





AGENDA

- ORCID – what and why?
 - ORCID facts and figures
 - ORCID for research organizations
 - ORCID for researchers
 - Use cases
- ORCID resources
 - Sample communications plan
 - Resource and templates
- Community resources and examples
- Q&A





Identifiers enable digital connections between people places and things, information that is persistent and uniquely identifiable, machine readable, accessible, and embedding identifiers in workflows make it immediately possible to ascertain HOW the connection was made, by whom, and when

This is our core messaging. The focus is for researchers in their orgs, but also for orgs – if you're trying to sell it to your administration.

WHAT IS ORCID?

- ORCID is an open, not-for-profit organization run by and for the research community
- We provide researchers with a unique identifier, an ORCID iD, that reliably and clearly connects them with their research contributions and affiliations
- Hundreds of systems have now integrated ORCID iDs – from grant application and manuscript submission to CRIS to repositories, and more!
- By pooling the know-how and influence of the international research community, we can deliver a huge step forward for the openness and reliability of research information.



Notes for presenter:

- The ORCID Organization was established in 2010 to address researcher name ambiguity
- It was established by several organizations across the scholarly communication industry who were all independently trying to tackle this challenge of name ambiguity, and realized that a collective effort was needed to resolve the problem
- We are supported by membership dues from our 880 or so (as of June 2018) member organizations
- From the start ORCID was established to be non-profit, non-proprietary and community-driven. Our core principles establish that we be open to all who want to use a common person identifier for research activities and outcomes - regardless of country, discipline, or industry
- ORCID is independently governed by a Board of Directors – representatives from member organizations (majority not-for-profit) plus two researcher representatives

ORCID FACTS AND FIGURES

- Over 4.9m registrants (June 2018)
- ~880 organizational members (June 2018)
 - 78% research institutions
 - 50% Europe, 27% US/Canada
 - 17 consortia
 - 43 countries
- Over 560 live integrations

<https://orcid.org/statistics>
<https://orcid.org/members>



<https://orcid.org/statistics>
APAC stats: <https://doi.org/10.23640/07243.5867079>

Whether for researchers or admin, they will probably want facts and figures

Can get updated stats on our webpage <https://orcid.org/statistics>

Can get integration info from the website <https://orcid.org/members> or ask us directly

ORCID CONNECTIONS

- ~ 2m iDs with external identifiers
 - Person, organization, funding, work, peer review activity
- 2.5m+ education affiliations
- 31m+ works
 - 12m+ unique DOIs
 - ~1m works added via Crossref auto-update
- ~0.5m funding activities
- ~0.25m peer review activities

<https://orcid.org/statistics>



<https://orcid.org/statistics>

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WHY ORCID? ORGANIZATIONS

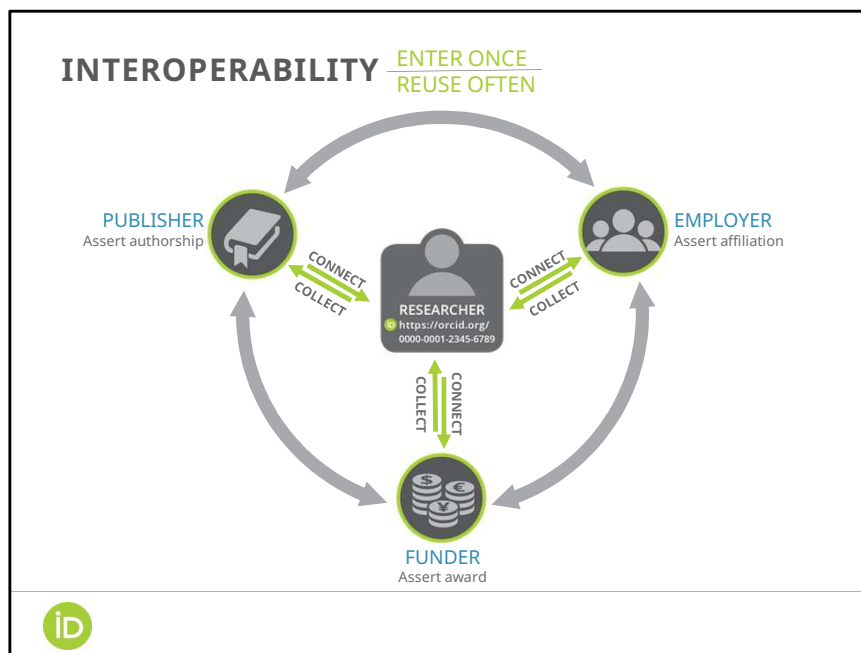
1. Ownership of your organization's name and validation of connections with it
2. Maintain links with your researchers - past, present, and future
3. Benefit from faster, automated information-sharing through cross-system interoperability



Although organizations can benefit most from ORCID as members using the ORCID iD, they can also use the public API to collect ORCID iDs in a validated way and read publicly available information, as well as displaying ORCID iDs on their website and elsewhere.

