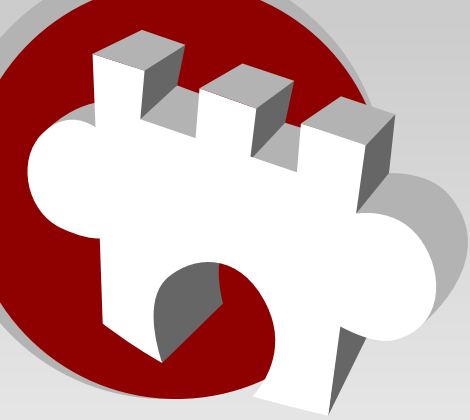


WIKI **loves**
monuments



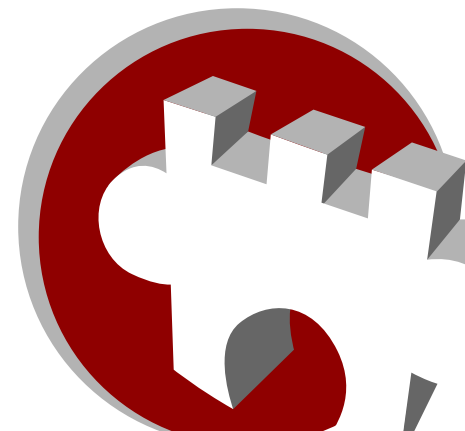
Wiki Loves Monuments brainstorm workshop

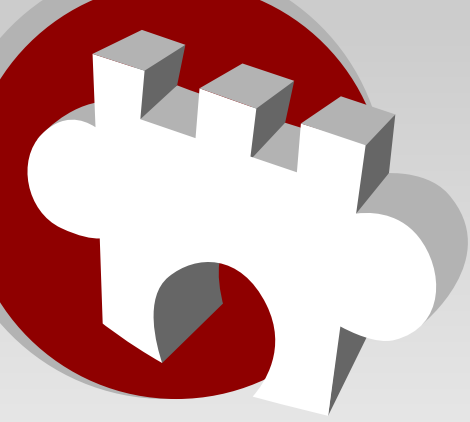
Lodewijk Gelauff

Bologna, 14 April 2012

Twitter: #WikiLovesMonuments
@effeietsanders

E-mail: info@wikilovesmonuments.org





Stone age

- 1300 windmills
- Articles; images!
- 2007 - ~2010
- Complete - next challenge



2010

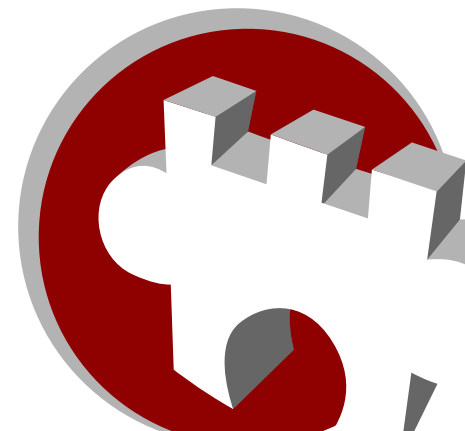
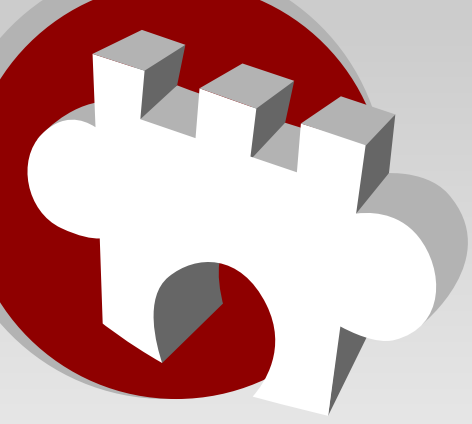
- The Netherlands;
- 60,000 monuments (not memorials!);
- Lists with addresses, identifiers & geodata;
- Great results!



