



Maximising your outreach:

the right message to the right person at the right time

Patrick Splawa-Neyman

Open Scholarship and Data Services Liaison Librarian

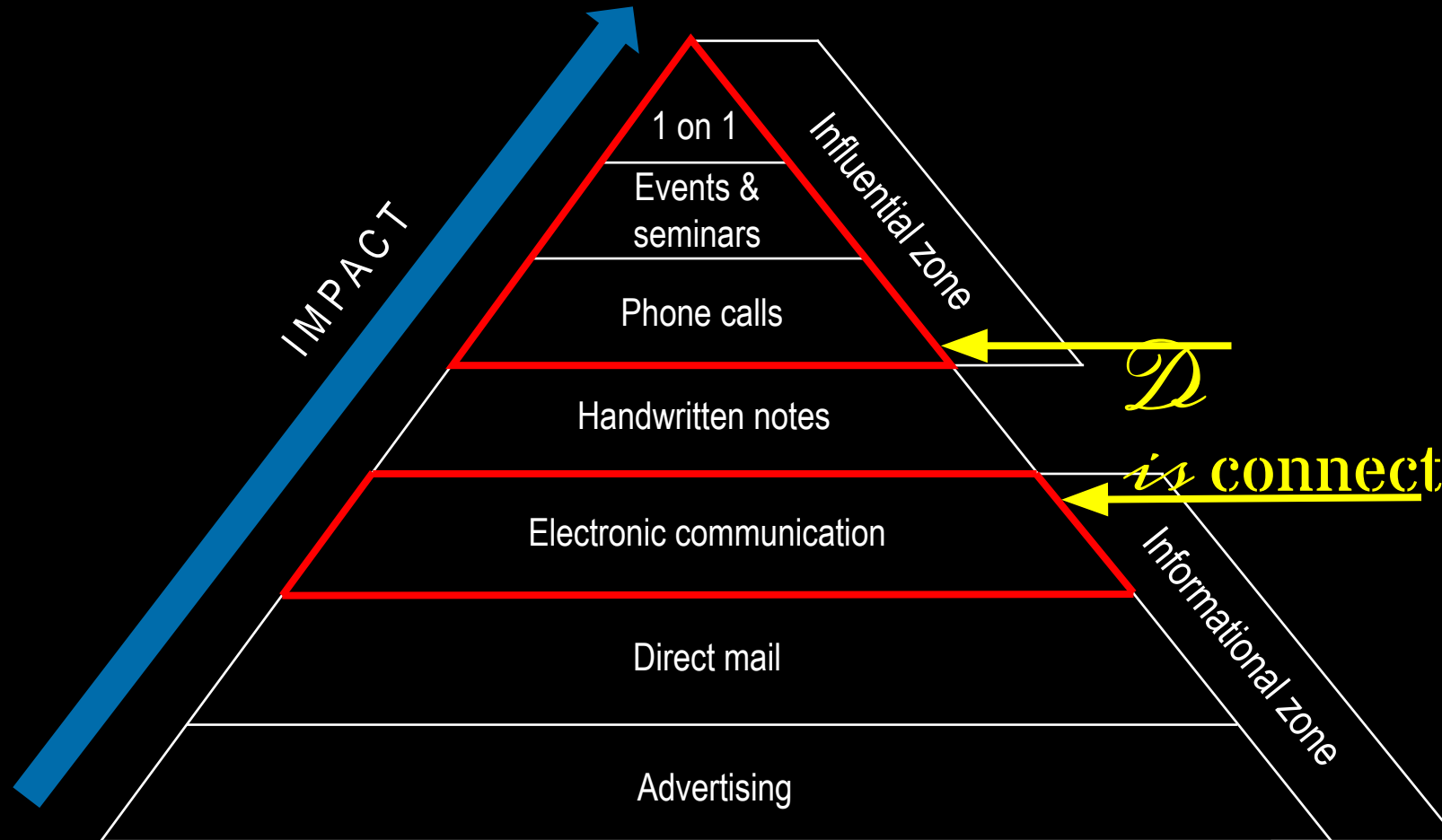
Monash University Library

5 May 2022

