CODATA Communications Handbook

Contents

1.   Introduction

The purpose of this document is to harmonise communications across CODATA, provide guidelines and act as the main reference point for efficient communications about CODATA both internally and externally, including the communications needs of the CODATA members, Task and Working Groups communities.

The handbook maps out target audiences, communication activities of CODATA, stakeholders, sets out the main objectives, deliverables and tools that will be used for implementation. Sections of the handbook relevant to external audiences, such as guidelines on use of the CODATA logo, some of the communications assets and visuals are to be available also on a comms dedicated webpage.

Main objectives of the CODATA communications:
● Raise awareness about CODATA, its role and work in the global research data ecosystem;
● Promote Open Science and FAIR data;
● Encourage consensus building and agreements around data science and data policy issues;
● Communicate the activities of CODATA Task Groups, Working Groups and Initiatives;
● Inform the broad membership base (CODATA members, National Committees, Delegates and Points of Contact) about recent developments;
● Encourage interaction among and between CODATA membership base and with the Secretariat.

2. CODATA communications architecture

The CODATA communications architecture translates the main objectives of the CODATA into a set of clear and actionable messages.

2.1. Mission statement

The mission of CODATA is to "Connect data and people to advance science and improve our world".

As the 'Committee on Data of the International Science Council (ISC)', CODATA supports the ISC's mission of 'advancing science as a global public good' by promoting Open Science and FAIR data. CODATA convenes a global expert community and provides a forum for international consensus building and agreements around a range of data science and data policy issues, from the fundamental physical constants to cross-domain data specifications. CODATA's membership includes national data committees, scientific academies, International Scientific Unions and other organisations.

2.2. CODATA Goals

To achieve this mission, CODATA pursues, among others, the following goals:
a) defining and promoting policy and best practice for data stewardship;
b) developing solutions to support cross domain data analysis;
c) increasing the openness of data and science;
d) supporting and promoting adoption and implementation of the FAIR principles;
e) increasing global data stewardship capacity;
f) bringing together data experts and discipline specialists to develop data solutions.

3. Target audience

CODATA has a number of key stakeholders, essential for its mission and communication activity goals:
● CODATA Task Groups, Working Groups and Initiatives;

- CODATA members, National Committees, Delegates and Points of Contact;
- Research community (ranging from the individual scientist to the International Scientific Unions and Associations);
- Decision and policy makers, funders, governments, intergovernmental organisations, etc.;
- Media and science communication platforms.

4.   Communication channels

CODATA uses several communication channels that serve its different audiences. Depending on the main target group content and style may vary. Below the different communications channels that are currently used by CODATA are listed and explained.

4.1.   Website

The primary communication channel for CODATA is its website: www.codata.org. The website explains the concept of CODATA and provides information about its activities. The two primary goals of the website are to inform users about:

- What is CODATA, what are CODATA activities, how is CODATA organized, what is the role of the CODATA?
- What does CODATA offer to its members and how can they benefit from it?
- Strategic Programme of CODATA and activities of the Task and Working Groups
- Latest news and updates, such as information about upcoming events (co)organized by CODATA
- Current organisational structure, membership base, and contact information.

4.1.1.   CODATA website content

CODATA itself has full editorial control over all content published on the CODATA website. Yet, it is open towards suggestions / requests from the CODATA community.

4.1.2.   Webpages of Task Groups, Working groups and Initiatives

CODATA provides a platform to CODATA Task Groups, Working groups and Initiatives to publish information about each of the active groups. The content of the pages is prepared by the group coordinator(s) in collaboration with the Secretariat.

CODATA Task Groups, Working Groups and Initiatives are encouraged to proactively engage with the Secretariat to ensure that the information in their dedicated section on the CODATA website remains up-to-date and accurate.

4.2.   Social media

In addition to the website CODATA uses social media to inform stakeholders about recent developments and activities in CODATA.

4.2.1.   Twitter

CODATA's twitter account is @CODATANews (https://twitter.com/codatanews). It is managed by the CODATA Secretariat.

CODATA Task Groups, Working groups and Initiatives are free and encouraged to create social media accounts of their own choosing to promote their activities and inform stakeholders. CODATA suggests to use hashtags for specific events or activities, and, where applicable, the hashtag **#CODATA**. Other frequently used hashtags are #FAIRdata #OpenScience #datascience #opendata #datascience.