Rudolphous, CC-BY-SA 3.0 NL
Wikimedia Commons

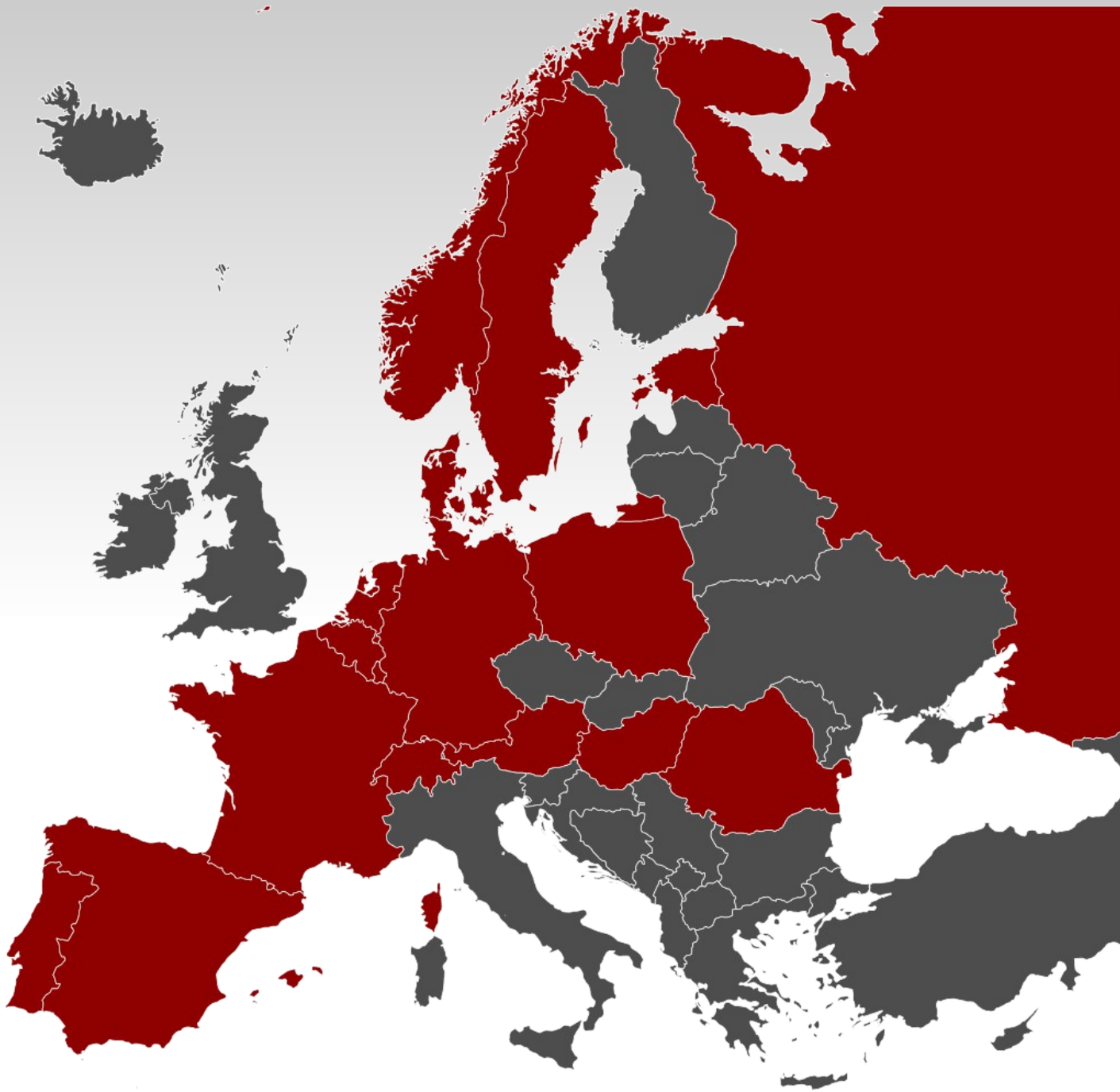
2011

- 18 European countries;
- 14 different Wikipedias;
- Hundreds of Wikipedians organising locally;
- About 5,000 participants;
- 1 month (September 1–September 30);
- Over 167,000 photos – a new world record!





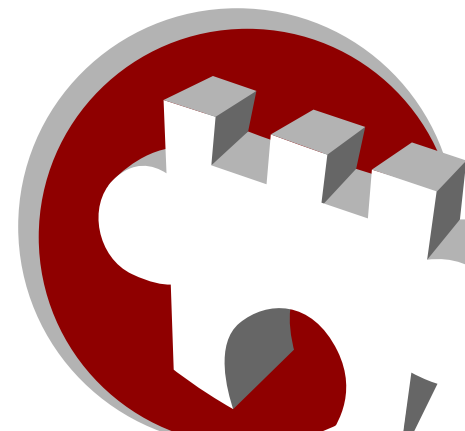
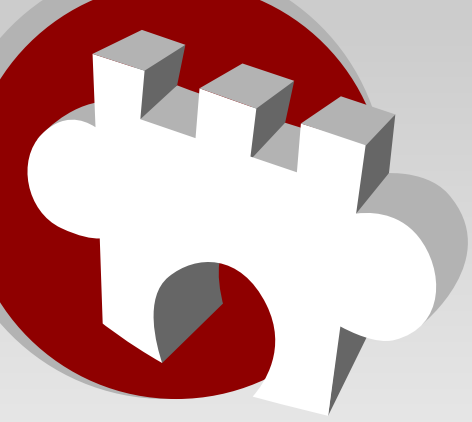
Mihai Petre, CC-BY-SA 3.0 RO - Wikimedia Commons



