

Open Research Promotional Toolkit



How do we get the word out

If you're not aware of a policy, how can you follow it? If you don't know a resource exists, how can you use it? Regardless of the strides being made to facilitate best practice in open research, getting the word out has to take place alongside this progress. The problem is, communications and promotional work is taxing, resource intensive, and requires specialist skills that many working in Open Research contexts have not had the opportunity to develop. The Open Research Promotional Toolkit is intended to help. Composed of a set of training modules and a graphic design package, the Toolkit can help to streamline promotional work. All materials are open access, and can be tailored to your institutional context.



Graphics Package

The graphics package includes open research icons, a mix of backgrounds, and generic icons. This package comes with a graphic design guide that can help you to streamline your communications and create an Open Research visual language for your group, institution, or team.

The resources are freely available on OSF for download. They come in a range of colours, to help align with internal branding requirements. We encourage you to share your design templates for others to use!



<https://osf.io/mq386/>

Training Modules

A training suite for newcomers to promotional activity. Offering introductory guidance on social media, events organisation, and promotional strategising. Throughout the focus is on how you, regardless of your role, can get the word out more effectively about Open Research and resources supporting best practice.

The training suite is available as an Articulate Module and in powerpoint, for you to adapt to your institutional context.



<https://edin.ac/45MB06b>

Open Research Icons



Backgrounds



Misc. Icons