In case the information in the tweet may be of interest also to the audience of other Data Together organisations, the CODATA Secretariat would mention @resdatall, @ISC_WDS and/or @GOFAIRofficial as appropriate.

CODATA also encourages its members and followers to retweet, like or comment on posts by CODATA. To cite CODATA on Twitter, the CODATA Twitter handle @CODATANews should be used.

4.2.2.   LinkedIn

CODATA's LinkedIn page is:
https://linkedin.com/company/codata-with-icsu-committee-on-data-for-science-and-technology

CODATA presence at LinkedIn is mainly intended to increase the organisation's visibility. The CODATA stakeholders have the ability to link to the organisation's profile. CODATA Task Groups, Working groups and Initiatives are encouraged to connect with CODATA via its LinkedIn profile.

4.2.3.   Facebook

CODATA Facebook page is: https://www.facebook.com/codata.org

4.2.4.   Instagram

CODATA Instagram page is: https://www.instagram.com/codatainternational/

4.2.5.   YouTube

CODATA channel on YouTube is:
https://www.youtube.com/channel/UC6G1dfvr4aYMB_cmwNWJA8Q

4.2.6.   Flickr

CODATA on Flickr: https://www.flickr.com/photos/145909074@N04/albums

4.2.7.   Vimeo

CODATA channel on Vimeo is: https://vimeo.com/channels/1583924

4.3.   Blog

CODATA Blog page is: https://codata.org/blog/

4.4. Mailing lists

4.4.1. International news and discussion list

The list serves the broad CODATA community to share news and discuss issues of global interest/importance. It is moderated by the CODATA Secretariat.

Sign-up to the list: http://lists.codata.org/mailman/listinfo/codata-international_lists.codata.org
To see the collection of prior postings to the list, visit the CODATA-international Archives.

4.4.2. Other mailing lists

The Secretariat maintains also other mailing lists in order to make communications with the CODATA community more effective, such as lists for CODATA Members, Task Groups, selected Initiatives or the Executive Committee.

4.5. Newsletter

Historically, CODATA used to issue newsletters, currently the international news and discussion list is used to communicate on types of issues previously addressed by the Newsletter.
The newsletters between 1971 and 2014 are available on the CODATA website under Publications.

4.6. Events

CODATA promotes CODATA events via its website,social media channels, blog as well as mailing lists

4.6.1. Conferences (co)organised by CODATA

CODATA frequently organises international scientific conferences of various sizes, formats and scopes that together address a range of issues relating to data in all fields of research. Sample topics include policy matters and the place of data in the scientific endeavour and scholarly communications; the opportunities of the data revolution for the global research enterprise; innovations in data science and data stewardship; and the challenge of developing a sustainable data ecosystem, including the role of education and capacity building.

CODATA owns a website dedicated to organisation of conferences with national members and with other partners, https://conference.codata.org.

Historically, CODATA has organised a biennial conference since 1968. In 2014 this was organised in partnership with the World Data System as SciDataCon 2014. Subsequently, SciDataCon formed an integral part of the biennial International Data Week (http://internationaldataweek.org).

4.6.2. Presence at conferences

CODATA presentations at relevant (inter)national conferences are a key mechanism to engage a wide spectrum of communities. Members of the CODATA community (especially Task Groups, Working Groups and Initiatives) who present their work at conferences are encouraged to inform the CODATA Secretariat in advance. That way the conference contributions can be promoted as appropriate (see section 5.1. for CODATA logo links use guidelines). Where the presentation draws

on or communicates work sponsored by CODATA or emerging from the CODATA community, presenters should use the CODATA logo (5.1.1) and include an acknowledgement (4.7.5).