Some aspects from which any org can benefit from, but some for just members.

We're constantly refining our messaging – let us know if you've any suggestions!



These connections matter

This infographic shows at a high level how ORCID iDs enable interoperability between different systems, helping us make our mantra of 'Enter once, reuse often' a reality for researchers and their organizations.

In addition, and very importantly, by validating your researchers' ORCID iDs when they interact with your systems, you can assert the connection between them and your organization, building trust in scholarly communications overall. For funders, this means asserting the connection between awardees and their grants; for publishers, between authors and their works; and for employers, between researchers and their affiliation with a university or other institution.

Researcher in the middle is authenticating their ID with their institution, who collects their ID, and then connects their info

WHY ORCID? RESEARCHERS

1. Spend more time doing research, less time managing it
2. Improve recognition and discoverability for yourself and your research activities
3. Benefit from having a trusted, self-managed record of your research activities and affiliations that you can share with organizations and individuals you trust



2015 survey: <https://orcid.org/blog/2015/11/23/survey-says-community-perceptions-orcid-part-1>

2017 survey: <https://orcid.org/blog/2017/11/13/getting-know-you-part-1-orcid's-2017-community-survey>

We're constantly refining our messaging – let us know if you've any suggestions!

ORCID USE CASE EXAMPLES (1)

Which WANG Xiaoli is which?



ORCID ID	First name	Last name
0000-0002-8898-4520	Koichi	Tanaka
0000-0001-9115-2015	Koichi	Tanaka
0000-0001-8666-6396	Koichi	Tanaka
0000-0002-3180-7881	Koichi	Tanaka



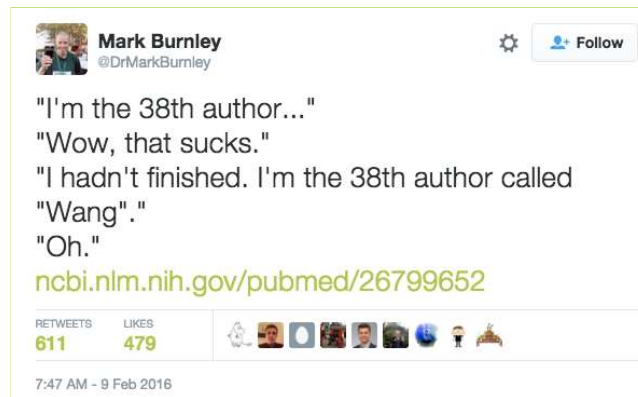
- Accents and other characters
- Name changes
- Multiple family names
- Shared names
- Different versions
- Transliteration

These are a few examples of why ORCID is needed – please feel free to replace with your own (and share with us!)

All four names are written and pronounced somewhat differently, and “Wang Xiaoli” when transliterated, and can become “Wang, X” in some publications – how to tell them apart?

While the common Japanese name “Koichi Tanaka” may refer to one of the 2002 Nobel Laureates in Chemistry, or any of the many other Koichi Tanakas.

ORCID USE CASE EXAMPLES (2)



Another use case – this time from the community

A J MEADOWS ≠ A J MEADOWS



Another example: Our Director of Community, Alice Jane Meadows, is published as “A J Meadows” – not to be confused by “A J Meadows”, the information scientist – and Alice’s father.

**LAURA PAGLIONE = LAURA
DORIVAL PAGLIONE = LAURA
DORIVAL = LAURA ANN
DORIVAL = L.A.D. PAGLIONE**



And an individual

This is ORCID's Director of Strategic Initiatives, who may be known or publish as any of these names.

Laura Paglione = Laura Dorival Paglione =
Laura Dorival = Laura Ann Dorival = L.A.D. Paglione

IDEAS FOR SPREADING THE WORD

- Identify and work with champions (at all levels)
- Pilot small groups first
- Top-down **and** bottom-up approach
- Regular updates and reminders
- Keep messaging relevant
- Use straightforward language
- Create custom collateral
- Use our resource templates
- Ask us for help!



