marketing + outreach strategies for research data services

BRIANNA MARSHALL
CAMERON COOK

@notsosternlib
@cameron_ccook

UNIVERSITY OF WISCONSIN
Brianna Marshall
Digital Curation Coordinator
Lead, RDS
Cameron Cook
Digital Curation Assistant
SLIS Student
about RDS

Research Data Services

Education + training
Consultations
Data management plans (DMPs)

researchdata.wisc.edu

@UWMadRschSvcs
the team
6.5% over two years
Strategic Plan
IT IS CALLED
DOING THINGS
new focuses

• getting organized
• tracking + assessment
• website overhaul
• focus on design
• blog content
• outreach
• social media
staying organized
<table>
<thead>
<tr>
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<th>Last Updated</th>
<th>Created By</th>
<th>Files</th>
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<td>Blog</td>
<td>Jan 8, 2016</td>
<td>BRIANNA MARSHALL</td>
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<tr>
<td>Digest</td>
<td>Dec 30, 2015</td>
<td>CAMERON COOK</td>
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<td>Flyers</td>
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<td>CAMERON COOK</td>
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<td>Images</td>
<td>Sep 16, 2015</td>
<td>CAMERON COOK</td>
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<td>Stats</td>
<td>Dec 30, 2015</td>
<td>CAMERON COOK</td>
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<td>Web</td>
<td>Dec 30, 2015</td>
<td>CAMERON COOK</td>
<td>1</td>
</tr>
</tbody>
</table>
CAMERON

TUES. WEBINAR/ BLOGS/ ROM
KAITLIN MTG
• JAN. BLOG POST (FILE RENAME)
• SURVEY VIZ DRAFT
• GOOGLE AN. DOCUMENTATION
• DEV. ISSUE SELF REF ISSUE?
• CONTENT STRATEGY - THEME
• DATA MAN FRIENDS
• FINALIZE YOUR DATA WK CONTENT
• RM RESOURCES (?)

- VIDEOS
- LIB GUIDE
- TOOLKIT MEETING
- BLOG?
**Notes**
- Add Katlin Projects
- Add Dafen
- Add Opinion Calls

**Add Katlin Projects**
- Beanna ± PDS Events
- Cameron ± Out of Office/Holidays
- Blog Deadlines
- Digest Deadlines
- Openness ± Dafen

*Stickers indicate processes in flux & undecided dates*

**January 2016**

<table>
<thead>
<tr>
<th>Sunday</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
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</table>

**January 2016**

- 1: New Year’s Day
- 2: Happy New Year! 😃
- 3: Out of Office
- 4: Data Carpentry
- 5: Data Carpentry
- 6: Cameron Out of Office
- 7: Cameron Out of Office
- 8: Openness Meetup 12-1:30
- 9: Guest Katlin Posts Due?
- 10: Feb. Digest Due
- 11: March 4th
- 12: April
- 13: May 5th
- 14: June
- 15: July
- 16: August
- 17: September
- 18: October
- 19: November
- 20: December

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- 12: Data Carpentry
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- 16: Cameron Out of Office
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- 24: March 4th
- 25: April
- 26: May 5th
- 27: June
- 28: July
- 29: August
- 30: September
- 31: October
challenges

• Scheduling!
• We change up our processes frequently, meaning we still need plenty of check-ins
• Considering sharing some RDS documentation openly – what does that mean for our existing systems?
tracking +
assessment
<table>
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<th>Recipients</th>
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<tr>
<td>Successful Deliversies</td>
<td>120</td>
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<tr>
<td>Bounced</td>
<td>12</td>
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<tr>
<td>Unique Opens</td>
<td>52</td>
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<tr>
<td>Total Opens</td>
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<td>Open Rate</td>
<td>43.30%</td>
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<td>Clicks Per Unique Open</td>
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1 new Subscriber (through Mailchimp)

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<td>Tweets</td>
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<td>10,600</td>
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<td>Profile Visits</td>
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<td>Mentions</td>
<td>15</td>
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<tr>
<td>New Followers</td>
<td>5</td>
</tr>
<tr>
<td>Top Tweet</td>
<td>Mattie Burkert Talk Ad 2133</td>
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<tr>
<td>Top Mention From</td>
<td>Brianna</td>
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<tr>
<td>Top Media Tweet</td>
<td>Jason's Brown Bag Flye 612</td>
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<td>Top Media Tweet</td>
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<tr>
<td>Top Tweet</td>
<td>Karl Broman Talk Ad 2367</td>
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</table>
challenges

• Where to even start…
• Deciding
  – What to collect / track
  – When to collect / track it
  – Making it a habit
  – Figuring out how to make sense of the data
website overhaul
Machine,

Pls make website,

all responsive like,
w/ BIG pictures ooo,
use my fav fonts,
also fancy menus with whooosh on,
load fast pls

Thanks,
Human

PS no bugs :)
Objective statement

Identify and implement a new design for the RDS website.

