



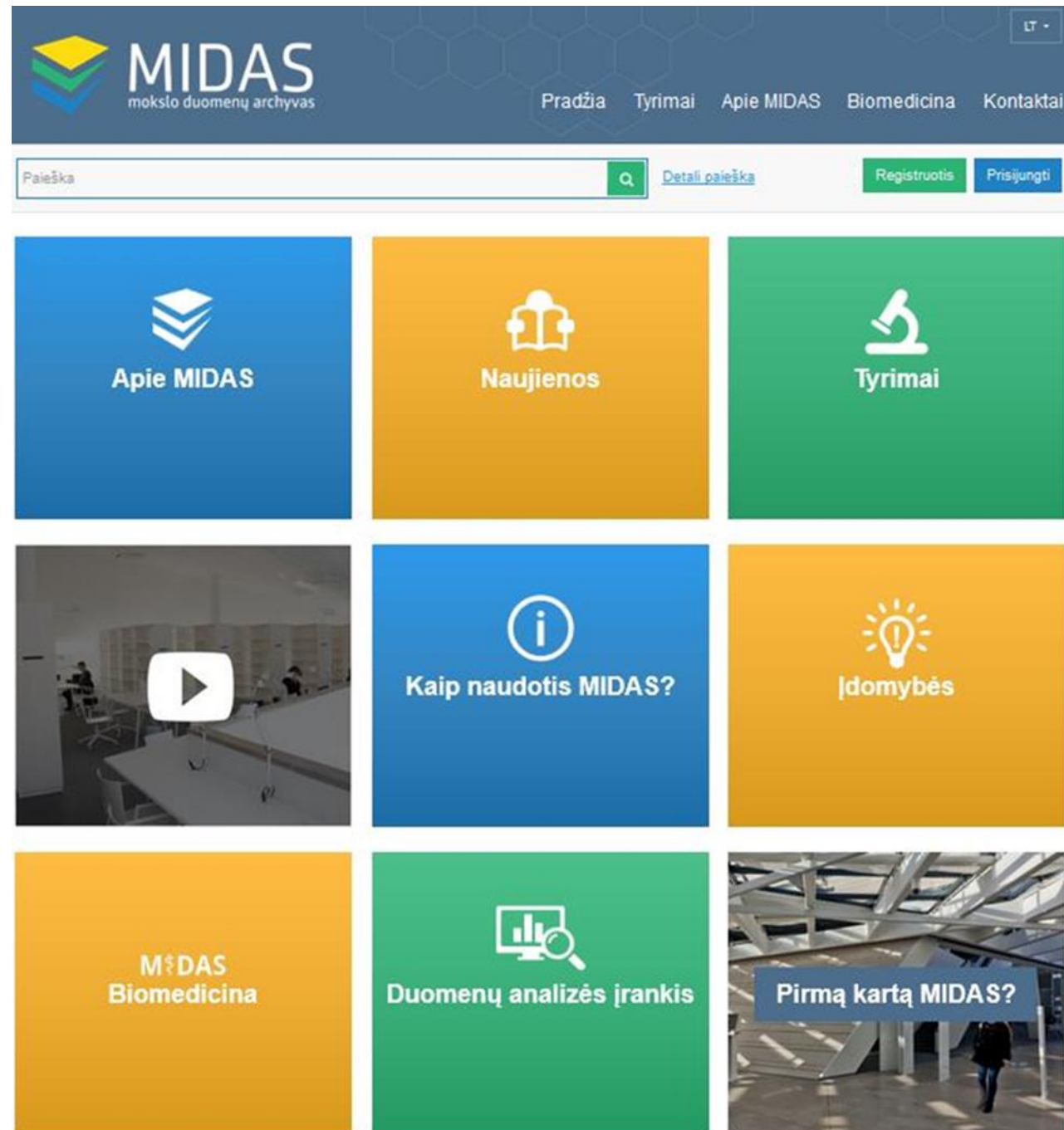


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## **PROMOTING SCHOLARLY COMMUNICATION SERVICES AT VU: A CASE STUDY OF THE CAMPAIGN DOUBLE WIN WITH MIDAS**

# The National Open Access Research Data Archive (MIDAS)



Vilnius  
University

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# 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.