Various authors, CC0

2012

- 25+ countries from all over the world;
- Europe, Asia, North & South America, Africa
- 1 month (September 1–September 30);
- Above 10,000 participants?
- 300-500,000 photos?
- We need *you* for the success!

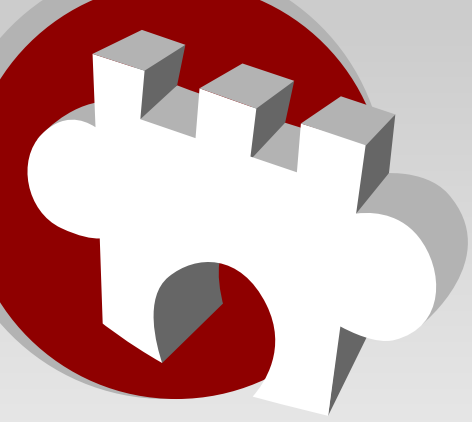




WIKI **loves**
monuments

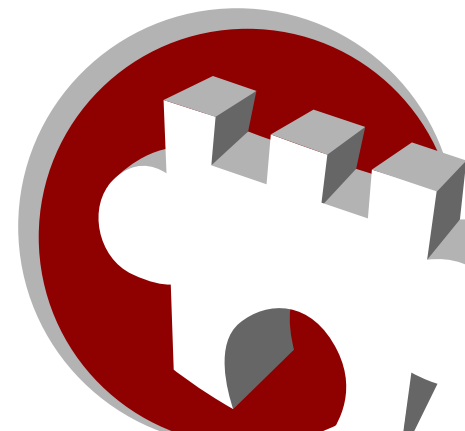
2012

Various authors, CC0



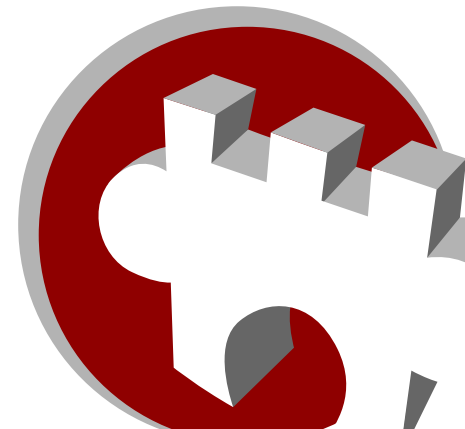
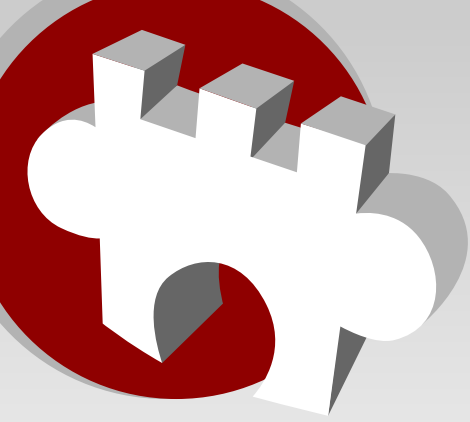
SOME BASIC RULES

Less is more.



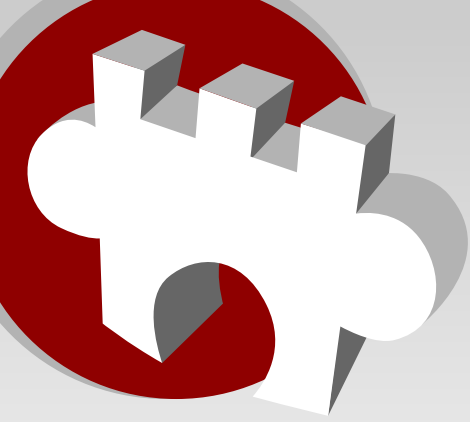
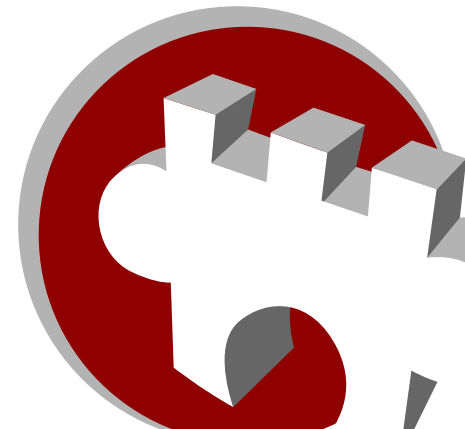
It's federative