Requirements

- WordPress theme
  - Responsive
  - Able to meet the UW minimum web standards
  - Documentation
  - Strong developer history, support
  - Lack of plug-in problems
- Home page
  - Highlights main services (not blog-centric)
  - Contact us button

Out of scope

- Outside developer time for customization

Team

Brianna - Project manager
Allan - Web lead
Ryan - WC member
Barry - WC member
Laura - WC member

Schedule

2/3
- Project planning document shared with web committee (WC).
- Mockups for theme 1 shared with WC.

2/9
- Project planning document finalized by WC.
- WC feedback due; decision on theme 1.

2/26
- (If selected) WC promotes theme 1 at RDS team meeting; requests feedback.
- Brianna decides whether further information is needed to finalize theme 1.

March
- Seek out non-intensive user input (external to RDS).
- Approval from Lee.
- Purchase theme.
- Download theme.

3/30
- Implement on development server.

April
- Test and tweak theme according to IA/content strategy discussions.
<table>
<thead>
<tr>
<th>Level 0</th>
<th>Level 1</th>
<th>Lev</th>
<th>Lev</th>
<th>Content Comment</th>
<th>Action</th>
<th>URL</th>
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<tbody>
<tr>
<td>Home</td>
<td></td>
<td></td>
<td></td>
<td>Content to be merged/adapted to fit under 'Resources' to Fed. Fund. Req.</td>
<td></td>
<td></td>
<td><a href="http://researchdata.wisc.edu">http://researchdata.wisc.edu</a></td>
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<td>Yes</td>
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<td></td>
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</tr>
</tbody>
</table>
small changes toward better UX

- tweaking CSS
- card sort exercise
- more inventories, all the inventories
- migration of content + tables
- blog guidelines to keep fresh content
RDS website progression
challenges

• Conveying design vision + purpose
• Project management
• Roles, responsibilities, and decisionmaking
focus on design
Data got you down?
We can help!

**data management plans**
We'll work with you to draft a plan for your grant application.

**personal consultations**
Have a data management question? We're here to help.

**education & training**
Access our educational materials & work with us to plan a training for your lab or department.

We love your data too.

researchdata.wisc.edu & @UWMadRschSvcs
brown bag flyers
Top 5 Tips for Data Management

1. 3-2-1-0.
   3 copies of your data in 2 different locations on more than 1 type of storage hardware. 0 USB drives used.

2. Use open file formats.
   TXT, CSV, TIF, etc.
   Avoid proprietary formats when possible.

3. Organize + Name
   Organize and name your files meaningfully.
   Avoid words like first, draft, and final.

   Document your research process.
   Create a readme file, give your work context.

5. Have a plan
   and stick with it!
Popular design types

- Social Media
- Presentation
- Poster
- Facebook Cover
- Facebook Post
- Blog Graphic
- A4

Search 1,000,000 images...

- Easter
- Grids
- Frames
- Shapes
- Lines
- Illustrations
- Icons
- Photos
- Charts
WITHOUT YOU, WHAT DOES YOUR DATA SAY?

SHOW SOME DOCUMENT IT

RESEARCHDATA.WISC.EDU

@UWMADRSCHSVCS
Introducing Canva for Work

Canva for Work makes it easy to create beautiful on-brand marketing materials, presentations and social media graphics for every organisation.

To start, select your brand color
challenges

• Good design takes time
• Ensuring RDS design ideas also fit within the UW brand
• Without Canva for work, we need to closely track our brand colors, fonts, and styles
we also made some pretty sweet comics
Why did the Pirate walk the plank?

His research wasn't reproducible.

Blame the full moon...

Here lies research, Bad data, bad!

Is your data haunting you?

Ooo... data loses...

Public access...

Dracula thinks bad data management sucks.

Blech.

Data management driving you batty?

We can help!
Don't wish for a good DMP... 
...call RDS.

RDS can help you make data management a piece of cake

Pie.

Don't "leaf" your data in the cold.

Fall into good data management with RDS.
Will you go on a date with me?

File always love you. Use sustainable formats.

You always know the way to my heart.

Finding RDM resources can be quite the caper. Let RDS be your matchmaker!

We’re meant to be like data & DMPs.
File always
Love you.

Finding RDM resources can be quite the caper.

Let R.D.S. be your matchmaker!
Why did the Pirate walk the plank?

