

An abstract graphic of a green network or mesh structure, composed of numerous interconnected points and lines, set against a dark background. The network appears to be expanding or growing from the bottom left towards the top right.

TRAIN THE TRAINER: ORCID OUTREACH & ADVOCACY

ORCID CONSORTIA WORKSHOP | May 2019
#ORCIDAtlanta



Connecting Research
and Researchers

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ORCID.org

Aims of this session

- Understand why outreach and advocacy are important
- Inspiration for creating useful resources for communicating to members
- Have useful tips and resources to use and share with members

Who We Are



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Examples of Campaigns



MANUAL DE USO DINA

[Inicio](#)
[Calificación de Investigadores](#)
[ORCID](#)
[Firma Digital](#)
[Videos tutoriales](#)
[Índice de padrón de registrados en el DINA por entidad](#)
[Capacitación virtual sobre DINA y REGINA](#)

[GeoCONCYTEC](#)

Inicio

- ¿Qué es DINA?**
 - Cómo registrarse en el DINA
 - Cómo ingresar al DINA
 - Cómo recuperar mi contraseña
 - Cómo cambiar mi contraseña
 - Cómo exportar mi CV
 - "Constancia" de inscripción en el DINA
- Secciones DINA**
 - 1. Datos Generales
 - ORCID**
 - Scopus Author ID e iD e iD e iD
 - Cómo actualizar datos de contacto
 - Automatización de acceso a mis datos
 - Experiencia Laboral
 - Formación Académica
 - Idiomas
 - Líneas de investigación
 - Proyectos
 - Producción Tecnológica y/o Industrial
 - Producción Científica
 - Distinciones y premios
- ¿Qué es REGINA?**

El DINA facilita al investigador, a través de su plataforma, a conectarse con ORCID e importar su producción científica. Así mismo, permite al usuario exportar todas sus publicaciones de ALICIA a la plataforma de ORCID.

Gracias a la interoperabilidad entre DINA-ORCID-ALICIA, se reduce el tiempo de llenado de información en las plataformas porque:

1. Importar publicaciones (obras) y proyectos de diferentes bases de datos en DINA desde ORCID, sin necesidad de agregarlas nuevamente.
2. Exportar artículos, tesis, libros y proyectos de ALICIA a ORCID, sin necesidad de agregarlos en forma manual.

ORCID es una organización sin fines de lucro apoyada por una comunidad global de miembros organizacionales, incluidas las organizaciones de investigación, editoriales, patrocinadores, asociaciones profesionales y otras partes interesadas en el entorno de la investigación. [Ver más.](#)

ORCID proporciona un identificador digital persistente que lo distingue a usted de todos los otros investigadores y, por medio de la integración en flujos de trabajo de investigación clave, como presentación de manuscritos y subvenciones, acepta enlaces automatizados entre usted y sus actividades profesionales, garantizando que su trabajo sea reconocido.

Para más detalle sobre cómo integrar su información entre ORCID y el DINA, revise la siguiente información:

Procedimientos

1. [¿Cómo registrarse en ORCID?](#)
2. [¿Cómo conectar su cuenta ORCID en DINA?](#)
3. [¿Cómo importar sus publicaciones de ORCID a DINA?](#)
4. [¿Cómo exportar sus publicaciones de ALICIA a ORCID?](#)



Member Organization

FICHA DE REGISTRO EN DINA



<https://orcid.org/0000-0001-5560-9241>



<https://www.instagram.com/p/BYYufIVF ig/>

CONCYTEC
Online manual & video tutorials

<https://sites.google.com/a/concytec.gob.pe/manual-dina/orcid>

APAC

國立成功大學
ORCID 登錄系統

English

ORCID | Member Organization
Connecting Research and Researchers

登入方式:
帳號密碼與「館藏查詢系統」個人化服務之帳號密碼相同。
(1) 識別證號: 教職員證號。
(2) 索碼: 「館藏查詢系統」個人化服務之索碼。

識別證號:
密碼:
驗證碼: 922414

登入

National Cheng
(NCKU)
Integration page
<http://www.lib.uct.ac.za/other/orcid.php>
=C

University of Otago
Video interviews on their integration page
<https://youtu.be/xyX6yleTTSU>

ORCID SPONSOR MESSAGE

The University encourages all researchers (Academic Staff, Titleholders/Affiliates and HDR Students) to sign up for and register their ORCID.

