



SPREADING THE **ORCID** WORD

ORCID COMMUNICATIONS WEBINAR, JUNE 2018

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

ORCID's vision is a world where all who participate in research, scholarship, and innovation are uniquely identified and connected to their contributions and affiliations across time, disciplines, and borders.

Together, we can make our vision a reality!



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.



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>



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>



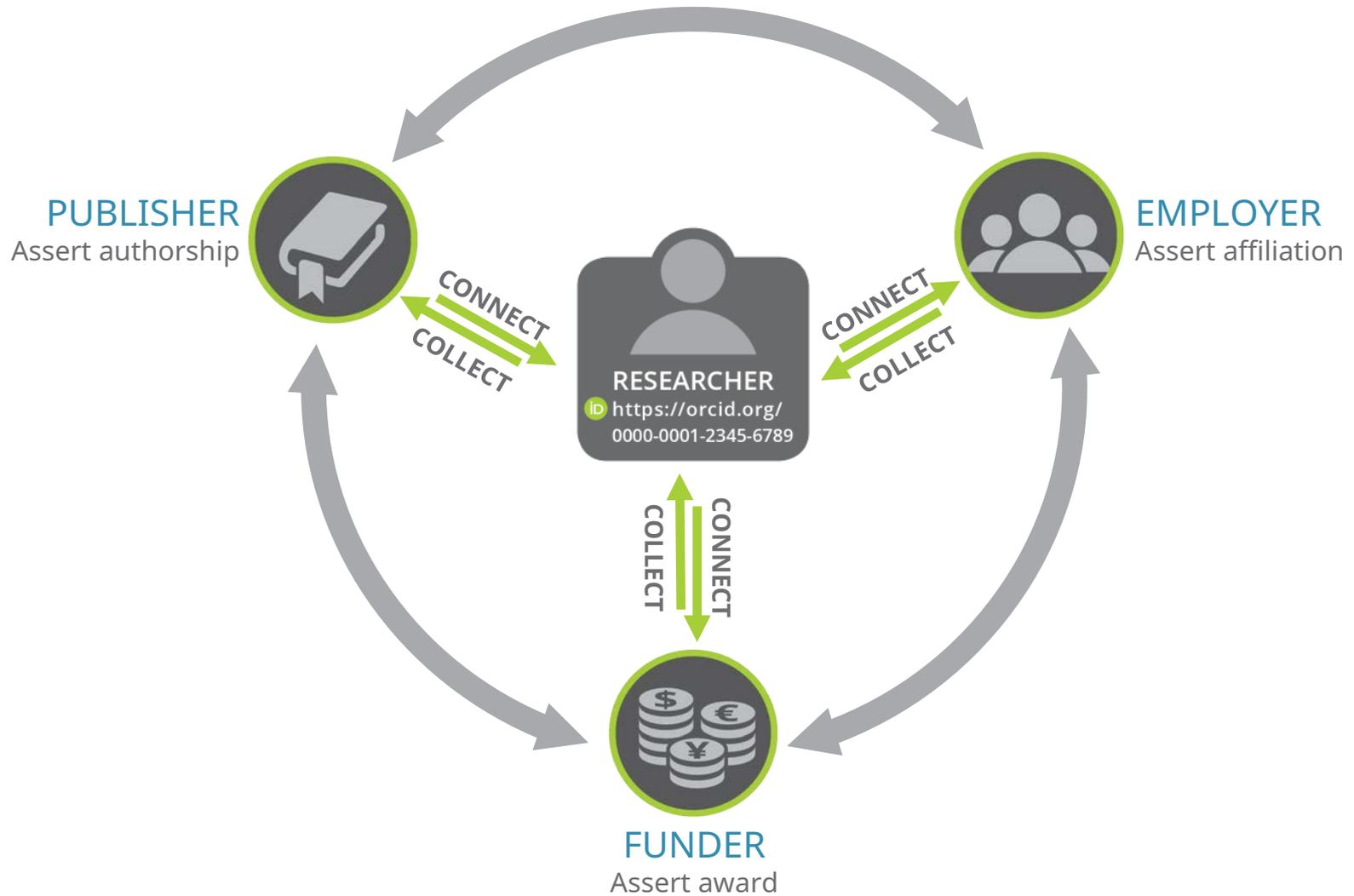
WHY ORCID? ORGANIZATIONS

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



INTEROPERABILITY

ENTER ONCE
REUSE OFTEN



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

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

ORCID USE CASE EXAMPLES (2)

 **Mark Burnley**
@DrMarkBurnley

  Follow

"I'm the 38th author..."
"Wow, that sucks."
"I hadn't finished. I'm the 38th author called
"Wang"."
"Oh."
ncbi.nlm.nih.gov/pubmed/26799652

RETWEETS **611** LIKES **479**



7:47 AM - 9 Feb 2016

A J MEADOWS ≠ A J MEADOWS



**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!



OUTREACH RESOURCES

ORCID COMMUNICATIONS TOOLKIT

Customizable three-phase plane 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



OUTREACH RESOURCES

ORCID OUTREACH TEMPLATES

Get Recognized

WHAT IS ORCID?