4.7. Publications

4.7.1. The CODATA Data Science Journal

CODATA has its own peer-reviewed, open access, electronic journal, publishing papers on the management, dissemination, use and reuse of research data and databases across all research domains, including science, technology, the humanities and the arts. The scope of the journal includes descriptions of data systems, their implementations and their publication, applications, infrastructures, software, legal, reproducibility and transparency issues, the availability and usability of complex datasets, and with a particular focus on the principles, policies and practices for open data. https://datascience.codata.org

4.7.2. Print publications

A history of CODATA, published in 2011 is available at:
https://www.codata.org/uploads/CODATA@45years.pdf

4.7.3. Other publications

The CODATA Zenodo page is: https://zenodo.org/communities/codata

4.7.4. Acknowledgement for publications

All CODATA stakeholders are encouraged to raise awareness of their activities under CODATA and to help track related papers by adding an acknowledgement to their publications. Suggested text:

"This work was developed as part of the CODATA Task Group/Working Group/Initiative entitled …
and we acknowledge the support provided by the CODATA community and structures."

4.7.5. Licenses

The default licence for outputs and publications produced by CODATA sponsored activities is CC-BY. Other licenses may be used as exceptions, where required by the content of the material.

5. Communications assets

5.1. CODATA name and logo

The CODATA name and logo should be used for any official or approved (see below) materials directly related to the organisation.

In the text the words „CODATA" should always be written in capitals.

The **protected area** (blank space around the CODATA logo) between the logo and other elements, for example paragraph text, pictures or other logos should be around 10% of the height and width of the logo.

The black frame only visualizes the protected area and should not be added when using the CODATA logo.

Example:

The default CODATA logo to be used is the one in blue colours and with the subtitle, as depicted above and linked below.
● JPG Blue
● PNG Blue
● SVG Blue

Other logo versions should be used only when the default logo would not be possible or practical to use, e.g. for print on CODATA merchandise, due to space limitations.
● All CODATA logos (.zip file) - including black, grey, white and invert versions.

5.1.1.   CODATA logo usage

The use of CODATA name and logo is subject to rules laid down by the governing bodies of the organisation. To ensure consistent adherence to the principles laid out by the CODATA mission and goals permission is generally required to use the CODATA logo. Permission is granted by the Executive Director or an Officer (upon consultation with the CODATA Officers).

In the following situations, explicit permission is **not required**, but notification of the CODATA Secretariat of the use is appreciated.
● Current National members, Institutional members or International Science Council Bodies may use the logo on their web sites and other promotional materials to demonstrate their support of and membership in CODATA. The name and logo should only be used in relation to the work they do with CODATA, inline with their rights and roles as members.
● Current Task Groups, Working Groups and Initiatives may and are encouraged to use the logo on materials related to their activities and outputs under CODATA.

Use of the name and logo by outside organizations with an official link to CODATA such as partners can be authorized either as part of an partnership arrangement in writing or upon approval for specific cases in writing by the Executive Director or an Officer (upon consultation with Officers).

5.1.2.   Font
The main CODATA website font is Open Sans, alternatively Arial is used on the website as well as in documents. .

The font used on below linked business cards and in the presentation templates is Stolz (.otf files to download the font).

For a continuous paragraph the text font size of 10-points or 12-points should be used to make the text easily legible. Heading 1 should be four point sizes larger than the paragraph text. For example, if the main text is 12 points then Heading 1 should be 16 points. Heading 2 should be two point sizes larger than the paragraph text.
The smallest font size to be used in paragraph text is 8-point, for example in a copyright line.
In slide presentations, the recommended minimum font size is 18 points.

The CODATA primary colours, derived from the logo, are dark and light blue. A complementary grey colour is used in presentations and texts. Below are the colour profiles required for print (CMYK, corresponding to ink), on-screen viewing (RGB, corresponding to light) and the HEX code.

Dark blue of the CODATA logo:
CMYK (69,62,0,44)
RGB (44,54,143)
HEX #2c368f

Light blue of the CODATA logo:
CMYK (83,24,0,12)
RGB (39,170,224)
HEX #27aae0

Use of the CODATA colours at 100% is highly recommended. However, we recognise that on occasion you may need alternate shades of these colours in your design, for example when using a transparent layer.

5.2. Presentations
- Template in powerpoint
- Template in .ai format

5.3. Other visual elements, templates and examples (mostly for internal use)
- Letterhead
- Template/design of business cards for the Executive Committee members and the Secretariat staff.
- Other visual elements

6. Communication handbook review
This document has been prepared by the CODATA Secretariat and reviewed by the CODATA Officers. The handbook will be reviewed on a regular basis to ensure that the needs of the stakeholders remain to be addressed adequately.