His research wasn't reproducible.

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Research Data Services | researchdata.wisc.edu | @UWMadRschSvcs
challenges

• Marketing campaigns are a time consuming process
• How do you build on success?
• Marketing is about timing and finding the right communication channels
Top 5 Data Management Tips for Graduate Students

2) No USBs

Remember the rule of 3 from our past post? 3-2-1? 3 copies of your data in 2 physically separate locations on more than one type of storage hardware.

Let’s add on to that. 3-2-1-0. 0 USBs used as a form of storage hardware. A USB is easy to lose, misplace, and drop – it happens all the time. A USB is simply not a good form of backup. You can explore options available to you on our resources page.

3) Create a system

In our last post we talked about being aware of open file formats and good file naming. Have you thought about what formats you want to save your files in? Have you thought about the steps of your process and what needs to be saved at each step (i.e. raw, processed, analyzed)? Are you consistently saving your files with meaningful names? Make sure you have a system and stick to it, so that you will not lose your work among an avalanche of files named “final” and “draft”.

4) Make a schedule

Do you have a schedule for backing up your files? Form a plan and write it down! It may sound silly, but marking a backup date on your calendar or setting up an automatic back up process (just be sure to double check it regularly) ensure that you will have your data when you need it most.

5) Be smart about how you document your data

Plan ahead and your data will be more useful to you in the long run. Thinking about how you will be using and sharing your data can help you make decisions on how best to document it.

Is there a metadata schema or vocabulary common to your discipline? If so, are you using them?

Have you included how your data may be reused, shared, or cited?

If you use spreadsheets in your work, get to know the issues caused by poor data input. Data carpentry has great resources on the common mistakes in spreadsheets.
Categories
Data Repositories (5)
Data Security (1)
Data Sharing (10)
Data Storage (10)
Data Visualization (2)
Databases (1)
Education & Training (12)
Events (18)
Federal Funders (7)
Holz Brown Bag Series (12)
Love Your Data Week (5)
News (69)
RDS Team (6)
Tools (24)

Tags

shareable relevant series
The Big Picture of Data Management in an Electronic Lab Notebook (ELN)

by Jan Cheetham

The ELN is designed to be a single place to hold the different types of digital data you produce in your research. Now that UW-Madison researchers have unlimited storage on the LabArchives platform, there are no physical limits on the amount of data you include in your ELN notebook. It may be time to take a holistic view of how to manage all those data files in the ELN.

To get a big picture view, it helps to consider the different ways to add data and information to a LabArchives notebook and the options for getting it out again, as a backup copy or to archive it for the long haul. In an ELN system, a notebook consists of essentially three different types of data: notebook pages, attached files, and linked files.

DATA MANAGEMENT IN AN ELECTRONIC LAB NOTEBOOK

About RDS

Research Data Services (RDS) is an interdisciplinary organization committed to advancing research data management practice on the UW-Madison campus. We focus on providing researchers with the tools and resources that support their efforts to store, analyze, and share data.

Recent Posts

- The Big Picture of Data Management in an Electronic Lab Notebook (ELN)
  March 3, 2016
- February RDS Brown Bag Talk: Jack Williams & Simon Goring
Get to Know the RDS Team: Trisha Adamus

In this series, we introduce the team members who make up Research Data Services (RDS). This interview is with Trisha Adamus, RDS team member and Data Librarian at Ebling Library.

Describe your role at Ebling Library.

I am the Data Librarian at Ebling Library and I work primarily with researchers and those that support researchers within the School of Medicine and Public Health. A few of my tasks include assistance with public access policy compliance, guidance on maintaining publications for the purposes of tracking and evaluation and using those publications to help organizations measure impact of research in a given discipline. I am also the ORCID Ambassador for the UW Madison campus.

What’s the most interesting project you’ve worked on recently?

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database. Jack and Simon suggested that repositories can help mediate these pieces by building workflow tools that help make data submission an integrated piece of the research process as well as by acting as a broker between researchers and the myriad platforms and formats available. Simon also covered examples of successful linking and building-upon of initiatives from Neotoma and EarthCube, as well as other cyberinfrastructure tools created by EarthCube.

Community-Supported Data Repositories in Paleoecoinformatics: Building the Middle Tail

Jack Williams | Department of Geography | UW-Madison
Simon Goring | Department of Geography | UW-Madison
Content Guidelines for the RDS Blog

Do you have questions or feedback about this document? Please email Brianna at brianna.marshall@wisc.edu or cameron.cook21@gmail.com

This guide is adapted from the content guidelines for the LITA blog and previous versions of RDS blog workflows.