<http://www.cafepress.com/orcid> <https://members.orcid.org/outreach-resources>

Ideas come from ORCID and our members

Collateral: <http://www.cafepress.com/orcid>

Outreach resources: <https://members.orcid.org/outreach-resources>
(Contact us or your consortium lead for templates!)

OUTREACH RESOURCES

ORCID COMMUNICATIONS TOOLKIT

Customizable three-phase
plan to communicate
ORCID in your institution.

Contents

1. Three-phase ORCID communications toolkit
2. Phase 1: Building anticipation
3. Communications tools for phase 1 (anticipation)
4. Phase 2: Engagement with ORCID (action)
5. Communications tools for phase 2 (action)
6. Phase 3: Ongoing ORCID brand recognition, and reinforcing key messages (awareness)
7. Communications tools for phase 3 (awareness)
8. Resources toolkit
9. Other resources you may find useful

1. Build **anticipation**
2. Encourage **action** and engagement
3. Support on-going **awareness** and reinforce key messages



Community translation available! <https://members.orcid.org/outreach-resources>

We launched the Communications Toolkit in 2017, a sample plan for getting out the ORCID word. The communications plan toolkit is also available for community translation – see <https://orcid.org/blog/2017/10/26/localize-orcid>

ORCID OUTREACH TEMPLATES

 Community translations available! <https://members.orcid.org/outreach-resources>

- Researchers
- Research institutions
- Associations
- Funders
- Publishers

ORCID member logo (members only)

<https://orcid.org/blog/2017/10/26/localize-orcid>



Our outreach resources pages include:

Fliers tailored to community, tailored to:

- Researchers
- Research institutions
- Associations
- Funders
- Publishers

Banners

Bookmarks

Promotional text for your websites and integrations

iD icon cookie cutter

Graphics and sample communications text

ORCID member logo (members only)

Translations of many items are available to download at

<https://members.orcid.org/outreach-resources>

Join in the community translation effort at:

<https://orcid.org/blog/2017/10/26/localize-orcid>


OUTREACH RESOURCES

COLLECT & CONNECT COMMUNICATIONS



Authenticate. [ORGANIZATION NAME] is collecting your ORCID iD so that we can [ADD PURPOSE]. When you click the "Authorize" button, we will ask you to share your iD using an authenticated process: either by registering for an ORCID iD or, if you already have one, to sign in to your ORCID account. We do this to ensure that you are correctly identified and securely connecting your ORCID iD. Learn more in [What's so special about signing in.](#)



Display. To acknowledge that you have used your iD and that it has been authenticated, we display the ORCID iD icon  alongside your name on [our website/in our publications/in our database/etc.]. Learn more in [How should an ORCID iD be displayed.](#)



<https://members.orcid.org/api/resources/graphics>

We provide sample text and graphics to help ORCID members ensure that their integrations can meet the communications requirements for Collect & Connect, our best practices program. Informing your users exactly what they can expect from your system builds trust in your system's connections.

OUTREACH RESOURCES



Connect. By sharing your iD with [ORGANIZATION NAME], and giving us permission to read and update your ORCID record, you enable us to help you keep your record up-to-date with trusted information. Learn more in [Six ways to make your ORCID iD work for you!](#)



Collect. Filling in the same information about yourself over and over again is frustrating. That's why we let you choose to use information from your ORCID record to [ADD SPECIFIC USE CASE, e.g., populate our online forms]. Learn more in [Enter once, reuse often.](#)



Synchronize. [ORGANIZATION NAME] is making it possible for you to easily share your research information and keep it up-to-date. With your permission, we will synchronize information between [SYSTEM NAME] and your ORCID record, in real time OR every XX days/weeks. Learn more in [Enter once, reuse often.](#)



<https://members.orcid.org/api/resources/graphics>

Share your feedback – is this helpful?

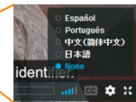
OUTREACH RESOURCES

OUTREACH VIDEOS

Why ORCID? Researchers share how they benefit from ORCID



What is ORCID? Explains ORCID and its benefits from the point of view of a researcher, Sofia Garcia



Captions and community translations available – contact us to contribute a translation!