The benefits of having an ORCID was immediately obvious to Professor John Williams, Executive Dean of the Faculty of The Professions when he initiated this project. "Having a common name is a pain point for many a researcher and is something I have experienced first hand", he said. "I have been asked many times, if I am John Williams who published x paper in x journal. Having a unique identifier which you can use with publishers and funders is of great value. Even better, the ORCID stays with you throughout your career, even when you change organisations."



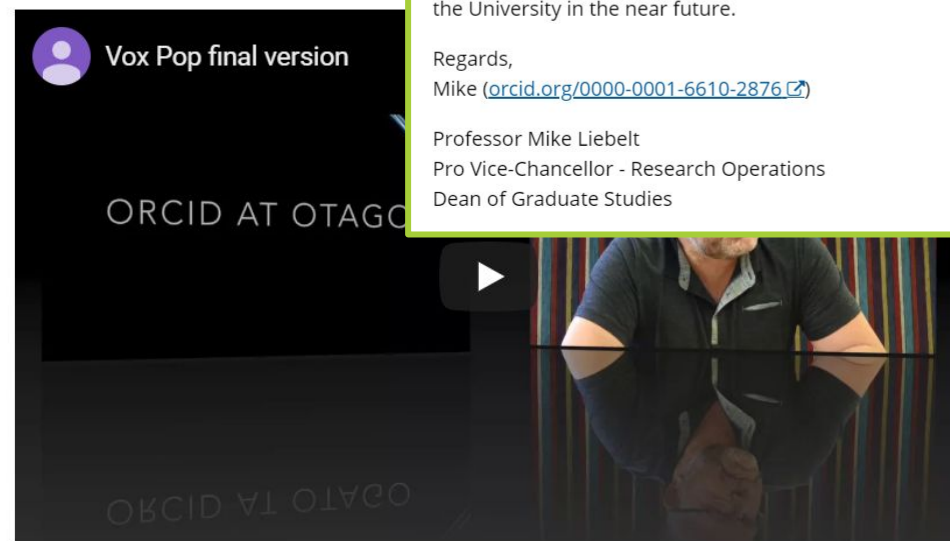
Universities, Publishers and Funders are moving towards using these types of digital identifiers to support their internal systems and processes. This will reduce administration time and increase data quality.

I would like to see all researchers, particularly Academic Staff and HDR Students sign up and register their ORCID with the University in the near future.

Regards,
Mike (orcid.org/0000-0001-6610-2876)

Professor Mike Liebelt
Pro Vice-Chancellor - Research Operations
Dean of Graduate Studies

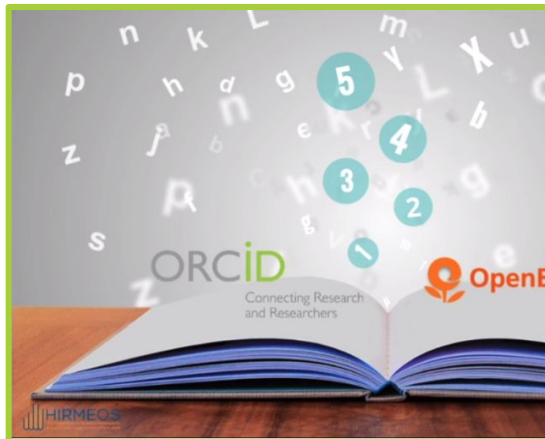
Listen to what Otago academic



[Full versions of the above interviews](#)

University of Adelaide
Dean sponsor message
<https://www.adelaide.edu.au/technology/research/your-research-profile/orcid/orcid-sponsor-message>
e

EMEA



OpenEdition

Video on how to register
an ORCID iD

<https://vimeo.com/227...>

The image is a composite of two screenshots. The top screenshot shows the "LMU OPEN ACCESS LMU" website, featuring the LMU logo, navigation links like "www.lmu.de", "UB", "Blättern", and "Hilfe", and a search bar. The bottom screenshot shows a page from the Stellenbosch University Library and Information Service titled "ORCID and other researcher identifiers: ORCID at SU". This page provides information about ORCID, including a "Support" section with contact details for faculty librarians and a "Workshops presented in 2019:" section. It also features a "Create or Connect your ORCID iD" button.