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<table>
<thead>
<tr>
<th>Audience &amp; Editorial Process</th>
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<tbody>
<tr>
<td>Coming Up with Content</td>
<td>page 3</td>
</tr>
<tr>
<td>Formatting Tips &amp; Tricks</td>
<td>page 5</td>
</tr>
<tr>
<td>Licensing</td>
<td>page 6</td>
</tr>
<tr>
<td>Final Post Checklist</td>
<td>page 6</td>
</tr>
</tbody>
</table>
challenges

• Even with good processes + workflows for generating content, content is hard and takes work

• Getting team contributions is difficult without top-down control

• Commitment issues with deadlines / editorial calendars
outreach
RDS digest

November 9, 2015

Welcome to the RDS digest! RDS is an interdisciplinary organization committed to advancing research data management practice on the UW-Madison campus. Our monthly digest will bring you the latest research data related news, resources, and events. If you know someone who would like our digest, share the sign-up form with them!

Top 5 Data Management Tips for Undergraduates

Happy Halloween from RDS - Revisit our #spookydata Halloween comics!

October RDS Brown Bag Talk: Jason Fishbain

September RDS Brown Bag Talk: Mattie Burkert

October Link Roundup

Events

Mark your calendar! The final talks of the Rebecca J. Holz Brown Bag Series are coming! Talks are held from 12 - 1PM in Memorial Library 126.

November 18th - Karl Broman, Biostatistics & Medical Informatics, UW-Madison - "Reproducible Research"

December 9th - A.J. Wortley and Jaime Martindale, Dept. of Geography, UW-Madison - "Geospatial Data Preservation & Management"

News

Updated Federal Funding Requirements Table

Along with the falling leaves and cool weather has come the implementation of agency responses to the memo from the Office of Science and Technology Policy (OSTP). As of this December, most agencies plans will have been implemented, the exceptions being those of the NSF, NOAA, and USDA which will go into effect in early 2018. In light of the changes, we’ve updated our federal funding requirements table to make finding key funding information easier for you.

The first change we’ve made is taking down the implementation timeline dates and replacing them with the funder’s maximum embargo period for making the resulting article and data publicly available.

Secondly, we’ve added new funder information. The Smithsonian Institute has released their plan and the information is now included on our table. Underneath the table, we’ve also included links to funders that are not subject to the OSTP memo but have implemented data policies.

Finally, we’ve clarified and added more specific information, where available, to the funders already included on our table.

Hopefully, these changes will help the funding requirements table be an even more effective resource for you! If you have any questions or comments on the table, please contact us!

View the table here.
MailChimp

- Email service for building and saving email templates, tracking individual ‘campaigns’
- “Free forever” under 2,000 subscribers (12,000 emails per month)
- Upgrade: pay by subscribers. Shared accounts, automation, connect to Google Analytics
# RDS Digest Guidelines

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<th>Go Live</th>
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</tbody>
</table>
The latest news from RDS.

With welcome paragraph!

Research and Research Data Impact Metrics: Two New Resources

Andrew Johnson and Municipal Open Data at IASSIST 2015

Brianna's post - switch to list? photo should be resized to 100x65

My post -

Need a refresher? Take a quick tour.
The latest news from RDS.

Research Data Services
UNIVERSITY OF WISCONSIN–MADISON

Date Here

With welcome paragraph!
Research and Research Data Impact Metrics: Two New Resources
Andrew Johnson and Municipal Open Data at IASSIST 2015

To:
<recipient email address>

From:
Research Data Services

Reply-to:
researchdata@library.wisc.edu

Subject:
RDS Digest - March 2016
subscribers

Digest Subscribers 147

Overview

List performance

Average open rate 35.1%
Average click rate 12.7%

0 Avg subscribe rate
1 Avg unsubscribe rate
6 Total unsubscribers
11 Total cleaned

List growth
### 142 Recipients

List: Digest Subscribers

Subject: RDS Digest - December 2015

- **Delivered:** Mon, Dec 07, 2015 11:27 am
- View email · Download · Print · Share

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Open rate</strong> (36.9%)</td>
<td></td>
</tr>
<tr>
<td><strong>Click rate</strong> (13.5%)</td>
<td></td>
</tr>
<tr>
<td><strong>List average</strong> (35.1%)</td>
<td></td>
</tr>
<tr>
<td><strong>Industry average (Other)</strong></td>
<td>19.0%</td>
</tr>
<tr>
<td><strong>List average</strong> (12.7%)</td>
<td></td>
</tr>
<tr>
<td><strong>Industry average (Other)</strong></td>
<td>2.3%</td>
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</tbody>
</table>