<https://orcid.org/help>

All ORCID videos are available with a CC-0 license for you to download and reuse. We also have the scripts available in our community translation platform. Once a script is complete, we add its subtitles to the video file.

USER OUTREACH

USER SUPPORT DOCUMENTS

Distinguish yourself and get credit for all your research activities

Popular topics

- ▶ Register your ORCID iD
- ▶ Register an API client
- ▶ Reset your password
- ▶ ORCID, GDPR, and your rights as a user
- ▶ Add an alternate sign-in account with Google, Facebook, or your institution
- ▶ Adding works to your ORCID record
- ▶ Verifying your email address
- ▶ Accidentally register two ORCID iDs? Remove the duplicate!
- ▶ Guidelines to display ORCID iDs
- ▶ Resources for spreading the word about ORCID
- ▶ Data security standards and procedures

ORCID support portal: <https://orcid.org/help>

All ORCID support documents available via CC-0 license to use and reuse

Frequent question that you can't find the answer to? Let us know! community@orcid.org



The ORCID user support

USER OUTREACH

USER SUPPORT VIDEO TUTORIALS

- How-to series linked from support portal
<https://orcid.org/help>

- Suggest new videos:
<https://support.orcid.org/forums/390876>

- All videos available via CC-0 license to use and reuse

Video tutorials



How to reset your password



How to edit your name on your ORCID record



How to add an employment affiliation to your ORCID record



COMMUNITY EXAMPLES



THERE ARE MANY OTHER RESEARCHERS WITH MY NAME, BUT MY ORCID ID IS UNIQUE TO ME

ORCID ID CHRIS DEL MAR



I USE ORCID TO CURATE AND SHARE MY WORK - ON SOCIAL MEDIA, AT CONFERENCES, IN APPLICATIONS FOR FUNDING AND PROMOTION

ORCID ID KATE GALLOWAY

Pull-up banners featuring researcher testimony. Source: Bond University.



Customized mugs for researchers who connected to University of Auckland during ORCID pilot. Source: @emmaric2247. <https://twitter.com/emmaric2247/status/811662466409058304>



"Six Examples of Creative Promotion of ORCID by Libraries", Library Connect, <https://doi.org/10.5281/zenodo.1037675>

The ORCID member community have created incredible outreach and support materials. Here are a brief selection from around the world

COMMUNITY EXAMPLES



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COMMUNITY EXAMPLES

USER SUPPORT: CUSTOM VIDEOS

Collecting ORCID iDs at EM:



EMSL: Walkthrough of how they collect ORCID iDs and update permissions:
<https://vimeo.com/273234758/7688f969f5>

OpenEdition: walkthrough to set up iD and link to OpenEdition:
<https://vimeo.com/227702125>

Hong Kong Baptist University: walkthrough to connect iD via personalized emails:
<https://youtu.be/32x21lBu074>



COMMUNITY EXAMPLES

USER SUPPORT: LIBRARY GUIDES

The screenshot shows the KAUST University Library website. At the top, there is a blue header with the KAUST logo and the text 'University Library where inspiration is born'. Below the header, the page title is 'ORCID (Open Researcher and Contributor ID) : Home'. The main content area is divided into several sections: 'Create an ORCID ID', 'What is an ORCID?', 'Why should I get one?', and 'Questions?'. The 'Create an ORCID ID' section provides a link to register. The 'What is an ORCID?' section explains that an ORCID ID is a unique identifier for researchers. The 'Why should I get one?' section states that having an ORCID ID allows users to better manage their research profile. The 'Questions?' section lists contact information for Digital Repository. A blue banner at the bottom of the screenshot contains the text: 'King Abdullah University of Science and Technology: info about ORCID, KAUST's integration, and EndNote BibTeX filter: <http://libguides.kaust.edu.sa/orcid>'.



More examples: <https://members.orcid.org/resources#sec4>

Library Guides (LibGuides) and user support pages are an easy KAUST

COMMUNITY EXAMPLES

USER SUPPORT: LIBRARY GUIDES

The screenshot shows the University of Adelaide's ORCID page. A blue overlay box in the center contains the following text:

University of Adelaide: ORCID for academics and HDR students, featuring testimony from Adelaide academics: <https://www.adelaide.edu.au/orcid>

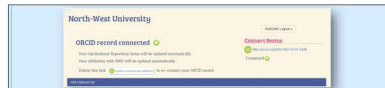
Below the overlay box, there is a section titled "King Abdullah University of Science and Technology" with the text: "about ORCID, KAUST's integration, and filter: <http://libguides.kaust.edu.sa/orcid>".

