Getting started with Altmetric badges

1. Overview: Embedding Altmetric badges on your platform
2. Implementation process
3. Quick start badge guide
4. Customising the badges
5. Customising the Altmetric Details Page
6. Questions
1. Overview: Embedding Altmetric badges on your platform

Altmetric badges allow you to add attention metrics and data to your content with a minimum of fuss and technical effort – all you need to do is add two lines of code to your HTML.

We host the altmetrics data that your readers will see, but give you control over their presentation so that you can match the look and feel of your site.

Once you’ve signed our terms and conditions, and told us which domains to track, you’re already pretty much there. All that remains is to:

• Tell us your domains, so we can unlock your badges
• Ensure your content includes key metadata
• Add the code to your site
• Customize the badge, if desired
• Customize the details page, if desired

This guide walks you through the process and further details on the technical set up can be found here: http://api.altmetric.com/embeds.html
2. Implementation process

After you've signed the contract, we’ll kick off your badges implementation and ask for the following details:

**a) Your content domains**

To properly track your content, we need to know the domain names on which you’ll be using the badges: e.g., stmpublisher.com, repository.university.edu.

We’ll start tracking content on those domains immediately (if we aren’t already), and will unlock the details pages you refer people to from them.

If any journals on your platform have their own custom domains, e.g., myjournal.com please do tell us about those too.

**b) A list of your journals, with URLs and ISSNs in an Excel spreadsheet**

This will ensure we recognise your journals and they are listed accurately in our database.

**c) If your platform doesn’t support data attributes in HTML**

If your platform can't support data attributes, then you can still customise the badges using special CSS classes.

See [http://api.altmetric.com/embeds.html#technicalinfo](http://api.altmetric.com/embeds.html#technicalinfo) for more information.

**d) If the primary identifier for your content isn't a DOI**

Applications, institutional repositories, and preprint servers may not use DOIs as the primary identifier for articles, though some of their records may include DOIs as optional metadata.

That's fine, as you don't have to specify articles by DOI to use the badges: you can use PubMed IDs, handles, arXiv IDs, SSRN IDs, ADS IDs, or RePEc IDs too. Altmetric will do its best to map between them, but usually we need some help. Get in touch and we can walk you through the process.
3. Quick start badge guide

Add the following line of code anywhere on an HTML page:

```html
<script type='text/javascript' src='https://d1bxh8uas1mnw7.cloudfront.net/assets/embed.js'></script>
```

Then add a `<div>` element specifying a DOI (digital object identifier) wherever you want a badge to appear:

```html
<div class='altmetric-embed' data-badge-type='donut' data-doi='10.1038/nature.2012.9872'></div>
```

Replace `10.1038/nature.2012.9872` with the DOI of your choice.

You’re done! This will render a badge like this one:

![Badge Example](image)

Clicking on the badge will lead your readers to the Altmetric Details Page:
4. Customising the badges

You can optionally customise how the badge appears by adding attributes:

- **data-badge-type**: Set to the embeddable badge variant you want users to see.
- **data-badge-popover**: Set to left, right, top or bottom to enable a popover when the user hovers over the badge.
- **data-badge-details**: When set to right shows the number of mentions from each data source next to the badge.
- **data-link-target**: If set, any links opened in the embed are sent to this target window.
- **data-hide-no-mentions**: When set to true, the embed won't display unless the article in question has at least one mention. i.e., a non-zero score.

4.1 Badge types

You can specify the style of badge you’d like to embed with a data-badge-type attribute. A selection of the badge types available are:

<table>
<thead>
<tr>
<th>Badge type</th>
<th>Example</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>donut 64x x 64px</td>
<td><img src="image" alt="Donut Badge" /></td>
<td><code>&lt;div class='altmetric-embed' data-badge-type='donut' data-doi='10.1016/S0140-6736(11)61619-x'&gt;&lt;/div&gt;</code></td>
</tr>
<tr>
<td>medium-donut 120px x 120px</td>
<td><img src="image" alt="Medium Donut Badge" /></td>
<td><code>&lt;div class='altmetric-embed' data-badge-type='medium-donut' data-doi='10.1016/S0140-6736(11)61619-x'&gt;&lt;/div&gt;</code></td>
</tr>
<tr>
<td>Small badge 85px x 15px</td>
<td><img src="image" alt="Small Badge" /></td>
<td><code>&lt;div class='altmetric-embed' data-badge-type='4' data-doi='10.1016/S0140-6736(11)61619-x'&gt;&lt;/div&gt;</code></td>
</tr>
</tbody>
</table>
Medium badge  
(default)  
88px x 18px

<div class='altmetric-embed' data-doi='10.1016/S0140-6736(11)61619-x'></div>

Large badge  
110px x 20px

<div class='altmetric-embed' data-doi='10.1016/S0140-6736(11)61619-x'></div>

Small bar  
100px x 15px

<div class='altmetric-embed' data-doi='10.1016/S0140-6736(11)61619-x'></div>

Medium bar  
120px x 18px

<div class='altmetric-embed' data-doi='10.1016/S0140-6736(11)61619-x'></div>

To also show details of mentions alongside the badge:

<code>&lt;div data-badge-type='medium-donut' class='altmetric-embed' data-badge-details='right' data-doi='10.1016/S0140-6736(11)61619-x'&gt;&lt;/div&gt;</code>

The above code results in:

![Medium donut]

- Picked up by 1 news outlets
- Blogged by 1
- Tweeted by 30
- On 1 Facebook pages
- Highlighted by 1 platforms
- 1 readers on Mendeley

See more details

You can find more examples and the full selection of badges at:  
http://api.altmetric.com/embeds.html
5. Customizing the Altmetric Details Page

Your annual license fee also includes a custom Altmetric Details Page page. We will build your customized details page during your implementation, adding your logo to the page header, as displayed in the example below. We can also change the header colour to match the look and feel of your site:

6. Questions?

Get in touch with the Altmetric team: support@altmetric.com

API Documentation: http://api.altmetric.com/embeds.html

Knowledgebase: http://support.altmetric.com/knowledgebase