

Session abstract

PIDs will only ever achieve their full power when they're widely adopted and used by the research community. But engaging with researchers about the value of PIDs can be challenging. During 2017, we completely overhauled ORCID's education and outreach resources, collating and updating five years' worth of materials that had been developed organically and reactively into a single clear and consistent collection. We also created a three-phase communications toolkit:

- building anticipation about ORCID
- engagement with ORCID (action)
- ongoing ORCID brand recognition, and reinforcing key messages (awareness)

The toolkit can be used out-of-the-box, or modified to suit local needs. Although it's ORCID-specific, it can easily be adapted for other types of PID, since all materials are CC0-licensed and may be re-used and customized as required.

In this session we will showcase the toolkit elements, share feedback from organizations that have been using them, and brainstorm everyone's ideas for developing a broader PID toolkit in future (incorporating suggestions from the PIDcurriculum session at the last PIDapalooza).

Activity template

Group PID:

Who (is your audience?)

What (are you going to tell them?)

Why (do they need to know?)

When (will your campaign happen?)

Where (will your communications happen?)

How (will you know if you have succeeded in getting the message across?)

Activity outcomes

Group PID: Conference PIDs: Aliaksandr Birukou, Maria Joao, Susanne Lopes, Ashley Moore, Tom Gillespie

Who (is your audience?): Life Sciences (and everyone else, but in this exercise we focused on LS)

What (are you going to tell them?): Update your CV, Find research outputs

Why (do they need to know?): Tenure, research evaluation, CME (continuous medical education), find conferences on a specific topic and their proceedings

When (will your campaign happen?): Context: classes for early career grad students; Training sessions for PhD students by librarians; May be MOOCs; Add to existing presentations of IDs – DOIs, ORCID, ...

Where (will your communications happen?): Classrooms ; Libraries; Internet; At conferences (opening session)

How (will you know if you have succeeded in getting the message across?): People use ConfPIDs in CVs

Group PID: **ORG-ID**

Who (is your audience?) Institutions

What (are you going to tell them?) This is important for your institution to be measured and attributed correctly by having all outcome linked correctly.

Why (do they need to know?) The organization will want to make sure they are described properly and verify the correct IDs are being used.

When (will your campaign happen?) Once you know it up and easy to get something done (after UAT).

Where (will your communications happen?)

Evaluation conference and forums any place evaluators and evaluatees

How (will you know if you have succeeded in getting the message across?)

Usage produces enough results to reinforce additional usage

Group PID: **Citation-ID**

Who (is your audience?) data curators; scholars; librarians (maybe target a test group first)

What (are you going to tell them?) You will benefit when others do this while citing your papers; others will benefit if you do this while citing theirs

Why (do they need to know?) How to obtain an identifier for your citation; syntax; how to use them

When (will your campaign happen?) Once the scheme is released and a resolver is working

Where (will your communications happen?) Partner orgs.' channels (e.g. ORCID's newsletter, CrossRef's blog); face to face with reps from initial target group to identify forums they use

How (will you know if you have succeeded in getting the message across?) Uptake of IDs; use in third-party systems

Group PID: **OrgIDs**

Who (is your audience?) Research organisations, research managers, funders, associations, publishers,

What (are you going to tell them?) Link research outputs to your organisation/institution.

Provenance. See what's been funded by whom. Analytics. Stats. Compliance to OA funder mandate.

Why (do they need to know?) There's a solution to your problem.

When (will your campaign happen?) Once there's a solution to sell and can be supported.

Where (will your communications happen?) Social media, PIDapalooza 3

How (will you know if you have succeeded in getting the message across?) Adoption.

Group PID: **How do institutions promote ORCID IDs?**

Who (is your audience?) facilities/managers - researchers - scientists

What (are you going to tell them?) usage of facilities / what are the benefits - funding profile shows up in their ORCID

Why (do they need to know?) single-sign-on

When (will your campaign happen?) all the time (website)

Where (will your communications happen?) online, website

How (will you know if you have succeeded in getting the message across?) success video, famous scientist as an example

The **International Geo Sample Number** is a PID that is used to identify individual geological samples (though it apparently includes meteors which scarcely qualify for the "geo" tag).

Adoption is not as complete as some would desire and a campaign to increase penetration is warranted.

The audience for adoption is:

- Researchers who would assign IGSN to collected samples;
- Curators who manage collections of samples;
- Publishers who want to see journal articles with reports on samples use an identifier so that different reports on the same samples can be correlated.

The campaign would (a) target researchers because without their buy-in, other stakeholders will not have data to use. It would (b) leverage the power of department heads and supervisors by seeking to have implementation become policy in relevant departments.

The message of the campaign would be "stick our number on your rock".

The effect would be to increase the value of research as multiple experiments on the same sample would be correlated and future experiments on a particular sample would be possible because the exact sample could be retrieved, even from remote institutions.

The campaign should be run as soon as possible because the identifier is already available and delays simply reduce its impact on the value of research.

Evaluation of success would be done by measuring (a) occurrence of IGSN in journal articles and (b) the number of departments that make IGSN implementation mandatory (by asking department heads etc.).