At the bottom of the screenshot, there is a green bar with the ORCID logo and the text: "More examples: <https://members.orcid.org/resources#sec4>".

Library Guides (LibGuides) and user support pages are an easy KAUST

COMMUNITY EXAMPLES

USER SUPPORT: SYSTEM MANUALS AND FAQs



It shows ORCID record connected.
On the right hand side under connect status a link to the public Uri of your ORCID record.
At this stage you can click the logout button and close the browser.
Your affiliation information will be updated on ORCID record.
Your items in our institutional repository will be in

North West University walks users through connecting their iD to NWU and how to synchronize data: <http://library.nwu.ac.za/orcid>

National Taiwan University demonstrates how to create an iD and synchronize data with NTU Academic Hub in 3 Easy Steps: <http://ah.ntu.edu.tw/web/Faq.action>



More examples: <https://members.orcid.org/resources#sec4>

Library Guides (LibGuides) and user support pages are an easy KAUST

COMMUNITY EXAMPLES

GERMAN ORCID CONSORTIUM

Deutschsprachige Materialien zu ORCID

ORCID bietet eine Reihe von Outreach Materialien, Deutsche Übersetzungen für Flyer gibt es für die Zielgruppen **Wissenschaftler*innen**, **Forschungsförderer**, **Fachgesellschaften**, **Universitäten und Forschungseinrichtungen** und **Verlage**. Die Materialien sind frei nutzbar unter der Creative Commons Lizenz **CC0** lizenziert.

Falls Sie an Ihrer Institution eine Webseite zu ORCID aufbauen möchten, könnte Ihnen die folgende, bei wissenschaftlichen Einrichtungen in Deutschland weit verbreitete, Struktur als Vorlage dienen. Die folgende exemplarische Strukturierung des Inhalts basiert auf einer Untersuchung bestehender ORCID-Informationenwebseiten in Deutschland (Stand: 19.07.2017). Ein Beispiel hierfür ist die **Informationswebseite der Ruhr Universität Bochum**.

Exemplarische Struktur

Bestandteil	Inhalt
ORCID	<ul style="list-style-type: none">Kurze Erklärung von ORCID
Vorteile	<ul style="list-style-type: none">beim Publizierenbei der Forschungsförderungim wissenschaftlichen Alltag
Rechte	<p>Informationen zu:</p> <ul style="list-style-type: none">Kontrolle über ORCID-Record und Privatsphäre-EinstellungenDatenschutzrechtliches Gutachten
Mit ORCID starten	<ul style="list-style-type: none">Anleitung zur RegistrierungEigene Institution als "Trusted Party" (vertrauenswürdige Institution) hinzufügen
Fragen	<ul style="list-style-type: none">FAQs

Outreach materials translated into consortium's local language and suggested structure for an institutional ORCID support page.



<https://www.orcid-de.org/information/>

Many of the ORCID regional consortia have hubs with resources that anyone can use.

The ORCID Germany consortium hosts a hub for German-language translations of ORCID outreach resources, a plan for setting up your institution's ORCID information pages, and example user communications from the region.

COMMUNITY EXAMPLES

GERMAN ORCID CONSORTIUM

Sammlung Informationsmaterial

Die folgende Tabelle ist eine Sammlung von Informationsmaterialien wissenschaftlicher Einrichtungen im deutschsprachigen Raum zu ORCID. Wenn Sie selbst Informationsmaterialien erstellen möchten, könnte Ihnen diese Sammlung als Inspiration dienen.

Falls Sie bereits Informationsmaterialien erstellt haben, bedenken Sie, dass die von Ihnen erstellten Inhalte durch die Lizenzierung mit einer Open Content License wie einer [Creative Commons Lizenz](#) (z.B. CC BY) durch andere Institutionen nachgenutzt werden können und Sie dafür Anerkennung bekommen. Darüber hinaus bietet ORCID eine [internationale Übersicht](#) über ORCID-Informationsmaterialien an.

Example information and support materials from regional members.