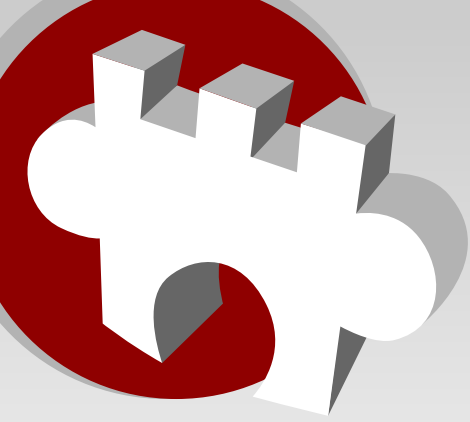
- Global:
 - Global: technical things
 - getting in touch with partners
 - advice based on our experience
- Local
 - *You* know how things work best in your country;
 - *you* involve the local community and find sponsors for prizes



It's federative

- 5 simple international rules for all countries (more is possible – with measure)
- Contacting other countries and exchanging experiences is encouraged!
- More information in the FAQ & at the Who's who page.

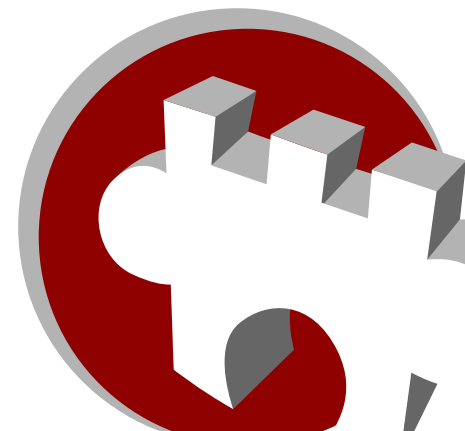


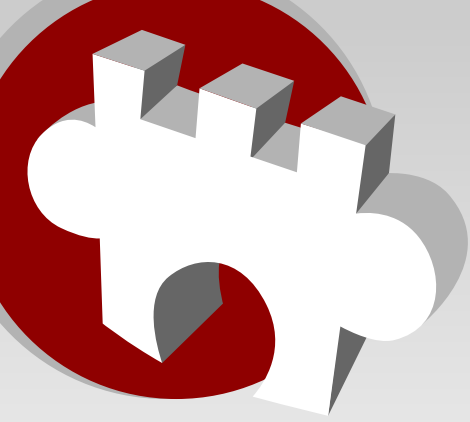


5 contest rules

1. Pictures have to be self-taken and self-uploaded;
2. Upload available in September *only*;
3. Default licence is CC-BY-SA 3.0 (localised);
4. Pictures have to be identified by a locally determined identifier;
5. Participants need to have their e-mail enabled.

Not: minimum resolution in pixels, minimal quality, date of creation.

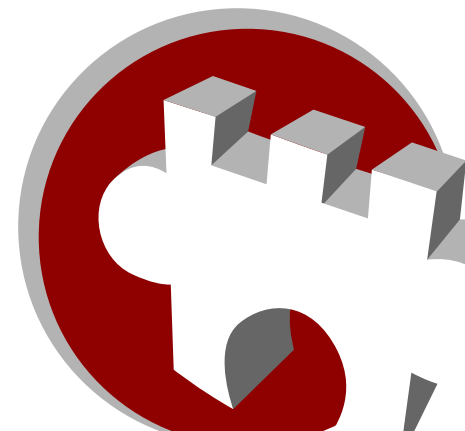




Int. judging criteria

1. Technical quality (sharpness, use of light, perspective, resolution – see COM:IG);
2. Originality and a *wow!* factor;
3. Usefulness for Wikipedia;