**Register**   **+**   **Upload**   **+**   **Publish**





# Activities



# Websites

## Informational material:

- A home page of the campaign where traffic is sent ([biblioteka.vu.lt](http://biblioteka.vu.lt)) – accessible metrics help to evaluate efficiency of channels and audience coverage
- Links to a home page of the campaign ([vu.lt](http://vu.lt)) – no accessible metrics
- Links to a home page of the campaign ([midas.lt](http://midas.lt)) – no accessible metrics

## Banner ads:

- Links to a promotional video clip ([vu.lt](http://vu.lt)) – no accessible metrics



# Email

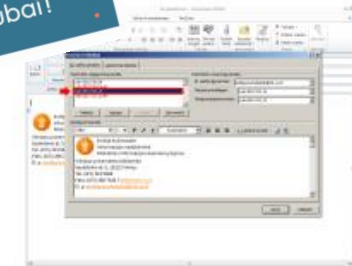
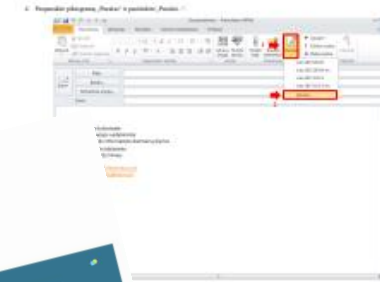
## Informational material:

- Sent by top management
- Mailing list of 2594 recipients

## Signature banners:

- Instructions for Microsoft Outlook
- Used by colleagues who communicate with researchers

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# Newsletter

## Interviews:

- Top management
- Experts
- Participants

## Informational material:

- Duplicate content

## Banner ads:

- Links to a home page of the campaign

Saulius Maskeliūnas: „Duomenys MIDAS archyve – geriausia apsauga nuo virusų“

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

**Viktoras Bulavas: „MIDAS taikyti griežčiausi informacinėms sistemoms keliami saugos reikalavimai“**

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

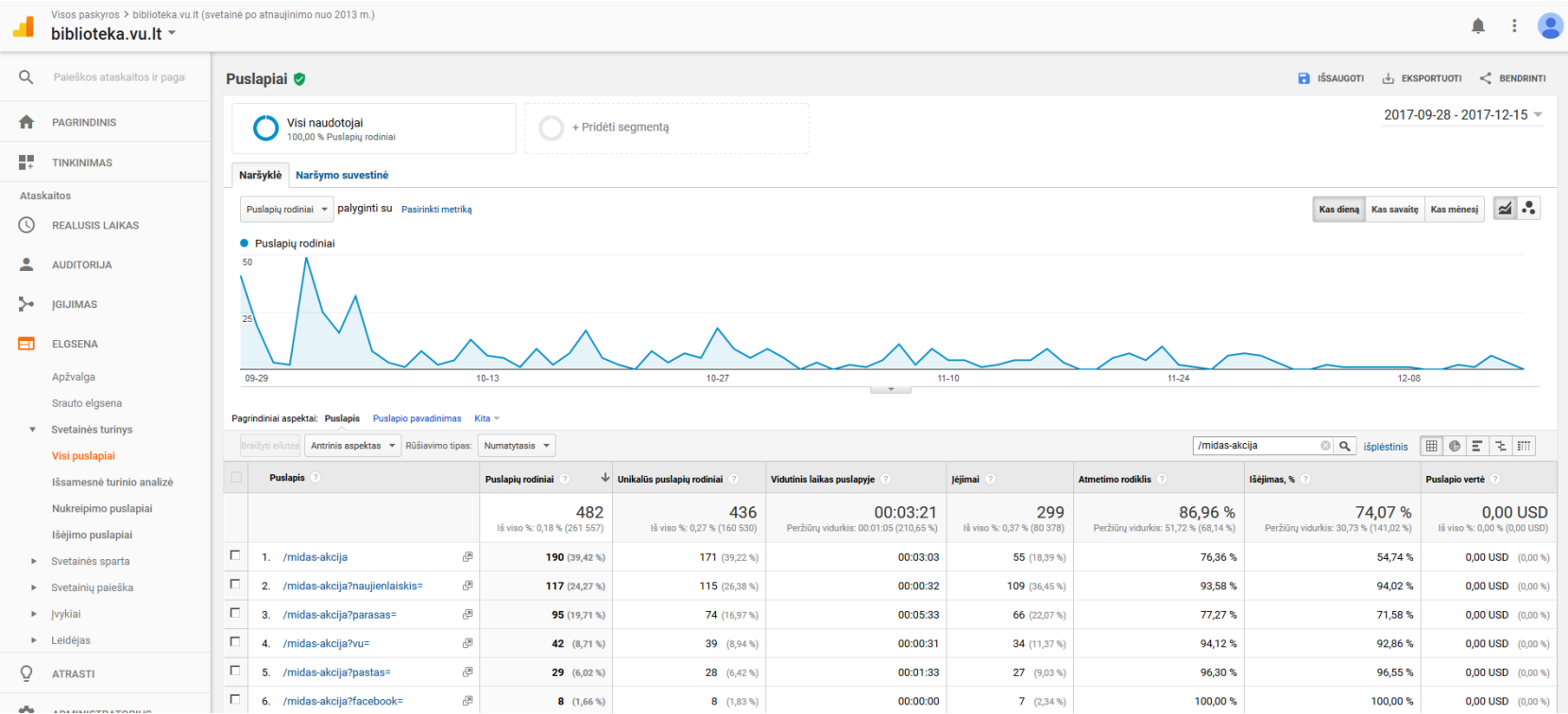
Andrius Merkys: „Dr. Sauliaus Gražulio vadovaujamos darbo grupės rezultatus įprasta skelbti atvirai“