Suchen:		
Webseite der Einrichtung	Tutorial	Video
Ruhr Universität Bochum	Manual Verknüpfen	http://www.rub.ruhr-uni-bochum.de/finner/ai/ml/content/orcid-informationsflyer-deutsch.pdf
Technische Universität Dortmund	Manual Registrieren über alle Hochschulbibliothek	
Staats- und Universitätsbibliothek Bremen		Offizielles Video
Universität Würzburg		ORCID kurz erklärt
Universität Bern	Wie sie Ihre ORCID registrieren und in BORIS übernehmen	BORIS-ORCID



<https://www.orcid-de.org/information/>

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Many of the ORCID regional consortia have hubs with resources that anyone can use. The Royal Society Te Aparangi, who leads the NZ consortium, hosts a sharespace of information, resources, example outreach plans and strategy, templates, and more. They've also made available sample email communications templates in the user guide for the ORCID NZ Hub, and a Welcome to the NZ ORCID Consortium booklet which gives an overview of resources and how to plan a communications strategy around ORCID.

* NZORCID Consortium resources: <https://royalsociety.org.nz/orcid-in-new-zealand/new-zealand-orcid-consortium/nz-orcid-consortium-resources/>

* Welcome to the NZ ORCID consortium:
<https://royalsociety.org.nz/assets/Uploads/Induction-information-v1.0-Feb-2018.pdf>

* Hub user guide: <https://royalsociety.org.nz/assets/Uploads/Hub-User-Guide-writing-affiliationsv1.0-May2018.pdf>

COMMUNITY EXAMPLES

AUSTRALIAN ORCID CONSORTIUM



ORCID Resources

The AAF Support desk is monitored Monday to Friday 8am - 4pm AEST | support@aaf.edu.au



More examples: <https://aaf.edu.au/orcid/resources.html>

COMMUNITY EXAMPLES

AUSTRALIAN ORCID CONSORTIUM

The Role of the ORCID Consortium Lead

As the Consortium Lead, the AAF will provide support to the Consortium as outlined below. This support is only available to consortium members.

To contact support email support@AAF.edu.au

Role of the ORCID Consortium Lead

Providing administrative support to the Consortium	<ul style="list-style-type: none"> the initial establishment of the licensing agreement (year one), the subsequent renewal (year two onwards); management of the billing cycle for the collection of fees from members and the payment of licensing fees; secretariat support to the governance body.
Manage and support the onboarding of Consortium members	<ul style="list-style-type: none"> manage the membership process of joining the consortium as outlined in the Consortium agreement; act as the primary contact between ORCID and the members for membership enquiries; organize and conduct onboarding webinars as part of an ORCID training program for members.
Be the central technical support contact to all members	<ul style="list-style-type: none"> Monday - Friday 9am AEST (exclusive of Queensland public holidays) Tier 1 ticket and issue management via the Head's Service Desk. All questions received by ORCID directly from Consortium members will be re-routed to the Consortium Head's Service Desk; manage the resolution of Tier 1 technical support incidents; manage the escalation of Tier 2 support incidents with ORCID; engage with ORCID to ensure that member ORCID integrations are in accordance with ORCID guidance and stated good practice; act as liaison between the Australian ORCID member community and the ORCID organization ensuring that member interests are represented and that feedback is provided via appropriate channels to full implementation and innovation.
Maintain consortium documentation and technical documentation repositories	<ul style="list-style-type: none"> setup and manage a web interface to facilitate sharing of plans and coordination of implementation of members; development and maintenance of documentation, FAQ, Q&A, online resources and collaboration tools for members.

Greenhouse

This page shows a list of open source software, installation guides and integration examples that are currently provided by member organisations and vendors to support ORCID. It is not intended to be an exhaustive list but more of a starting point for finding and sharing information. If there is anything you would like added to the list please contact support@AAF.edu.au

Past training or webinar resources

Date	Webinar/ Training Session	Resources
03 May 2018	ORCID State of the Nation	<ol style="list-style-type: none"> State of the Nation Slides ORCID Strategy and 2018 Prospects
09 June 2016	Understanding ORCID Integration	<ol style="list-style-type: none"> Session FAQs Webinar Slides Links used in Webinar
01 June 2016	AA/ANIDS/CAUL Webinar - Promoting ORCID to your researchers	<ol style="list-style-type: none"> Session FAQs Webinar resources Self-service links



<https://AAF.edu.au/orcid/resources.html>

COMMUNITY EXAMPLES

AUSTRALIAN ORCID CONSORTIUM

ORCID Communication Toolkit

Phase	Purpose	Audience	Resource
1. Anticipation	Begin initial education of ORCID among researchers before a call to action	Researchers without an ORCID ID	Anticipation Content ePoster Video – What Is ORCID Video – Why ORCID
2. Action	Ask researchers to register for an ORCID ID and authorise organisation	Researchers with an ORCID ID but are yet to authorise their organisation to update	Action Content Presentation ePoster Video – Why ORCID
3. Awareness	Achieve awareness of benefits and understanding of what ORCID is and when/how to use it	All researchers with an ORCID ID	ePoster Video – Why ORCID

For more information about the ORCID communication resources visit [Outreach Resources](#).

