PROMOTING SCHOLARLY COMMUNICATION SERVICES AT VU: A CASE STUDY OF THE CAMPAIGN DOUBLE WIN WITH MIDAS
The National Open Access Research Data Archive (MIDAS)
Communication campaign

Title: Double Win with MIDAS
Target audience: employees and doctoral students at Vilnius University
Metrics: published research data or its metadata
Patron of the campaign: Pro-Rector for Research of Vilnius University
Budget: €2000
Date: 2017
What can you win by participating in the campaign?

When you pick MIDAS, you win double – a personal scientometric analysis based on data from Web of Science™ and Scopus™ as well as a coupon of €100 for your chosen scientific literature subscriptions. Ten winners will be awarded these gift sets on both stages of the campaign (twenty in total). Participants of the campaign can be awarded with more than one gift set, but no more than two overall.

Personal scientometric analysis + Coupon of €100
How to join the campaign?

If you are an employee or a student at Vilnius University, upload your research data to MIDAS and join the campaign. Every time you publish your research data or its metadata, you receive one campaign ticket which is valid during the ongoing campaign stage: I stage – October 1, 2017 to October 31, 2017, II stage – November 1, 2017 to December 1, 2017.
Activities
Websites

Informational material:

• A home page of the campaign where traffic is sent (biblioteka.vu.lt) – accessible metrics help to evaluate efficiency of channels and audience coverage

• Links to a home page of the campaign (vu.lt) – no accessible metrics

• Links to a home page of the campaign (midas.lt) – no accessible metrics

Banner ads:

• Links to a promotional video clip (vu.lt) – no accessible metrics
Email

Informational material:
• Sent by top management
• Mailing list of 2594 recipients

Signature banners:
• Instructions for Microsoft Outlook
• Used by colleagues who communicate with researchers
Newsletter

Interviews:
• Top management
• Experts
• Participants

Informational material:
• Dublicate content

Banner ads:
• Links to a home page of the campaign

Vilnius University

Saulius Maskeliūnas: „Duomenys MIDAS archyve – geriausia apsauga

Rasa Aleksandrova: „Akcijos metu „Rinkis MIDAS – laimėk dvigubai“ turite galimybę laimėti asmeninę mokslometrinę analizę“

Viktoras Bulavas: „MIDAS taikyti griežiausi informacinėms sistemoms keliam saugos reikalavimai“

Viljus Dranseika: „Duomenų atvirumui eksperimentinėje filosoﬁjoje skiriama daug dėmesio“

Andrius Merkys: „Dr. Sauliaus Gražutės rezultatų iprasta skelbti atvirai“

Gabrielė Stupurienė: „Viešinti mokslinių tyrimų duomenis turėtų būti privaloma“
Activity returns results
Supporting activities
Open Access Week
During the Open Access Week 2017 an additional bonus is waiting for the new users who will register to MIDAS. By choosing MIDAS you not only win twice as much, but also receive **twice as much space** to store your research data – 200 GB!

23–29 October 2017

MIDAS Friendship Days
Invite your colleague to join MIDAS during the MIDAS Friendship Days at Vilnius University and both of you will have a chance to win **double-wall cups** from Vilnius University Library.

16–23 November 2017

Special events
Learn more about MIDAS and take an opportunity to discover not public spaces at Scholarly Communication and Information Centre (SCIC) by participating in excursions. Events are organized only for MIDAS registered users.

23 & 30 November 2017
Results

• Increased number of registered datasets by 49 per cent (from 99 to 148)
• Increased number of MIDAS users by 49 per cent (from 158 to 235)
• 6 personal scientometric analyses
• 18 books
Dos and Don’ts
Google Drive
Schedule
Recipe for success

- Achievable goal (fail)
- Appropriate period (fail)
- Consistent messages with positive associations from the target audience's perspective (okay)
- Consistent visualization (okay)
- Regular communication and effective channels (so so)
- Metrics to evaluate communication activities (so so)
- Competent team (okay)
- Budget (fail)
- Top management involvement (okay)
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