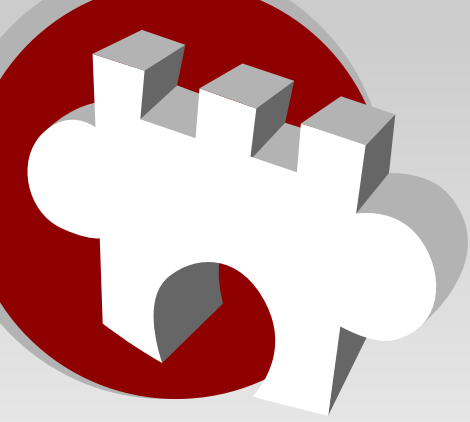
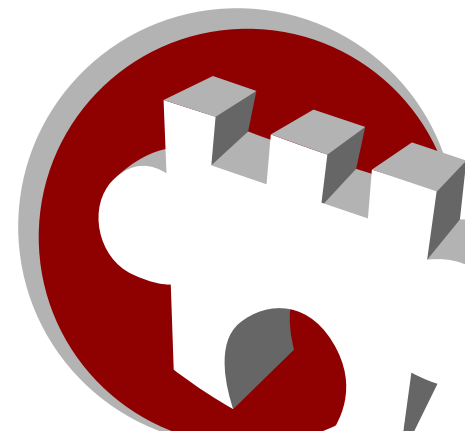
This is mainly an advice – you can choose to do things differently!

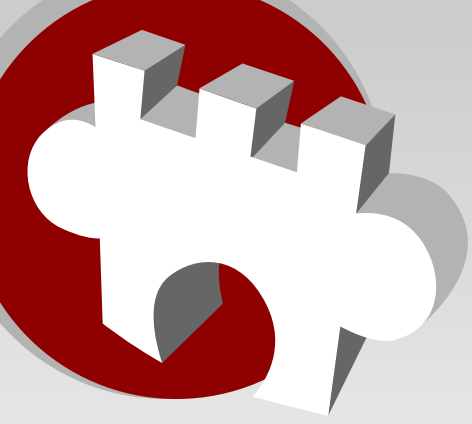


Jury suggestions

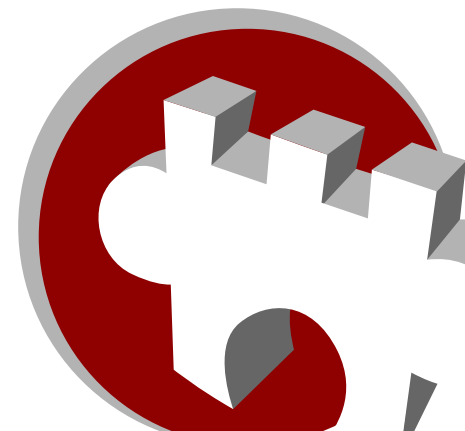
- Diversity
- A month ahead
- International: 2 professional photographers, 2 heritage specialists, 3 Wikimedians (+ a facilitator);
- Lock them in a room, set a deadline and provide with cookies & coffee :-)

You can have a smaller number of jury members if that would work better in your country.



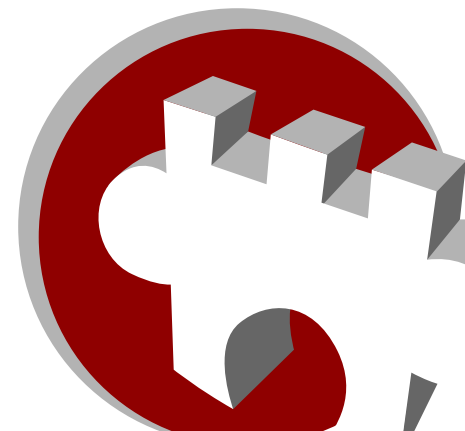
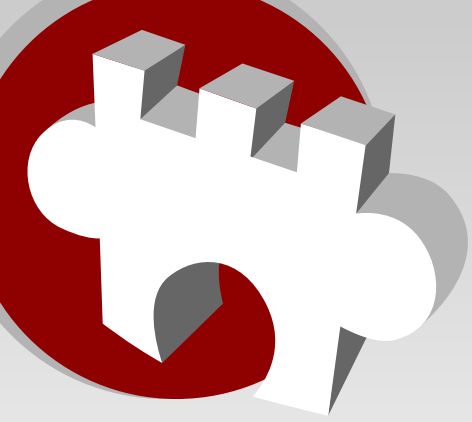


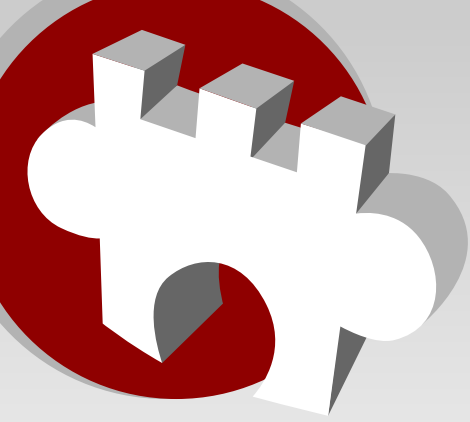
HOW TO ORGANISE?



