

# Strategies to boost the visibility of researchers, institutions, research outputs and research activities as a training topic

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Open science trainers meet-up

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# Why visibility

Most researchers are not interested in open science *per se*

Priority topic - IMPACT

In the online environment, impact is impossible to achieve without  
VISIBILITY

## VISIBILITY

- Context: Global Internet
- Being identifiable as an individual or institution
- Being findable in search engines (both academic and generalist)
- Open access to research outputs
- Being citable
- Good reputation

# TOPICS

## Context: Global Internet

### Being findable in search engines (both academic and generalist)

- Where to publish: technical aspects of journal websites (PIDs, metadata, Search Engine Optimization, interoperability) and open access
- Using repositories (explain how repositories disseminate research outputs)
- Repositories vs. social media
- Preprints
- Linking various research outputs (e.g. publications and research data)
- The importance of open metadata and open infrastructure

## TOPICS

### Being identifiable as an individual or institution

- ORCID
- ROR
- Researcher identifiers/profiles for (Scopus ID, WoS ResearcherID, social networks for researchers)
- Identifiers for institutions (Scopus ID)
- Linking institutions and research outputs
- Using repositories to showcase an institution's research production

# TOPICS

## Open access to research outputs

- Using repositories
- Finding a good OA journal (preferably Diamond OA)
- Open research practices (diversity of research outputs, focus on outputs as something that can be disseminated)
- Pay special attention to preprints
- Linking research outputs (e.g. publications and data)

# TOPICS

## Being citable

- PIDs and metadata
- Where to publish: technical aspects of journal websites
- Publish any research output in a repository to make it citable
- Repositories vs. social media
- Linking various research outputs (e.g. publications and data)

# TOPICS

## Good reputation

- Open research practices (focus on research integrity, reproducibility and social responsibility)
- Personal identifiers (esp. ORCID)
- Social media

# Training outline

- Introduction: The meaning of visibility (interactive exercise)
- Identification: the concept of unique and persistent identifiers (Google Scholar, Scopus Author ID, Researcher ID); ORCID and open identifiers (could be extended into a workshop where trainees create or updated ORCID profiles, or set up Google Scholar profiles, etc.)
- Open science practices (examples and success stories)
- Publishing strategy (exercise: checking journals)
- Social media and outreach

Example:

[https://docs.google.com/document/d/1wdwRHmC1NFHAIiFZRMcKM1kjl\\_wjXG5l1ldmmil1xcF8M/edit?tab=t.0](https://docs.google.com/document/d/1wdwRHmC1NFHAIiFZRMcKM1kjl_wjXG5l1ldmmil1xcF8M/edit?tab=t.0)



# Takeaways

- Find a perspective that is important for researchers and integrate OS topics into that context
- Use interactive exercises
- Understanding technology is important
- Clever use of open infrastructures is more efficient than investing in promotional content and expensive marketing campaigns
- Openness matters
- Highlight long-term effects