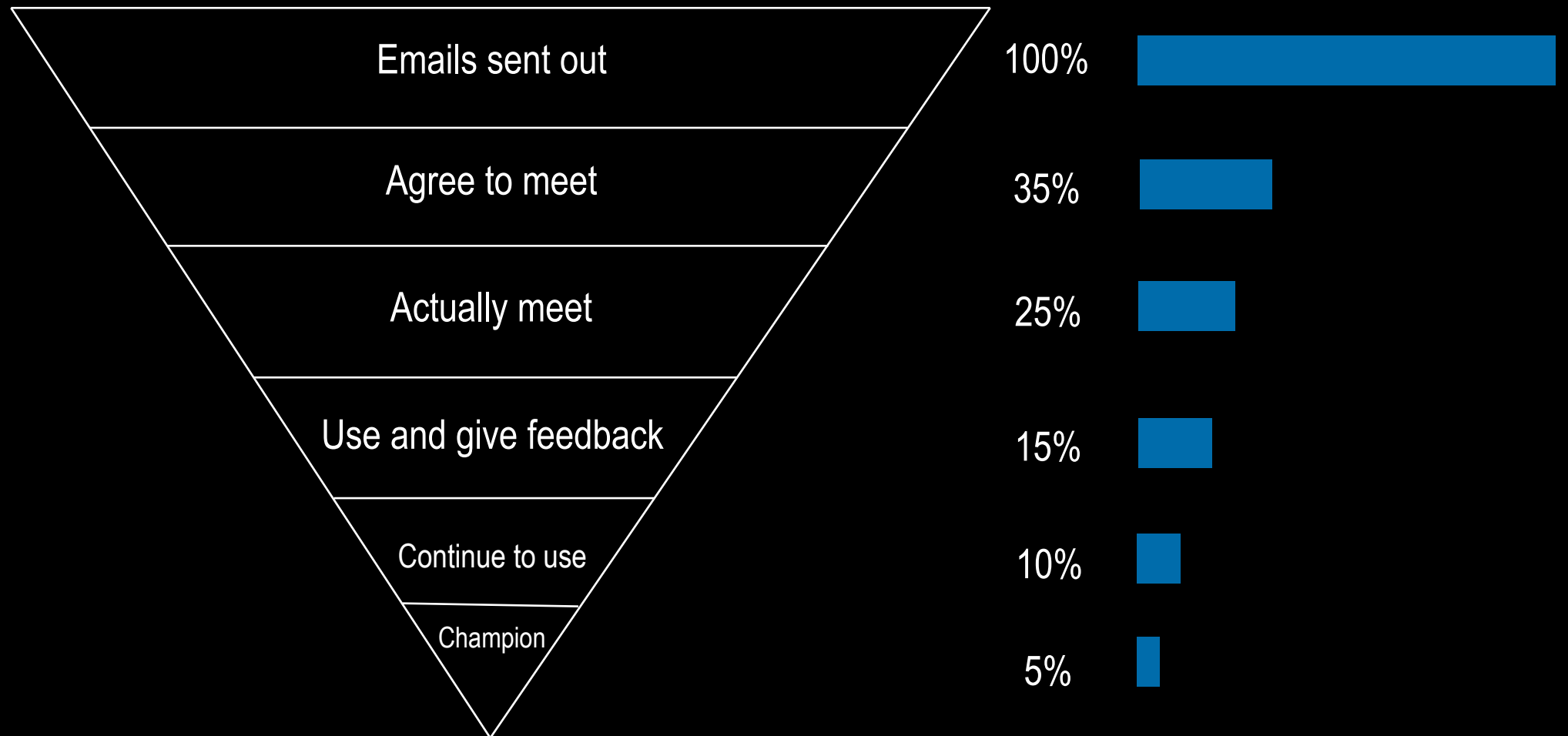
Data Concierge Project

- What data management support do Monash researchers need?
- 7,913 eligible researchers and graduate researchers
- Interviewed 249 people from May to September 2020
 - 3.1%
 - 1 in 32 researchers