Ludwig-Maximilians-Universität München
ORCID international
<https://ep...>

Stellenbosch University
Institutional ORCID guide

<http://libguides.sun.ac.za/ORCID>

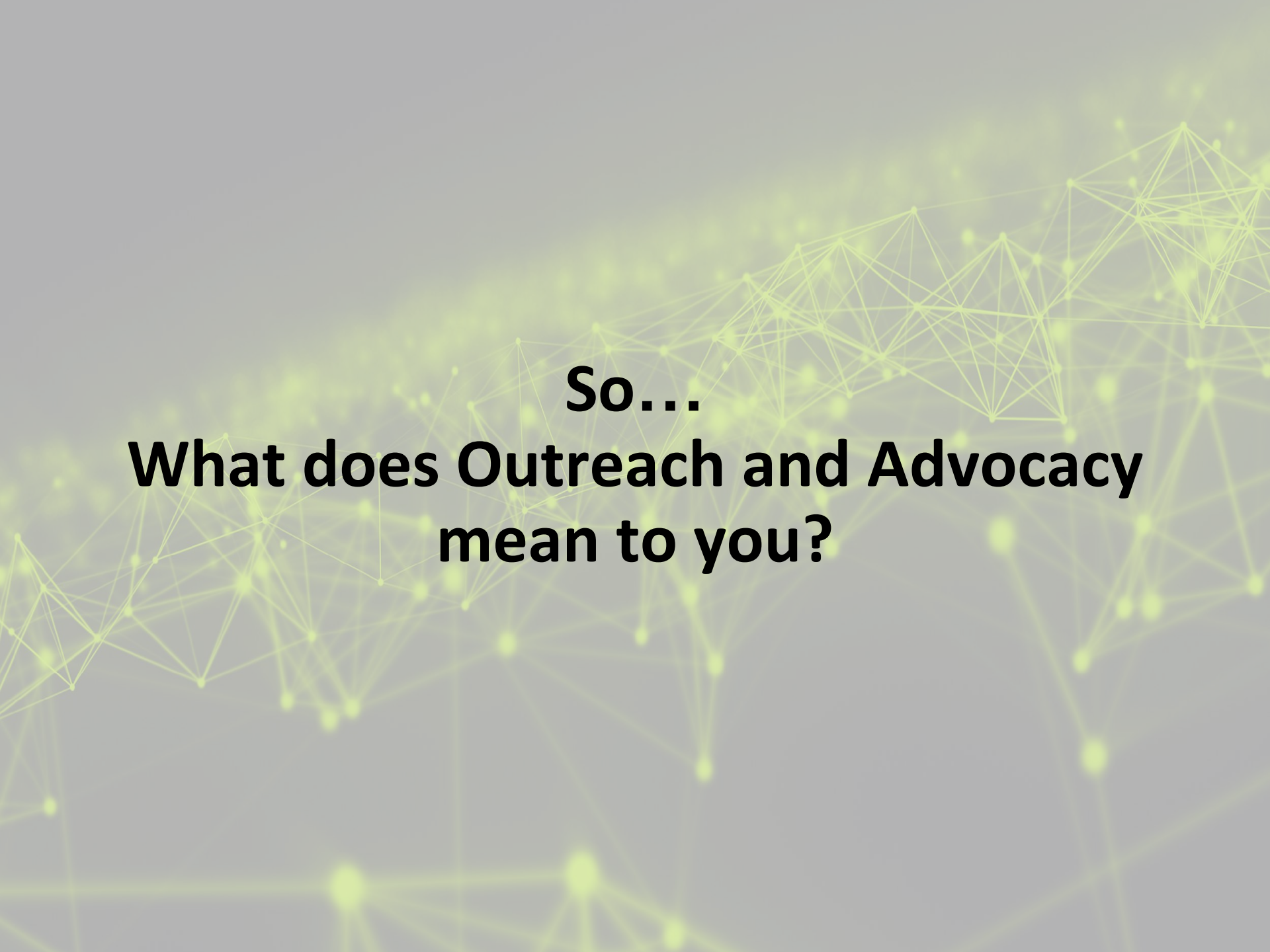


Consortia Introductions and Sharing

Interactive Intros

Use the post-its and write:

- **Three words** that describe your consortia or role related to ORCID
- Your understanding of **what outreach and advocacy are?**
- One **ORCID myth** that impacts use/outreach or that you have to explain over and over again?
- A **successful ORCID story** that you can share?
 - Examples of consortia outreach and advocacy



So...
**What does Outreach and Advocacy
mean to you?**

Why it matters

- Transparency
- Trust
- What else?