Organization

1. Gather at least 3 people;
2. Gain support of local Wikimedia chapter;
3. Divide tasks;
4. Have a look at the timeline;
5. Build a portal on local Wikipedia;
6. Create a page on Wikimedia Commons;
7. Subscribe to international mailing list;
8. Be bold in contacting partners!





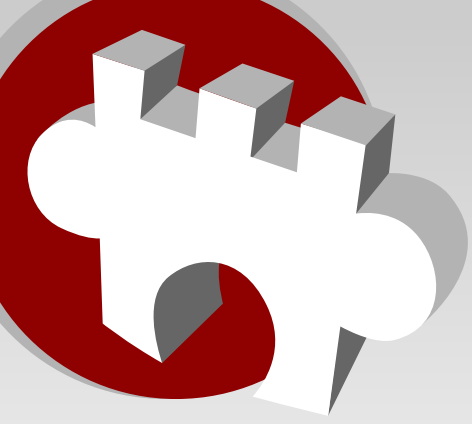
5 pillars

1. Easy;
2. Fun;
3. Local;
4. Help Wikipedia;
5. Quick and visible results.

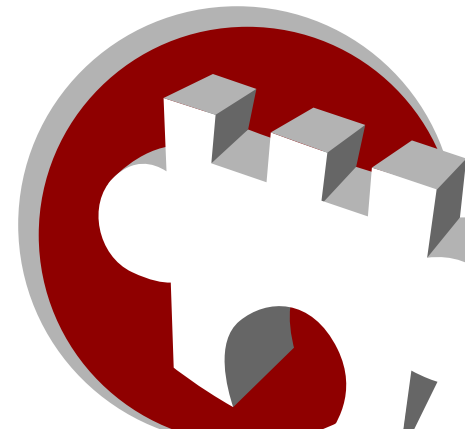
See [Commons:Wiki Loves Monuments/Philosophy](https://commons.wikimedia.org/wiki/Commons:Wiki_Loves_Monuments/Philosophy) for more elaboration.



Elke Wetzig, CC-BY-SA 3.0
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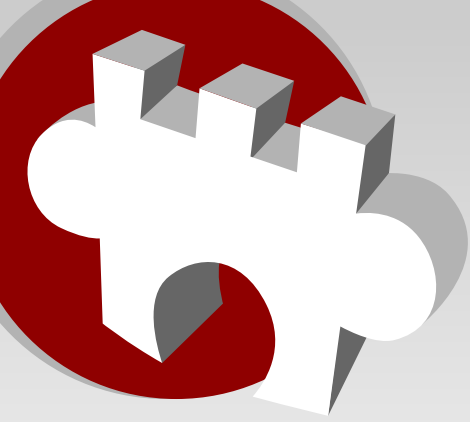
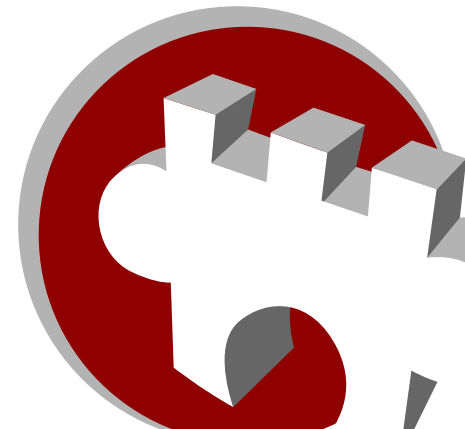