Seven Levels of Communication



Seven Levels outcome



Email example

From: patrick.splawa-neyman@monash.edu

Subject heading: Request to

Hi Natasha,

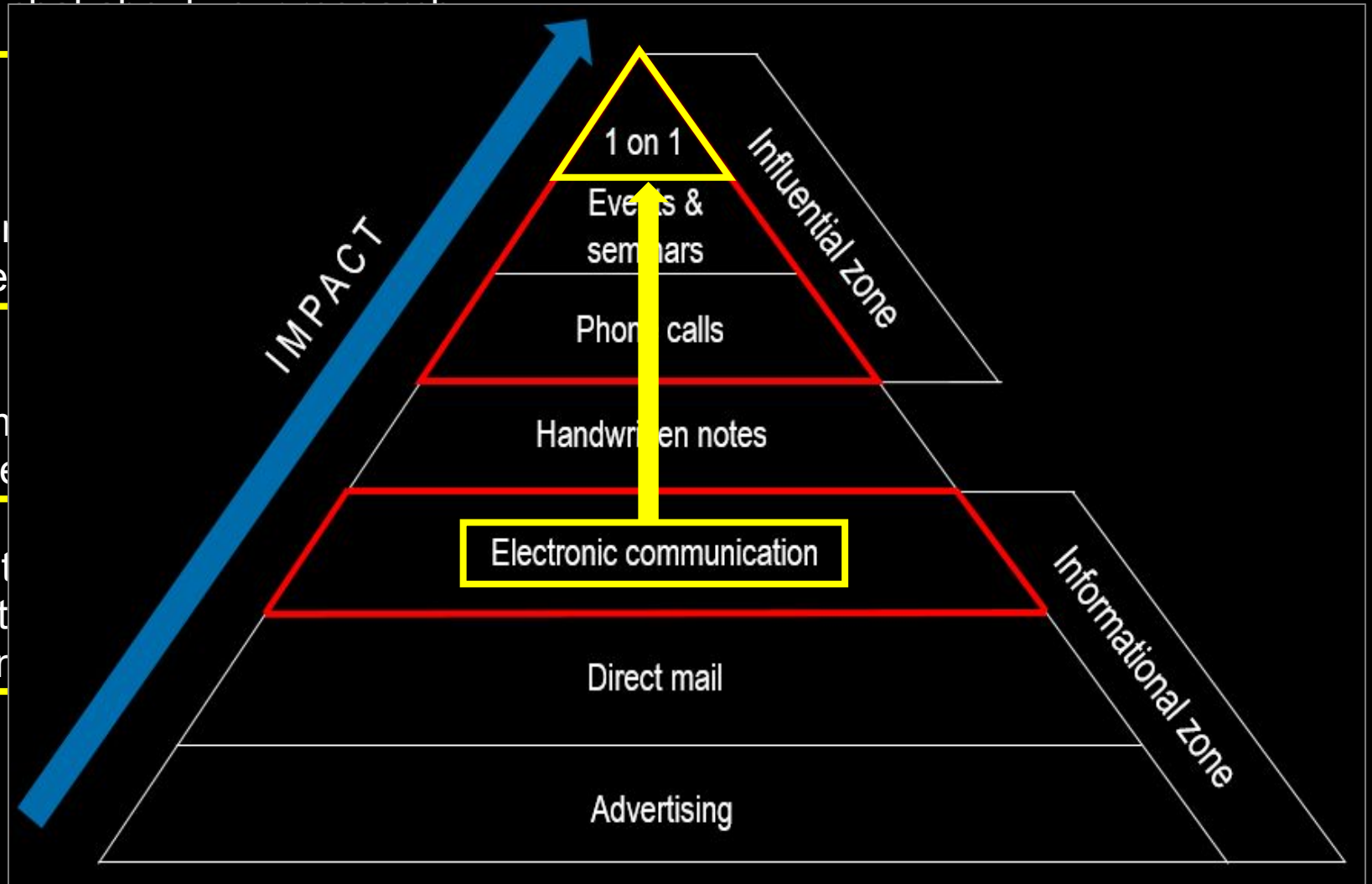
I'm working on a data concier
researchers through the rese
services.

My ultimate goal is to anonym
make recommendations to be

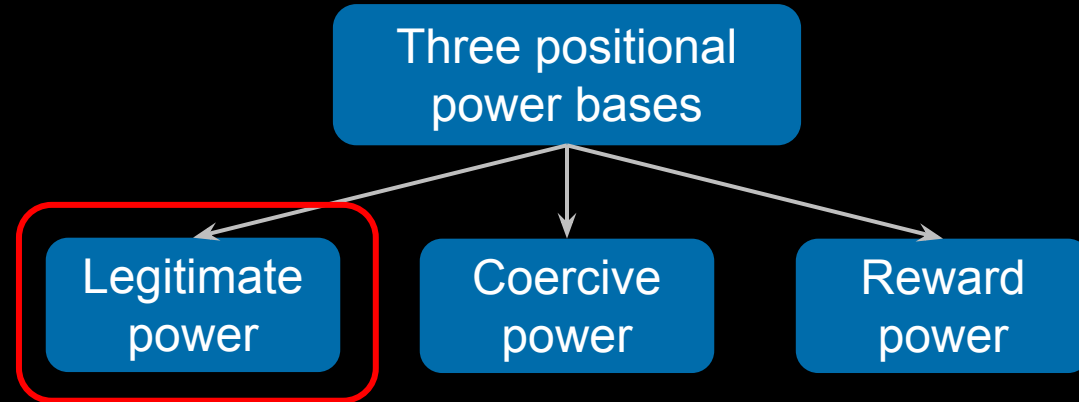
I'd like to make a time to chat
files and your thoughts about
suits you and I'll send a caler

