the WeChat account as a follower and enter their unique paper ID to receive a status update within seconds.

Conclusion

IOP Publishing has seen a 25% increase in WeChat followers in the first six weeks following the WeChat account integration. By increasing the IOP Publishing WeChat account's awareness and engagement, they are improving their return on investment (ROI) and opening up new possibilities for marketing communication.

25% increase in WeChat followers in first 6 weeks

20,500+ self-service author requests in first 5 months since launch

In the five months since launch (November 2020 to April 2021), there have been over 20,500 selfcheck requests through the WeChat integrated tool (7,000 in the first three months). Authors in China can check their article's status, which helps reduce the number of queries coming into editorial teams. Powerful WeChat analytics from The Charlesworth Group support IOP Publishing in continually monitoring author self-service article behaviour.

In addition to improving user experience, the WeChat integration helps improve IOP Publishing author engagement with strategic marketing alignment, including growing article submissions and increasing author retention.

Select Track My Article from the menu

Receive a notification and send the paper ID

Receive a notification about the status of the article

Get in touch about how we can support you: info@cwrepresentation.com