

Communication examples:

Content list:

Communication items:	Target audience:
1. Researcher targeted email What is ORCID and how to register?	Researchers who don't have an ORCID ID
2. Researcher targeted website content How to register for an ORCID ID?	Researchers who don't have an ORCID ID
3. Newsletter article 1 Organisations that collect and connect ORCID in their systems	Researchers that have an ORCID ID
4. Newsletter article 2 Generic newsletter article to register for an ORCID	Researchers who don't have an ORCID ID
5. Researcher targeted email How to maximise your ORCID ID	Researchers that have an ORCID ID
6. User Guide Step by step guide	Researchers that have an ORCID ID
7. Infographic Making the most of your ORCID	Researchers that have an ORCID ID

Researcher targeted email

What is ORCID and how to register

Example email content has been created for organisations to re-purpose and modify as required. This content is targeted at Researchers who do not have an ORCID ID. The purpose of this communication piece is to encourage users to register for an ORCID and inform users of the benefits.

To: Researchers without an ORCID ID

Subject: Register for your free ORCID ID today

Dear Researchers,

<ORGANISATION NAME> is looking to integrate ORCID (Open Researcher and Contributor ID) with our research systems and we would like to encourage you to get your ORCID ID today.

What is ORCID?

ORCID is a unique digital identifier (ORCID ID) which you can link your research outputs and activities to. You own your ORCID ID and it follows you through your career.

The ORCID ID is rapidly becoming an international standard which is being requested by publishers and funders to save you time and effort when publishing papers or applying for grants.


Why do you need ORCID?

- Stay connected with your research outputs, no matter where your career takes you
- Confidently claim your own contributions
- Stand out from others with your name
- Be discovered and boost your citation rates
- Reduce repetitive form filling and save time
- Pick and choose who sees your record.

You can use your ID to maintain or update records, share information and search the ORCID Registry for free.

Watch the <[WHY ORCID VIDEO](#)> to hear from other researchers on why they have an ORCID ID.

How to create your free ORCID ID

1. Go to, [ORCID](#) and register for your free ORCID.
2. Import your research outputs and add biographical information. Watch the [video](#) to find out how.
3. Use your ORCID whenever you see the  green icon e.g. when publishing papers or applying for grants.

Visit the website to learn more about [ORCID](#).

Researcher targeted website content

How to register for an ORCID ID

Example web content has been created for organisations to re-purpose and modify as required. This content is targeted at Researchers who do not have an ORCID ID. The purpose of this content is to encourage users to register for an ORCID and inform users of the benefits.

Website content

Register for your ORCID ID today and stand out in the research crowd


ORCID IDs are quickly becoming an international research standard. They can be integrated with research systems, publishers, funders and other research services to ensure researchers get credit for their work. ORCID provides researchers with a unique identifier, which acts as a mechanism to link researchers to their outputs.

Why should you register?

- Stay connected with your research outputs, no matter where your career takes you
- Confidently claim your own contributions
- Stand out from others with your name
- Be discovered and boost your citation rates
- Reduce repetitive form filling and save time
- Pick and choose who sees your record.

You can use your ID, maintain and update your record, share your information, and search the ORCID Registry for free.

How to create your free ORCID ID today

1. Go to, [ORCID](#) and register for your free ORCID.
2. Import your research outputs and add biographical information. Watch the [video](#) to find out how.
3. Use your ORCID whenever you see the  green icon e.g. when publishing papers or applying for grants.

Newsletter article I

Organisations that collect and connect ORCID in their systems

This news article example has been developed for organisations that would like to collecting ORCID IDs and connect them to an internal system. This content can be re-purposed and modified as required.

Newsletter article

Create and connect your ORCID ID

Enable <ORGANISATION NAME> to collect your ID from ORCID and connect it to information about your research outputs and activities stored in your organisation's systems. Having an ORCID ID:

- distinguishes you and ensures your research outputs are correctly attributed to you
- provides a persistent identifier and will belong to you throughout your career
- is being requested by publishers and funders
- will save you time by pre-populating numerous data fields when completing grant applications etc.

When you register for an ORCID ID you can link it to your organisation who can collect your ID, and connect it to information about your research outputs and activities stored in local systems.

Even if you already have an ORCID ID, please link it to your organisation and authorise for them collection and use of your ORCID ID in your organisation's systems.

Visit the website to learn more about your [ORCID ID](#).

Newsletter article 2

Newsletter article to register for an ORCID

This news article example has been developed for organisations that would like to encourage researchers to register for an ORCID ID. This content can be re-purposed and modified as required.