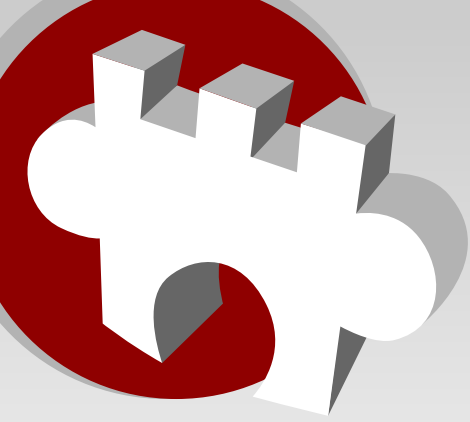
MORE DETAILS



Partners

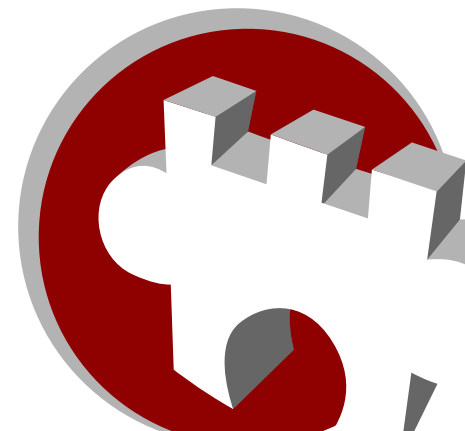
- Write them, call them, meet them!
- Three main types of partners:
 - Government institutions;
 - Publicity partners;
 - Sponsors.
- Use European Heritage Days to promote WLM.

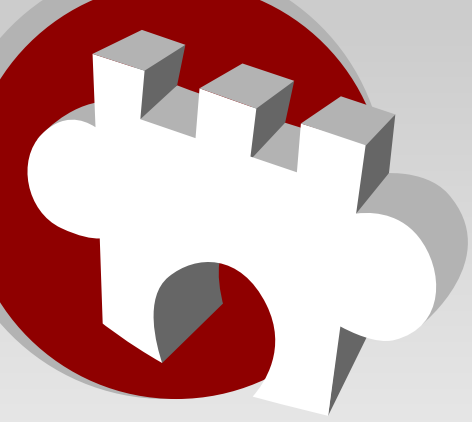




Communication

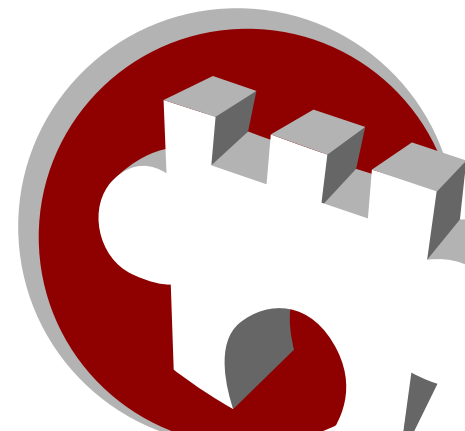
- External website:
 - Idea & rules;
 - Classification and awards;
 - Contact details;
 - Technical things.
- Internal:
 - Communicate often, communicate well.





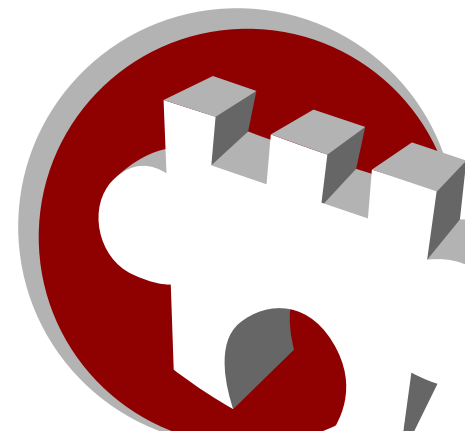
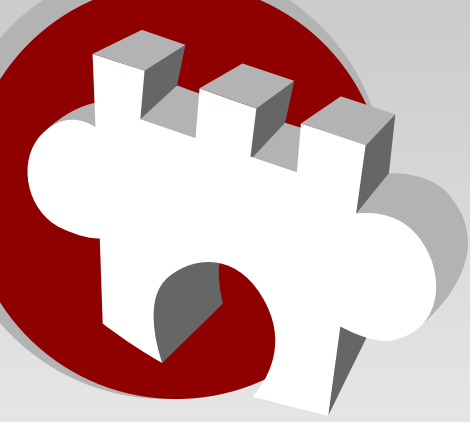
Promotion

1. CentralNotice banners;
2. Draft press releases from the international team (localize!);
3. Regional media;
4. Use your partners.