Many thanks,

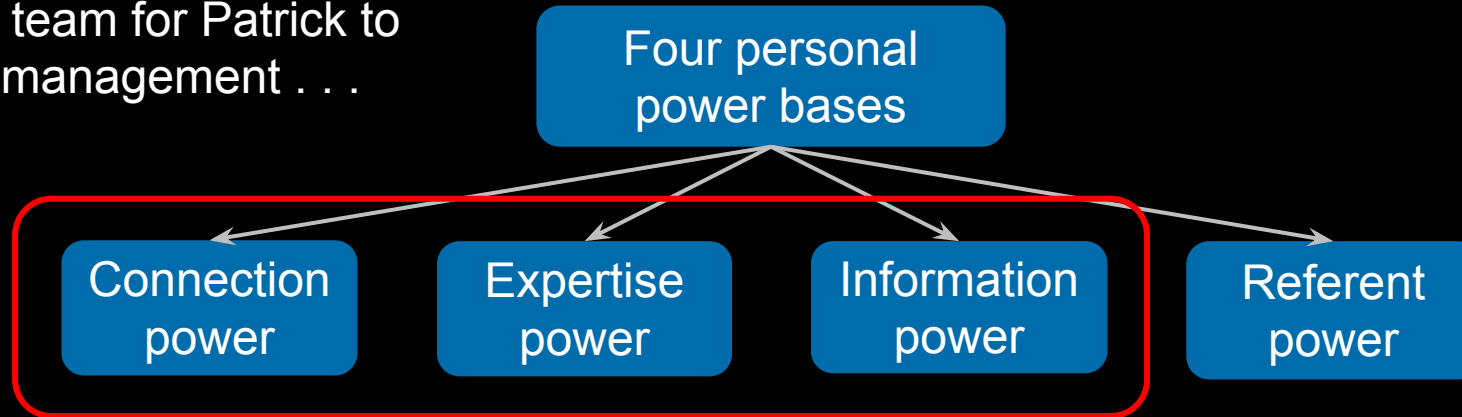
Patrick



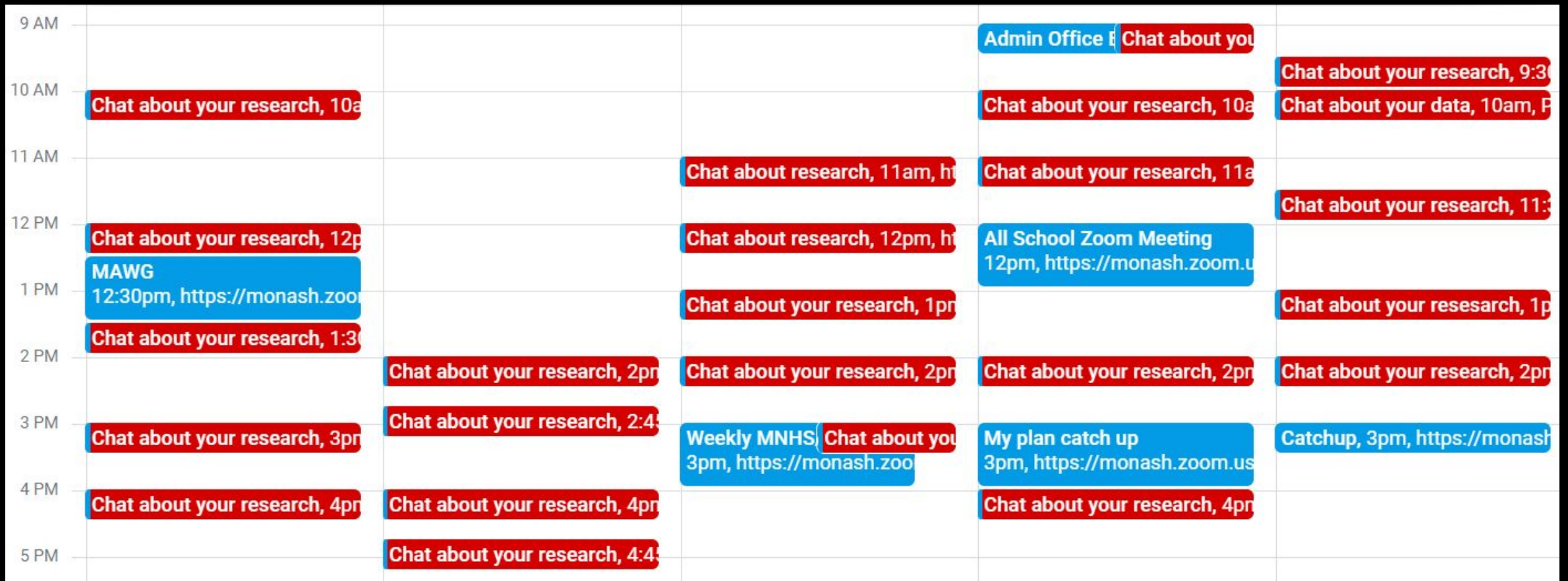
Power bases



Hi Sarah,
I have already had a chat with Patrick and think that you and maybe Rachel would be good members of my team for Patrick to meet to discuss data management . . .



Result



Week 1 24

Week 2 20

Week 3 17

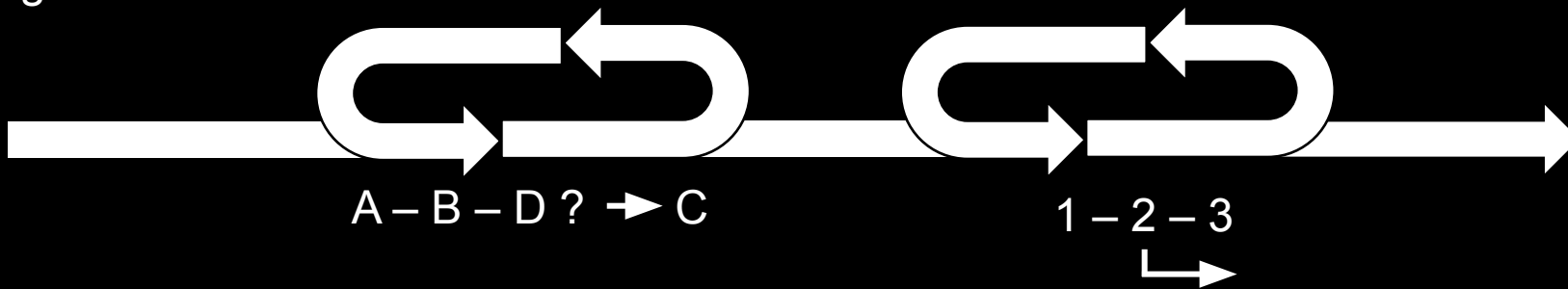
61

Interview techniques

Stepping stones

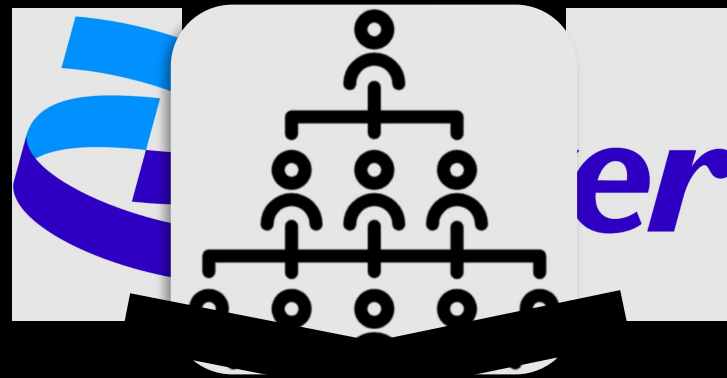
Everyone knows I always open my data.

Looping



Things to keep in mind

DO	DON'T
Clearly outline the value you are providing	Tell researchers what the library does
Have one clear message and action per contact	Squeeze in multiple messages and actions
Speak to all cohorts	Limit interactions to heads of schools, etc
Reach out multiple times to each researcher	Think you can only reach out to researchers once



Things to keep in mind



**YEAH, IF YOU COULD JUST RESPOND
TO MY OUTREACH**

THAT'D BE GREAT