What's the difference between these 2 sources?

▼ Employment (2)

↕ Sort

Univeristy of Oxford: Oxford, United Kingdom

2014-04-01 to present | (Research Laboratory for Archaeology and the History of Art)

Source: Thibaut Devière

Created: 2016-03-03

University of Oxford: Oxford, Oxfordshire, United Kingdom

(School of Archaeology; Research Laboratory for Archaeology and the History of Art)

Source: ORCID Integration at the University of Oxford

Created: 2016-03-14

Tips

Use the resources already available

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

Have a strategy around communicating about ORCID that addresses the concerns, questions, goals of your members


Lead by example

- **When sharing resources, giving presentations, or providing ORCID content (website, blog, newsletter, etc) follow the ORCID display guidelines**

<https://orcid.org/trademark-and-id-display-guidelines>

Tips from ORCID Guidelines

What *TO DO*

Use the green iD icon  to represent ORCID the organization, and link it to the ORCID website (<https://orcid.org>).

Link the green iD icon  to an individual's https ORCID iD that was obtained using the ORCID API (i.e. authenticated).

Use “ORCID” as a noun to refer only to the organization and the noun phrase “ORCID identifier” or “ORCID iD” (lower case i, upper case D) to refer to the identifier itself:

- Appropriate: “ORCID provides unique identifiers, known as ORCID iDs”

Source: <https://orcid.org/trademark-and-id-display-guidelines>

Tips from ORCID Guidelines

What *TO DO*

Use the phrase “ORCID record” to refer to an ORCID account containing information about an individual.

Make sure the title of your publication makes clear that it's about ORCID and not by ORCID:

- Appropriate: “Sharing your ORCID record”
- Inappropriate: “The ORCID guide to sharing your record”

Source: <https://orcid.org/trademark-and-id-display-guidelines>

Tips from ORCID Guidelines

What *NOT TO DO*

- Do not use the ORCID logo in your publication without our specific permission.
- Do not use the word “ORCID” to refer to services other than ORCID.
- Do not refer to ORCID or ORCID iDs as “Open Researcher and Contributor Identifier”.
- Do not use the word “ORCiDs” to refer to ORCID iDs.
- Do not use the word “profile” to refer to an ORCID iD.
ORCID is not a social network, and the word “profile” associated with ORCID can create user confusion.

Source: <https://orcid.org/trademark-and-id-display-guidelines>

The background features a complex network of thin, yellow lines connecting numerous small, glowing yellow dots. This network is set against a smooth, light grey to white gradient. The dots and lines are more densely packed in the upper right and lower left areas, creating a sense of depth and connectivity.

Truth or Dare

Promote a **Truth or Dare** to Bust a Myth Activity

Pick a truth to promote or a myth to bust and create a resource (poster or flyer, e-mail blast, etc.)

- Get plain white paper and markers
- Think of a key message - truth to promote or myth to bust
- Write the key message on post it
- Create your resource on the paper
 - *Work with others or alone*
- Share your resource with group
- Take your resource with you as inspiration or to use

Outreach and Advocacy Resources & Support

ORCID Consortium Resources

<https://docs.google.com/document/d/1ors59nQoMb6wFwB9PzjxwRDqZsu4QfPLJr8eb9DKgYA/edit#heading=h.c5v2t4pwk3mg>

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

ORCID's FigShare - <https://orcid.figshare.com/search?q=outreach&searchMode=1>

Consortia Lead Community Forum -

<https://community.orcid.org/c/consortia-leads>

Tutorials and Help Topics - <https://orcid.org/help>

Your Engagement Lead (*who works with the Engagement Communications and Outreach Specialist*)

Take 1”

On a sheet of paper write down

What else would be helpful to your members to improve outreach and advocacy?



Thank you!
Questions?

Learn more about ORCID at
<https://orcid.org/about>