

How to engage repository users

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Repository users

- Researchers who deposit their research outputs
- Readers (other researchers, students, citizens, teachers, journalists, etc.)
- Librarians
- Institutional leaders

Different strategies for different users.

Researchers

- Highlighting policy mandates always works but relying on genuine motivation is much better.
- Visibility: demonstrate that the repository is visible in Google Scholar and aggregators: [Repository](#), [Google Scholar](#), [BASE](#), [CORE](#), [OpenAIRE](#), [WorldCat](#)
- Try to identify projects that would like to deposit their results in the repository but need help. Work with them. [Example](#)
- Help researchers populate their ORCID profiles with records from the repository. [Example 1](#), [Example 2](#)
- Find ‘champions’ (early-career researchers, senior researchers who want to showcase their work, project leaders, etc.)
- Show citation rates and altmetrics (free widgets)

Readers

- Unique content
- Content diversity matters
- Organize collections to make it easier to showcase specific parts of content
- Persuade libraries to reference the repository on their reference pages
- Try to reach out to your target readers
- Engage with local Wikipedians. [Some ideas](#)

Institutional leaders

- Present the repository as a solution to many problems (policy mandates, tracking research efficiency)
- Use it to generate reports
- Require researchers to provide links to the repository (where relevant) in their CVs and reports
- Use the repository as the main source of evidence in promotion and accreditation procedures
- Showcase the history of the institution