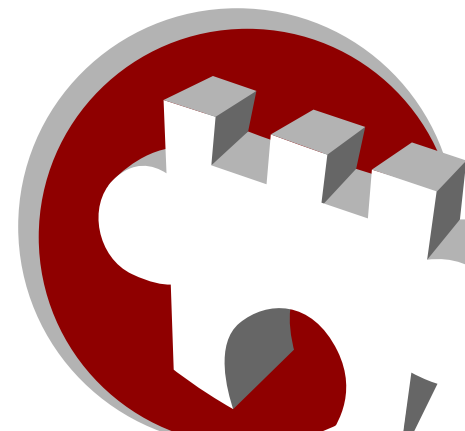
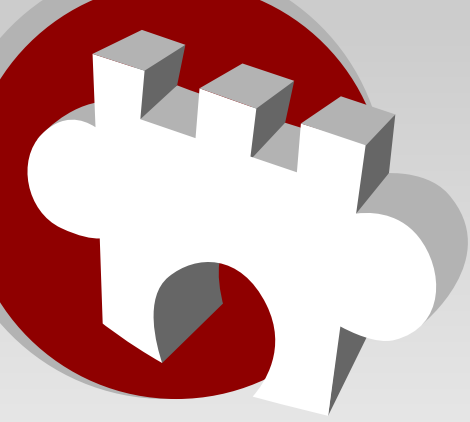
Upload

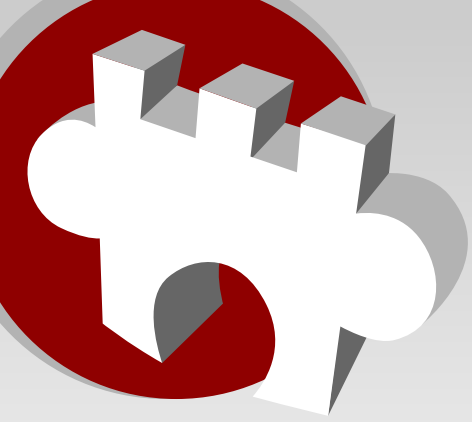
- UploadWizard + UploadCampaigns;
- Simplified Commonist?;
- External platforms (Flickr, Google Picasa);
- Other ideas?



Tools

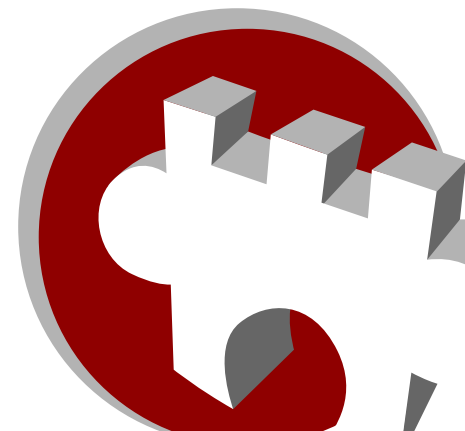
- Most of them on the Toolserver;
- Localisable ([Translatewiki](#));
- Bots, statistics, maps, etc.;
- In the future:
 - An Android application;
 - *Better* augmented reality;
 - Simplified Commonist;
 - New ideas are welcome! (but not with me)

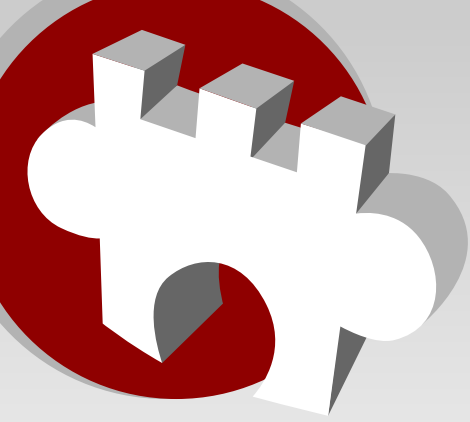




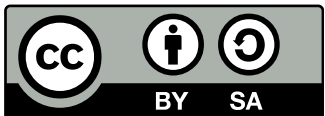
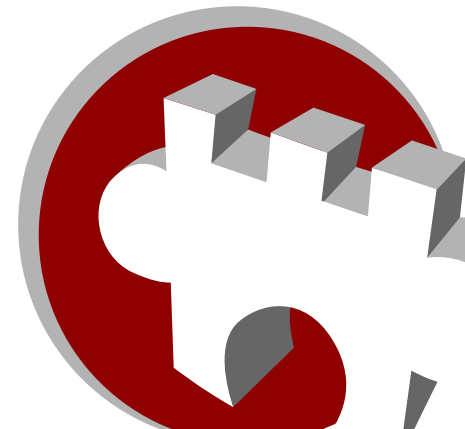
ANY QUESTIONS?

Please do ask them!
Example questions are available in the [FAQ](#).





THANK YOU!



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Team