Gabrielė Stupurienė: „Viešinti mokslinių tyrimų duomenis turėtų būti privaloma“

# TVs & Facebook



# 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



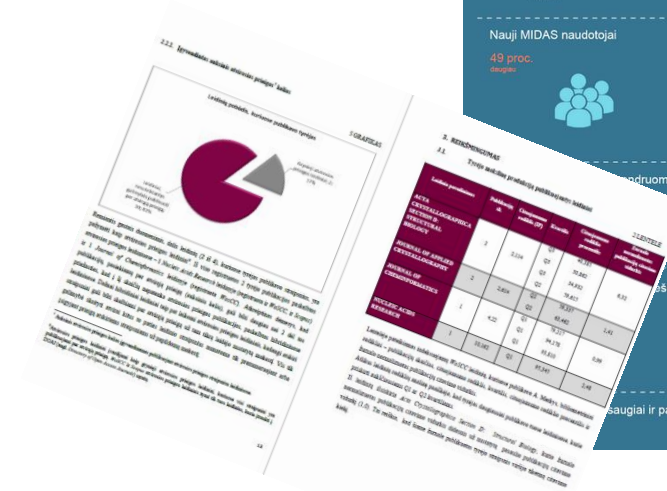
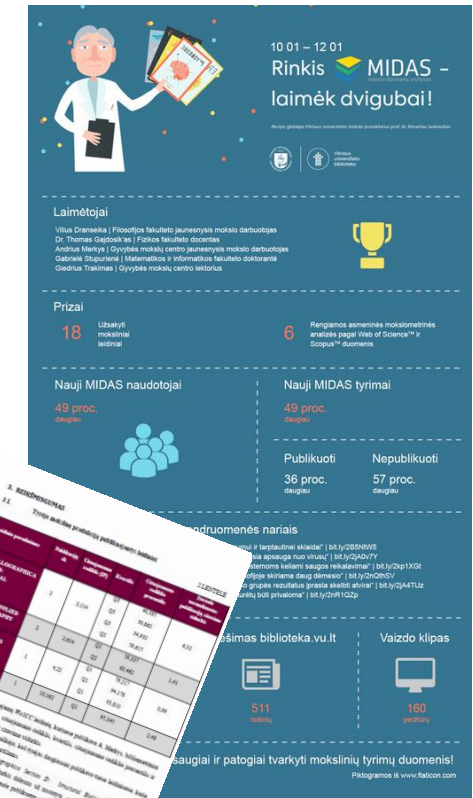
## Special events

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

The screenshot displays the Google Drive interface. On the left, the navigation sidebar includes a 'New' button, 'My Drive', 'Computers', 'Shared with me', 'Recent', 'Starred', 'Trash', and 'Backups' sections. Below these is a 'Storage' section showing '8.2 GB of 15 GB used' and a link to 'UPGRADE STORAGE'.

The main content area shows the 'My Drive' view for the folder 'mtd\_akcija\_2017'. It contains two rows of folders: 'bibliotekos\_svetaine', 'el\_pastas', 'facebook\_grupe', 'midas\_svetaine', 'naujienlaiskis', 'prizai', 'raketa', 'rezultatai', 'tv', and 'vu\_svetaine'. Below the folders, there are five files: a PDF document 'akcijos\_rinkis\_midas\_laime...', a 'Kontaktai' folder, a spreadsheet 'mtd\_akcija\_laiko\_juosta\_v2...', a PDF document 'mtd\_akcijos\_taisykles\_patv...', and a Word document 'mtd\_akcijos\_taisykles\_v5\_d...'.

At the bottom right of the interface, there is a large, stylized number '440'.

[illegible]

# 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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# CONTACTS

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