

PROJECT LEADERS



Edinburgh  
Open Research



Future Leaders  
Fellowships

# Open Research

# PROMO TOOLKIT

## STREAMLINING THE PROCESS OF CULTURE CHANGE

### The Project

Communicating the values and benefits of Open Research can be extremely resource intensive for small teams, especially when seeking to undertake it systematically. This project, led by Edinburgh Open Research and the UKRI Future Leaders Fellows project, with the support of Liverpool John Moore and the University of Bradford's Library Teams seeks to streamline this process by producing a toolkit composed of a training and guidance hub along with a resource library. These materials will be open access, for use by any individual or team seeking to promote Open Research. This ranges from digital communications such as social media, blog posts, and online showcases, through to in person roadshows, to larger and more complex events such as participatory research showcases.

#### RESOURCE LIBRARY



Workshop & event formats, event admin templates (risk assessments, feedback forms, etc.)



Grassroots & stakeholder network models, workflows, & plans.



Social media templates, image & design library.



Quick reference text library & glossary of key terms.



Communications planning templates, such as gap analysis and strategic targeting models.

#### TRAINING TOOLKIT

An online training module designed for promoters of open research.

- 1 The foundations of OR Promo: identifying targets, developing a communications strategy.
- 2 Passive digital engagement - social media, blogs, & websites
- 3 Active promotion through events & interactions - roadshows, workshops, & events.
- 4 Network building - grassroots & leadership networks and events.
- 5 Evaluating the success of promotion - communications analysis and metrics.

#### WHAT DO YOU NEED?

Which part of your promotional activities could be streamlined? What skills training might help you or your team to promote best practice in open research?

#### PROJECT COLLABORATORS

