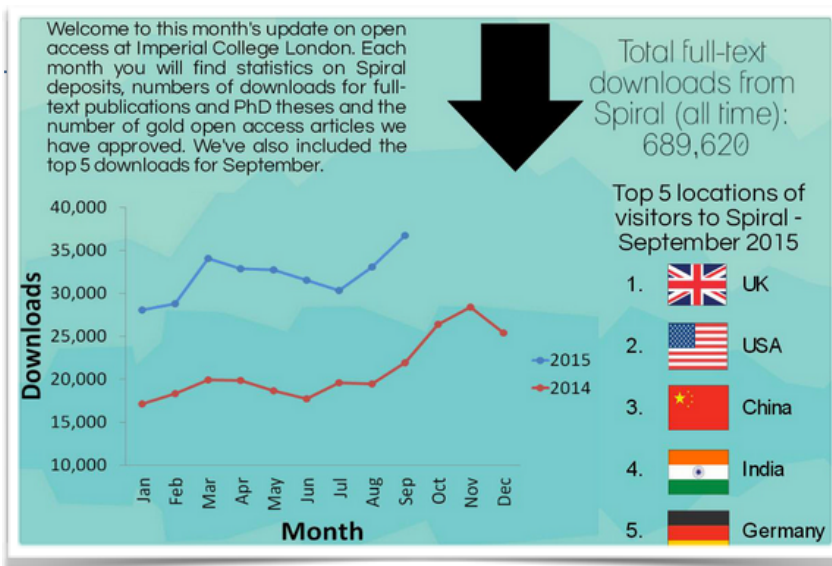


# USING IRUS-UK FOR AN OPEN ACCESS INFOGRAPHIC

## Case study from Imperial College London

### Background

At Imperial College London, the team of staff supporting open access have been involved in developing materials to support advocacy within the institution. This includes advocating for the institutional repository, Spiral. One way the team have been doing this is by producing infographics which highlight headline repository statistics, including usage statistics.



Screenshot from Imperial's OA infographic

### How do you use IRUS-UK?

IRUS-UK is used to collate data to populate the sections of the infographic highlighting full-text downloads (in numeric and graphical format) and details of the top 5 downloaded articles from the previous month.

### Outcome

Monthly infographics have been produced using Piktochart to bring together data from IRUS-UK as well as Google Analytics (for information on locations of visitors to Spiral) and internal statistics (for information on the number of items published and APCs approved). The infographics are published via the Open Access and Digital Scholarship Blog, and shared via Twitter. Liaison librarians have been sharing with academics, and notifying authors who have featured in the top 5. The infographic has received many views and has been shared by others on social media.

### Next steps

Imperial College London continue to develop their advocacy work, and intend to produce infographics on a monthly basis. A printed version is also planned to share more widely across the institution.

### Related links

Imperial College London Open Access and Digital Scholarship Blog: <http://wwwf.imperial.ac.uk/blog/openaccess/>

Piktochart: <http://piktochart.com/>

#### IRUS-UK reports used

Repository stats table	Total downloads
Item Report 2 (IR2)	Monthly downloads
Article Report 4 (AR4)	Top 5 downloaded articles