ORCID is a registry of unique identifiers for researchers and scholars that is open, non-proprietary, transparent, mobile, and community-based. ORCID provides a persistent digital identifier that distinguishes you from every other contributor and supports automated linkages among all your professional activities.

ORCID is about disambiguating your research from others' with the same or similar names. Without disambiguation, we will continue to manually weed our bibliographies. We have better things to do with our time.

Marc Greenberg, Professor of Slavic Languages & Literatures, University of Kansas, U.S.

To keep track of a researcher and his or her works throughout their career, it makes sense to have a unique identifier. I believe that ORCID is here to stay.

Antonio Neves, Professor, Universidade Federal do ABC (UFABC), Brazil

ORCID, an independent, not-for-profit organization designed to benefit all stakeholders, is unique in its ability to reach across disciplines, research sectors, and national boundaries. The ability to connect research and researchers enhances the scientific discovery process and improves the efficiency of research funding and collaboration. ORCID is engaging with all sectors of the research community to realize this vision.

Visit [ORCID.org](https://orcid.org) to learn more. Join ORCID today and become part of the solution.

Pull-up banner and bookmark templates:
Registration is free & fast;
Distinguish yourself in three easy steps

Fliers tailored to community:
Researchers; Research institutions; Associations; Funders; Publishers

ORCID
linkt onderzoek aan onderzoekers

KRIJG (H)ERKENNING IN 3 SNELLE STAPPEN

- 1 VRAAG** je ORCID iD AAN
- 2 LINK** je iD aan je output
- 3 VERMELD** je iD in projecten, publicaties, datasets en nog veel meer

iD **Registreer je nu op orcid.org**

ORCID 2019-08-04

ORCID

ТРИ ШАГА, ЧТОБЫ ЗАЯВИТЬ О СЕБЕ.

- 1 ЗАРЕГИСТРИРУЙ** ORCID iD
- 2 ПРИВЯЖИ** свой iD к своей работе
- 3 ИСПОЛЬЗУЙ СВОЙ iD** в грантах, публикациях, наборах данных и т.д.

Зарегистрируйся сегодня на orcid.org. Регистрация быстрая и бесплатная.

ORCID — это открытая, некоммерческая организация, поддерживаемая заинтересованным сообществом и предоставляющая ученому уникальный постоянный идентификатор, который можно использовать в ключевых научно-информационных процессах для обеспечения надежной связи ученого с результатами его деятельности.

Через связь с другими системами, ORCID позволяет улучшить поиск и избежать необходимости повторного ввода существующих данных. Ученые контролируют приватность информации, отображаемой в их записи ORCID, и определяют, кто и какую информацию сможет увидеть.

iD

OUTREACH RESOURCES

ORCID OUTREACH TEMPLATES

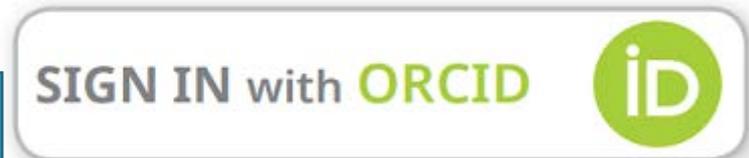


Sample graphics and text:

Use in your ORCID integration



3D printer cookie cutter template:
Make your own iD cookies



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.](#)



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.](#)



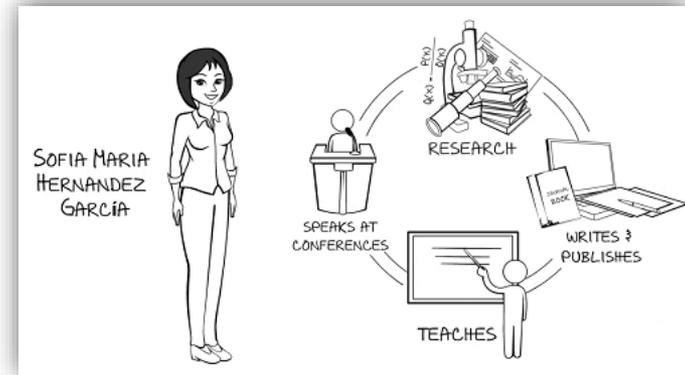
Synchronize. [ORGANIZATION NAME] is making it possible for you to easily share your research information and keep it up-to-date. With your permission, we will synchronize information between [SYSTEM NAME] and your ORCID record, in real time OR every XX days/weeks. Learn more in [Enter once, reuse often.](#)



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!