Newsletter article

Register for your ORCID ID today

ORCID provides you with a persistent digital identifier (an ORCID ID) that distinguishes you from every other contributor and supports automated linkages among all your professional activities.

Your ORCID ID and connections are stored in the ORCID Registry, in an account you own and manage.

Why do I need an ORCID?

- Stay connected with your research outputs, no matter where your career takes you
- Confidently claim your own contributions
- Stand out from others with the same name
- Be discovered and boost your citation rates
- Reduce repetitive form filling and save time
- Pick and choose who sees your record.

You can use your ORCID ID, to maintain and update your record, share your information, and search the ORCID Registry for free.

Visit the [ORCID website](#) to find out how.

Researcher targeted email

How to maximise your ORCID ID

Example email content has been created for organisations to re-purpose and modify as required. This content is targeted at Researchers who already have an ORCID ID. The purpose of this communication piece is to encourage users to maximise the benefits that an ORCID ID and link it to their organisation.

To: Registered ORCID users

Subject: How to get the most out of your ORCID ID!

Now you have your ORCID ID, what can you do with it?

Dear Researcher,

After registering and obtaining your ORCID ID, it's time to make it work for you.

By following these three simple steps you can maximise the benefits of your ORCID.

1. Allow <ORGANISATION NAME> to verify your employment.

By allowing <ORGANISATION NAME> to access your record, we can verify and add information to your ORCID record and help you keep it up-to-date.

**This is only applicable if your organisation is asserting affiliation through an ORCID integration.*

2. Enable automatic record updates when you publish.

Crossref and DataCite can be authorised to automatically update your ORCID record whenever you publish an article or dataset. Make sure you enable the automatic updates.

3. Connect your existing works, grants and profiles to your ORCID record.

Boost your academic profile and discoverability by having everything in one, portable place. Link your existing contributions, grants and profiles to your ORCID record.

For more detailed information about implementing these three simple steps go to <<[webpage](#)>> or view the <<[User Guide](#)>>.

User Guide

Step by step guide

This User Guide content is an example that can be re-purposed for various communication channels (e.g. knowledge base article, printed user guide). The content outlines how a researcher can connect and use their ORCID ID to connect to organisation systems, published works, existing works and grant systems.

User guide content

ORCID User Guide

How to make your ORCID ID work for you

Follow this simple step-by-step guide to ensure your ORCID ID is working for you.

Allow <ORGANISATION NAME> to verify your employment

1. Use your ORCID ID when prompted in a system that you trust <SYSTEM NAME> e.g. grant application system.
2. Authorise <ORGANISATION NAME> to access your record when asked.
3. <ORGANISATION NAME> can now add your affiliated information e.g. your start date and affiliated department.
** <ORGANISATION NAME> will appear as the source of the information.*

Enable automatic record updates when you publish works

1. Crossref will ask permission after a paper has been accepted in email form.
2. Follow the prompt to sign into your ORCID account and give permission.
3. Set up a DataCite profile and enable the ORCID Auto-Update function.
You can activate DataCite's auto-update feature outside of the publication process.
**Crossref or DataCite will appear as the source of information.*

Connect existing works

1. Use the ORCID Search & Link tool to import information from some of the biggest databases. e.g. Crossref Metadata Search, ResearcherID, and ScopusID; also from discipline specific databases like Europe PubMed Central and the MLA International Bibliography; and country and/or language-specific databases such as Airiti, KoreaMed, and Redalyc.
2. Select the Search & Link option under Add Works in the Works section of your ORCID.
3. Choose the database you want to connect with.
4. Grant permission for it to access and update your ORCID record.
5. Claim the publications that are yours when presented with the list and they will immediately appear in your ORCID record.
**The relevant database will be shown as the source.*

Connect your existing grants

1. Use the UberResearch Search & Link tool similarly for the Search & Link tool used to connect existing works.
2. Click the Search & Link option in the Funding section of your record.
3. Select UberWizard for ORCID and authorise access.
4. Claim your grants when presented with the list.

**Source will be shown as UberResearch.*

Connect existing profiles

1. ResearcherID, ScopusID Kudos, Loop, Mendeley and Publons have enabled you to connect information from them to your ORCID record.
2. When prompted in the above systems, choose the option to Link your ID to your current profile and grant permission to update your ORCID record.

You can choose to revoke an organisation's access via your [ORCID Account Settings](#) at any time if required.

Infographic

Making the most of your ORCID

