message: ironic comparison to daily chores (= mandates) 😊

brush your teeth, 'don't forget payday'
(check your account balance)

target group: researchers, deans

important channels
postcard series
posters
banners
videos (featuring famous comedian)
social media
ANALYZE PROBLEM - RESEARCH TOPIC - SECTOR / UNIVERSITY
GET THE DATA (MONEY SPENT ETC)

EARLY CAREER

SENIOR RESEARCH AND PHD

WEBINARS
SHORT VIDEOS
CONIX
CONTEST

SHORT MESSAGES
ADVANTAGES

WRITE REPORT
DETAILED PRESENTATION
EXECUTIVE SUMMARY
PRESENT COMPARISONS
GO TO COMMITTEE MEETING
VISUALIZATION / FIGURES

RISKS - LOSS OF FUNDING
INCREASED BUDGET
PILOT PROJECTS

- DINNER WITH EXHIBITIONS - PEOPLE WITH POWER - REPUTATION
PUBLISHER POLICY AND OPEN ACCESS CONDITIONS

RESEARCHERS

PHD

PROMOTE SHERPA/ROMEOP

- Publisher's website
- Video
- Involving higher authorities
- Info from Science department
- Posters, leaflets in university places (café, toilet, reading room)
- Dedicated librarian

LIBRARIAN

- Facebook
- Obligatory courses
- Video
- Publisher's website
- Starter pack for new students
- Info from Science department
- Dedicated librarian
- Short
# Plan for Repository Promotion

**Audience**
- Researchers
- PhD Students

**Repository**
- Academic papers
- Dissertations

<table>
<thead>
<tr>
<th>When?</th>
<th>What?/Why?</th>
<th>Who?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Faculty meeting</td>
<td>Short talk about repository reaching the researcher’s</td>
<td>Librarian</td>
</tr>
<tr>
<td>Introductory Orientation</td>
<td>Reaching the PhD students to talk about repositories (seminar)</td>
<td>Librarian</td>
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<tr>
<td>End of publication process</td>
<td>Informing researchers/PhD students about repository (tutorial/1461)</td>
<td>Librarian</td>
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<tr>
<td>Year-round</td>
<td>Series of short videos on Youtube.com “How to...” tutorials, 3-5 min</td>
<td>Librarian</td>
</tr>
<tr>
<td>October</td>
<td>OA Week promotion of repository email</td>
<td>All Library staff</td>
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<tr>
<td>Year-round (Nov.-Dec.)</td>
<td>Connecting CRIS &amp; repository</td>
<td>Researcher / Librarian</td>
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