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



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



The image shows two pull-up banners for Bond University. Each banner features a photograph of a researcher, a testimonial in a green box, and the researcher's name and ORCID iD in a white box at the bottom. The banners are set against a white background with the Bond University logo and ORCID branding at the top.

Banner 1: Features a photograph of Chris Del Mar, a man with glasses and a stethoscope. The testimonial reads: "THERE ARE MANY OTHER RESEARCHERS WITH MY NAME, BUT MY ORCID ID IS UNIQUE TO ME". Below the photo is the text "ORCID iD CHRIS DEL MAR".

Banner 2: Features a photograph of Kate Galloway, a woman with short dark hair. The testimonial reads: "I USE ORCID TO CURATE AND SHARE MY WORK - ON SOCIAL MEDIA, AT CONFERENCES, IN APPLICATIONS FOR FUNDING AND PROMOTION". Below the photo is the text "ORCID iD KATE GALLOWAY".

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



A close-up photograph of a white ceramic mug. The mug features the ORCID logo (a green circle with the letters 'iD' in white) and the text "orcid.org/ 000-0002-9498-6151 Emma Richardson" printed on it.

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>

COMMUNITY EXAMPLES

Cookies and banners at the University of Minnesota Library's ORCID pop-up booth. *Source: UMN, https://www.instagram.com/p/BYYufIVF_iq/*



Customized mug connected to UMN 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>

COMMUNITY EXAMPLES

USER SUPPORT: CUSTOM VIDEOS

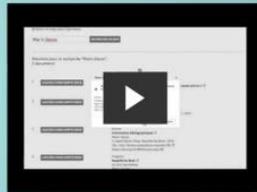
Collecting ORCID iDs at EMS



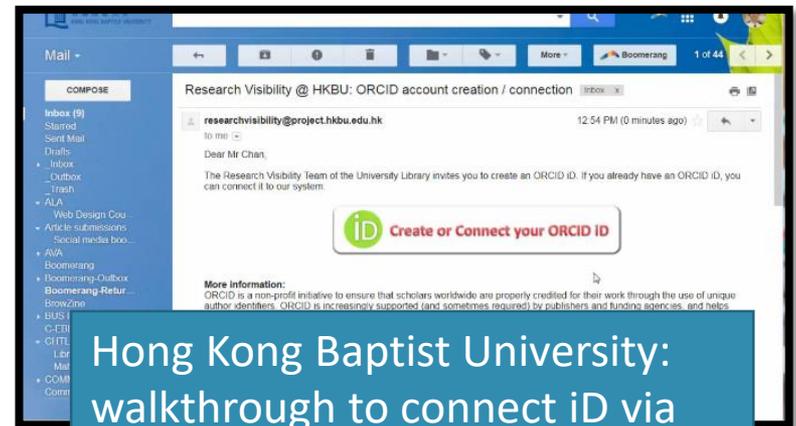
EMSL: Walkthrough of how they collect ORCID iDs and update permissions:
<https://vimeo.com/273234758/7688f969f5>



Je recherche mes publications pour les ajouter à mon ORCID



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 page for ORCID. The header includes the KAUST logo and the text 'University Library where inspiration is born'. The breadcrumb trail is 'KAUST Library / LibGuides / ORCID (Open Researcher and Contributor ID) / Home'. The main heading is 'ORCID (Open Researcher and Contributor ID) : Home' with a search box. Below the heading, there are three main sections: 'Create an ORCID ID', 'What is an ORCID?', and 'Questions?'. The 'Create an ORCID ID' section provides a link to the KAUST Intranet. The 'What is an ORCID?' section explains that an ORCID ID is a unique identifier for researchers. The 'Questions?' section lists contact information for Mohamed B. and Daryl Grenz. A blue overlay box at the bottom left 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>

COMMUNITY EXAMPLES

USER SUPPORT: LIBRARY GUIDES

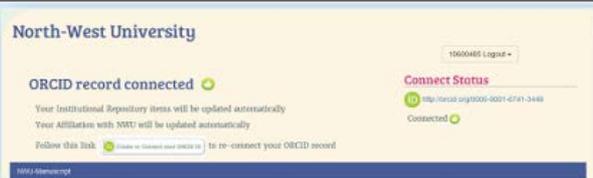
The image shows two overlapping web pages. The background page is from KAUST Library, titled 'ORCID (Open Researcher and Contributor ID) : Home'. It provides information about ORCID researcher identifiers and their use. The foreground page is from the University of Adelaide, titled 'ORCID for Academics'. It encourages academics to sign up for and register their ORCID with the University. A blue box is overlaid on the Adelaide page, containing text about the University of Adelaide's ORCID resources for academics and HDR students, with a URL: <https://www.adelaide.edu.au/orcid>. Below this, another blue box contains text about KAUST's integration and a filter URL: <http://libguides.kaust.edu.sa/orcid>. The Adelaide page also features a 'Sponsor's Message' from Professor John Williams, Pro Vice-Chancellor, Research Operations / Dean of Graduate Studies, with a quote: "Having a common name is a pain point for many a researcher, its something I have experienced first hand".



