Dear Colleagues

Congratulations on successfully hosting the Open Access seminar at Wits on Monday, 22 October.

This is an important annual initiative as Wits moves towards embracing OA and interrogates related issues around plagiarism, predatory publishing, and eLearning, etc.

Wits Communications provided the following support:

- Attended the OA seminar
- Wrote a story about OA at Wits. The story has been shared across social media 15 times from this platform.
- Featured the OA seminar prominently in the editorial of the Wits Weekly (attached) within the context of International Open Access Week, and hyperlinked to:
  - The story on Wits News
  - Wits OA policies and guidelines
  - Wits eResearch
  - the OA programme at Wits University Press
- The story was subsequently republished by Daily Higher Education News (attached), which is positive, given the importance of OA in the HE sector broadly
- Shared the story on Wits’ Facebook, Twitter and LinkedIn platforms. The following insights refer:

  **LinkedIn**
  University of the Witwatersrand
  Today is the last day of International Open Access Week. OA refers to the practice of making published, peer-reviewed research freely available to the public. Wits has embraced OA and at the OA Seminar interrogated related issues including plagiarism (by faculty and students), predatory publishing, and eLearning.

  **Facebook**
  Wits - University of the Witwatersrand
  Published by Deborah Minors (3 hrs)

  **Twitter**
  Wits 2018-10 - Unlocking information for all - Wits University General news

Explanation of Twitter analytics:

- Impressions – times people who saw this tweet on
Twitter

- Engagements – times people interacted with this tweet
- Media engagements – number of clicks on your media across videos, vines, gifs and images
- Link clicks – number of clicks on the url
- Likes – number of people who liked your tweet
- Detail expands – times people viewed details of your tweet
- Retweet – times people retweeted your tweet
- Replies – times people replied to your tweet
- Profile clicks – number of clicks on your name, @handle, or profile pic

Thank you,
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