Community Forum

Login to the [Community Forum](#) with your organisation's email address to ask questions, make suggestions, share information and help us build a supportive online Australian ORCID community.



<https://aaf.edu.au/orcid/resources.html>

ORCID at Otago

- Tēnā tātou katoa
- What is ORCID at Otago?
 - Soft(ish) launch
 - Initiated by Deputy Vice-Chancellor Research and Enterprise
 - Library Driven
 - Targeted with a primary key message



1. Introduce Antje and Myself and the RSU
2. ORCID at Otago was a campaign to inform Otago researchers about ORCID and to encourage sign-up via the New Zealand ORCID Hub. Phase 1 of the campaign was planned by the RSU and ran from Early February to end of May. Subject Librarians and other key outreach staff (Hocken/Client Services) were involved.
3. At this time Otago systems are not ready for integration with ORCID beyond ascertaining institutional affiliation. For this reason the campaign aimed to keep to a simple message and raise awareness. We had no big sign up goals or anything like that. It began with an email from DVC R&E encouraging sign-up and providing a level of mana that they library lacked. After that the Library drove the rest of the campaign from devising a communication plan, executing it, and evaluating afterward (which we are still in the process of doing).
4. Our simple message for the campaign was “you need it, this is what it is, click here for more info and to sign up”. All correspondence included a link to the ORCID at Otago webpage which acted as our main funnel to the Hub. Emphasis on how easy it was to complete.

ORCID at Otago

Key resources:

- Emails from DVC Research & Enterprise and Subject Librarians
- ORCID at Otago webpage
<https://www.otago.ac.nz/library/orcid-at-otago.html>
- Videos
- Competition
- Pens & bookmarks
- Pop-up information stalls and posters



1. As Shiobhan mentioned, the campaign kicked off with an email from the DVC R&E and this was followed up by emails from Subject Librarians to their respective departments/department administrators/HoDs/deans (we drafted the email content but it was left up to the SLs to determine the appropriate way to reach academics). The message from the DVC's email was repeated and SLs offered assistance, if necessary.
2. We also developed a webpage for the campaign with the help of our web administrator at the library. [\[LINK to webpage\]](#) Again, we kept the message very simple. There are various points/links where the viewer could click through to the NZ ORCID Hub login page to begin the process of linking their iD or creating their iD. We also included links to the Hub FAQs (source of truth).
3. A key feature of the webpage was the vox pop of academics speaking to their experience with ORCID iDs. We felt that hearing it from their peers was the best way to reach a diverse audience. [\[Link to Vimeo page\]](#) Sourced academics from a number of different disciplines/divisions who all had slightly different messages on value of ORCID iDs.

4. We also held a competition for those who signed up before 30 April (\$100 restaurant voucher).
5. Developed bookmarks and pens in collaboration with Royal Society - distributed these at pop-up stalls and during a one week 'push' at the start of the campaign, inserted bookmarks into reserve items held by academics (Client Services team assisted).
6. Pop-up info stalls using banners designed with help from Royal Society (two rounds, in various locations around campus. advertised via SL emails - low numbers at stalls but spikes in traffic to website and also sign ups during these weeks).

ORCID at Otago

Summary

- ORCID Hub connections at 216 as of 14/06/18
- Winner of competition announced
- Next phase will hopefully see more integration and a corresponding change in campaign focus



Winner of the competition was Associate Professor Paul Guy of the Department of Botany. Lynne Knapp, Subject Librarian for Botany, was on hand to present Paul with his prize. Paul gave us permission to use this photo for publicity.

Later in the year the Otago ORCID steering group will be looking at the next phase which will hopefully include more integration with Otago systems. A second iteration of the campaign will therefore change to reflect this.

WE WANT TO HEAR FROM YOU!

- Send us your feedback, suggestions, and new ideas!
- Share your own plans and resources to feature in future webinars and on our website!

Contact community@orcid.org