- **52** Opened
- **19** Clicked
- **1** Bounced
- **0** Unsubscribed

<table>
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<th>Value</th>
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<tbody>
<tr>
<td>Successful deliveries (141)</td>
<td>99.3%</td>
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<tr>
<td>Total opens (146)</td>
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<tr>
<td>Last opened (2/19/16 1:32PM)</td>
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<tr>
<td>Total clicks (35)</td>
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<tr>
<td>Last clicked (2/2/16 1:26PM)</td>
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</tr>
</tbody>
</table>
my assistant is too good at stats - just notified me that i didn't open the last @UWMadRschSvcs digest. @cameron_ccook keeps me honest!
Welcome to the Research Data Services digest! RDS is an interdisciplinary organization committed to advancing research data management practice on the UW-Madison campus. Our monthly digest contains the latest research data related news, resources, and events. If you know someone who would enjoy the RDS digest, share the sign up form with them!

RDS Team Members Featured on LibUX Podcast

December RDS Brown Bag Talk: Jaime Martindale & AJ Wortley
challenges

• Staying on schedule
• Keeping a monthly email blast fresh
• Showing up in their inbox is important - clicks and subscribers come later
social media
RDS twitter

Two days and counting! Come see Jason Fishbain's talk this Wednesday, Oct. 14 from 12-1 in Memorial 126!

We want to know what's haunting you! What's your data horror story? #spookydata #datalibs
## Table of Contents

**AUDIENCE AND POLICIES**  
AUDIENCE  
WHO TO FOLLOW  
ACCEPTABLE USE POLICY  
BRANDING  

**CONTENT**  
SUGGESTED  
TEMPLATES  
TIPS AND TRICKS
Account home
RDS at UW-Madison @UWMadReschSvcs

28 day summary with change over previous period

Tweets 40 ↑53.8%
Tweet impressions 14K ↑71.0%
Profile visits 465 ↑142.2%
Mentions 28 ↑180.0%
Followers 465 ↑19

Feb 2016 - 28 days so far...

TWEET HIGHLIGHTS

Top Tweet earned 2,248 impressions
Our first talk is two weeks away! Feb. 17, 12-1 PM, Memorial Library 126. Bring your lunch and come learn with us!
pic.twitter.com/tdGUogiM8h

Top mention earned 103 engagements
Brianna Marshall @notsotemlib - Feb 17
@IceAgeEcologist teaches @UWMadRschSvcs about paleoecology! #learningstuff
pic.twitter.com/9xVeFLjEkl

ADVERTISE ON TWITTER
Get your Tweets in front of more people
Promoted Tweets and content open up your reach on Twitter to more people.

FEB 2016 SUMMARY
Will You Be Our Valentine?

RDS ❤️ #LYD16

Research Data Services | researchdata.wisc.edu

We love your data too.
challenges

• Social media can be intimidating - it takes patience and willingness to try new things
• Engagement from followers requires content + media; both take time
• Lost in a sea of many voices, it’s hard to stay motivated + build on your momentum
and we still found some time to teach, too
RDM (RDS!) doesn’t exist in a vacuum.

Image courtesy of Flickr user SenseiAlan (CC BY)
Building relationships

- UW sister groups
- “Inreach” to librarians
a community to share information, ideas, and energy around openness and the academy. join us!

OPEN

education
access
data

UW Open Meetup | Every Third Thursday
Room 159, Education Building | 12 - 1:30 PM
DIGITAL SCHOLARSHIP WORKSHOP SERIES
for grad students + early career researchers

PROJECT MANAGEMENT + PRODUCTIVITY TOOLS  9/24

CRAFTING YOUR DIGITAL IDENTITY     10/22

RESEARCH DATA MANAGEMENT + SHARING 11/19

AN INTRODUCTION TO OPEN RESEARCH 12/10

all workshops occur from 4-5pm at Steenbock Library BioCommons

presentations by
Brianna Marshall  |  UW Libraries

find these slide decks at: speakerdeck.com/bmarshall
data information literacy reading group

Fall 2015
Participants (12)
- Liaison librarians
- Information literacy librarians
- Graduate students
- Library IT
- Academic IT

Goals
- Explore RDM/info lit intersections in a fun, interdisciplinary way
- Create data management evangelists!

Outputs
- Monthly notes
- Teaching + Learning Forum talk

our marketing + outreach tips
iterate quickly

(and just as quickly shrug off the resulting mistakes!)
playfulness is contagious.
thanks for listening!

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brianna.marshall@wisc.edu

Cameron Cook
cccook3@wisc.edu

Research Data Services
researchdata.wisc.edu
@UWMadRschSvcs