ORCID at Otago Communication Plan

Objectives

To create an ORCID communication plan, and associated resources, with the aim of:

- Increasing awareness of ORCID amongst current University of Otago faculty.
- Encouraging University of Otago faculty to create an ORCID via the NZ ORCID Hub.
- Encouraging University of Otago faculty to link their existing ORCID to the NZ ORCID Hub.
- Enabling Subject Librarians to support University of Otago faculty and postgraduate students who wish to utilise the features in ORCID.
- Ensuring relevant staff on Christchurch and Wellington campuses are brought on-board with the ORCID at Otago campaign.
- Ensuring information is available to Library staff about upcoming ORCID integration with MyResearch.

Communication Plan

Kaupapa:

1. Keep messages consistent across all media
2. Point to the source of truth (i.e. orcid.org/NZ ORCID Hub), where appropriate
3. Sign-up through the NZ ORCID Hub is presented as preferable/beneficial for all staff
4. Subject Librarians are briefed and brought on board as soon as possible

ACTIONS

Action 1: Research Office email to academic staff
Action 2: ORCID at Otago webpage
Action 3: ORCID iDs on business cards and in email signatures
Action 4: Promotional video
Action 5: Launch campaign
Action 6: Distribute merchandise
Action 7: Identify ongoing opportunities for ORCID promotion

Action 1: Research Office email to academic staff

Brief, simple message about ORCID and its benefits: "you need it, this is what it is, click here for more info and to sign up". Include a link to ORCID at Otago webpage.

Action 2: ORCID at Otago webpage

ORCID at Otago webpage will contain information gleaned from current resources already available (edited), using ORCID templates from ORCID website. This page will contain a link to the NZ ORCID Hub login page, as well as the MBIE Joint Statement of Principle: Adoption and use of ORCID identifiers in New Zealand.

Action 3: ORCID iDs on business cards and in email signatures

Marketing ORCID through Library staff business cards and email signatures. The uptake and display by OU Library staff of their ORCID iD will help normalise ORCID.

Action 4: Promotional video

Positive feedback from peers regarding their experience with ORCID aids in trust building. Key here is to communicate the ease of getting an ORCID iD via the Hub as well as the continuing benefits for academics throughout their career.

Action 5: Launch campaign

Though the roll-out of ORCID at Otago will be a soft launch, a concentrated campaign leading up to a launch date could increase the initial sign-up rate. This has been successful at overseas universities. Providing incentives can also help increase the uptake of ORCID iDs.

Campaign rollout:

- o Build up: Advertise launch date (via emails, flyers, bookmarks etc. [see below]).
- o Launch day: Have ORCID screensavers appear on University of Otago computers.
- o Launch week: Provide ORCID pop-up stall. Appear at a different Library on campus each day over lunch period. Promote ORCID on Library plasma screens.

Action 6: Distribute Merchandise

As part of the build up to launching ORCID at Otago, merchandise will be distributed by Client Services, Hocken staff and Subject Librarians to increase visibility of the ORCID logo and basic understanding of ORCID.

Merchandise examples:

- o Bookmarks with the logo and "1 – 2 – 3" graphic and NZ ORCID Hub URL.
- o Pens and stickers with ORCID logo.

Action 7: Identify ongoing opportunities for ORCID promotion

- o Identify current and future sites of encounter between faculty and Library staff to continue to promote ORCID at Otago where appropriate. All promotional material to use the ORCID "1 – 2 – 3" message and ORCID logo. Edit generic ORCID URL to the ORCID at Otago or NZ ORCID Hub URL.
- o RSU will supply content for department newsletters/info boards (posters), flyers, University Bulletin.
- o Early 2018 – pop up stalls at staff inductions/expos
- o MyResearch – once full integration is achieved consider further promotion.

Disclaimer: This communication plan is being shared to help provide other libraries with ideas on how they can promote the NZ ORCID Hub. Please ask permission before sharing this document beyond this group by emailing antje.lubcke@otago.ac.nz or shiobhan.smith@otago.ac.nz

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