TIPS AND TRICKS
for building engaged **ORCID** communities

Three-phase communications plan

1 **ANTICIPATION:** give people a gentle introduction to ORCID, and primes them for more detail to follow.

2 **ACTION:** get researchers to interact with your systems via ORCID via an integration button where they can log in with their ORCID iD (registering if they haven't already done so), then authorize the integration to interact with their record.

3 **AWARENESS:** keep ORCID in researchers' minds, so that they remember they have an ORCID iD and where/when to use it – ensure they recognize the logo, and understand the benefits of logging in using their ORCID credentials.

Use our toolkit to plan your campaign

HTTP://MEMBERS.ORCID.ORG/OUTREACH-RESOURCES

Can be used out-of-the-box, or modified to suit local needs. All materials are CC0-licensed and may be re-used and customized as required.

Are you planning a communications campaign, or arranging an event? Please contact us community@orcid.org if you need help or would like to discuss some ideas.

Tips and tricks

- Frequent, short messages
- Reinforce the benefits
- Sign in when you see **iD**
- Ask researchers to tell a friend/colleague
- Put yourself where your researchers are – bring the message to them
- Hold your publicity blast at a research-related event
- Link messages to practical action, e.g. submitting a journal article
- Link messages to tangible benefits, e.g. having a validated assertion on their record
- Co-ordinate publicity efforts with other researcher outreach activities

What's in the resources toolkit?

- **CONTENT** for email, webpage, information bulletin, blog post (anticipation phase)
- **CONTENT** for email, webpage, information bulletin, blog post (action phase)
- **ORCID-BRANDED MERCHANDISE:** use the ORCID iD icon to create your own ORCID-branded materials, and order pens, mugs, drink coasters, stickers, and more from CafePress.
- **DROP-IN EVENT:** in researchers' social spaces during coffee breaks, with staff assistance and computers available so researchers can register or log in to ORCID and make the trusted connection straightway
- **E-POSTER:** use this as a poster, desktop background, or screensaver
- **PRESENTATION:** includes information about ORCID, short quizzes, and workshop activities – customizable to meet your community's needs. Use ORCID-branded merchandise as prizes to encourage participation in the quizzes!
- **FREE DOWNLOADABLE MATERIALS:** flyers, bookmarks, and banners
- **KNOWLEDGE BASE** user support articles
- **WELCOME TO ORCID** start page https://orcid.org/help
- **ORCID VIDEOS,** including What is ORCID?, Why ORCID?, and the "how to" series https://vimeo.com/orcidvideos

TELL US ABOUT YOUR PLANS, SHARE YOUR EXPERIENCES, SEND US YOUR FEEDBACK! **community@orcid.org**