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

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>

三步驟輕鬆加入 Academic Hub !

圖書館已協助您在 AH 平台上建立個人基本簡歷資料，您只要完成步驟一，啟動或確認個人 ORCID 帳號後，未來只要依照後面兩步驟就能快速、輕鬆新增與維護個人著作清單，詳細操作說明於後。



* 若有任何問題，歡迎隨時與學科館員聯絡！<http://www.lib.ntu.edu.tw/node/175>



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

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-Informationswebseiten 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 Publizieren▪ bei der Forschungsförderung▪ im wissenschaftlichen Alltag
Rechte	Informationen zu: <ul style="list-style-type: none">▪ Kontrolle über ORCID-Record und Privatsphäre-Einstellungen▪ Datenschutzrechtliches Gutachten
Mit ORCID starten	<ul style="list-style-type: none">▪ Anleitung zur Registrierung▪ Eigene 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.

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.

Webseite der Einrichtung	Tutorial	Video	Flyer
Ruhr Universität Bochum	Manual Verknüpfen Manual Registrieren über die Hochschulbibliographie		http://www.ub.ruhr-uni-bochum.de/imperia/md/content/orcid-informationsflyer-deutsch.pdf
Technische Universität Dortmund			
Staats- und Universitätsbibliothek Bremen		Offizielles Video	
Universität Würzburg		ORCID kurz erklärt	
Universität Bern	Wie sie Ihre ORCID registrieren und in BORIS übernehmen	BORIS-ORCID	



COMMUNITY EXAMPLES

NEW ZEALAND ORCID CONSORTIUM



[HOME](#) | [ORCID IN NEW ZEALAND](#) | [NEW ZEALAND ORCID CONSORTIUM](#) | [CONSORTIUM RESOURCES](#)

New Zealand ORCID Consortium Resources

Resources for consortium members.

Consortium sharespace

Several consortium members have generously agreed to share their ORCID related materials. If you wish to use any of the following please contact the relevant person. [Contact us](#) for email addresses.

- **Plant and Food Research.**

Michele Napier has generously shared their [ORCID engagement strategy](#) (November 2017)

- **University of Otago.**

Shiobhan Smith has agreed to share the following (Jan 2018):
Research Support Unit's [ORCID at Otago communications plan](#)
[Vox Pop videos](#) - interviews with researchers at Otago talking about ORCID
[Full length videos](#) of interviews with researchers at Otago talking about ORCID
[Recipe-for-an-ORCID-themed-final.pdf](#) [PDF 361.05 kb]How to make videos of researchers talking about ORCID

Resources, outreach plans and strategy, templates, and more.



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

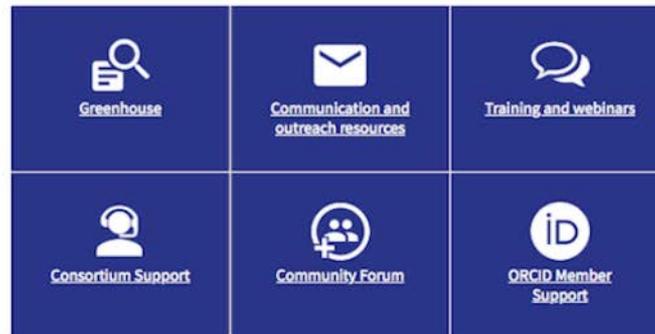
COMMUNITY EXAMPLES

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

- 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 on boarding of Consortium members

- 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.
- organise and conduct on boarding webinars as part of an ORCID training program for members.

Be the central technical support contact to all members

- Monday - Friday 8am-5pm AEST (exclusive of Queensland public holidays) Tier 1 ticket and issue management via the Host's Service Desk. All questions received by ORCID directly from Consortium members will be re-routed to the Consortium Host'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 organisation ensuring that member interests are represented and that feedback is provided via appropriate channels to fuel improvement and innovation.

Maintain consortium documentation and technical documentation repositories

- 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">1. State of the Nation Slides2. ORCID Strategy and 2018 Projects
09 June 2016	Understanding ORCID Integration	<ol style="list-style-type: none">1. Session FAQs2. Webinar Slides3. Links used in Webinar
01 June 2016	AAF/ANDS/CAUL Webinar - Promoting ORCID to your researchers	<ol style="list-style-type: none">1. Session FAQ's2. Webinar resources3. Self-service links



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.



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



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



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



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

