COMMUNICATIONS

January 2017 quarterly check-in

WIKIMEDIA
F O U N D A T I O N

Real-life application of the Wikimedia Foundation messaging platform

Overall message	We are the future of free knowledge.				
Pillars	**Reintroducing Wikimedia**	**The future of open**	**Building an inclusive community**	**Wikipedia for new readers**	**Where we're going together**
Overview	Get to know the Wikimedia you never knew.	The world needs the free and open web. Let's protect it together.	We're better with many voices. Let's make a space for everyone.	Everyone, everywhere, should have access to free knowledge.	Let's build the future of the Wikimedia movement together.
Audience	Readers, donors, potential editors where Wikimedia usage is high (North America, Europe, Japan)	Open movement partners, policy-makers, influencers, and readers	Wikimedia communities, people thinking of joining the movement	New readers around the world, especially Nigeria and India. Readers and donors that already know us.	Wikimedia communities, Foundation staff. Discussion participants.

"Reintroducing Wikimedia"

- Coverage of Wikipedia in a post-fact world
- ED talk at Google Gives
- Bloomberg: "Is Wikipedia Woke"?
- Fundraising
- Today Show
- Wikipedia vs. Wikileaks
- I <3 Wikipedia
- Annual Report

WIKIMEDIA
FOUNDATION

Wikipedia in a post-fact world

A messaging opportunity

Women's march 2017, Amanda Hirsch, CC BY 2.0

"**Wikipedia has become a model for how an organisation can spread reliable information**, while not employing an editorial staff. Katherine Maher, executive director of the Wikimedia Foundation, the non-profit that operates Wikipedia, says transparency is key to creating a community that writes in a neutral tone and follows detailed policies on which sources to use."

Financial Times

WIKIMEDIA
F O U N D A T I O N

Wonkblog

Wikipedia is fixing one of the Internet's biggest flaws

By **Jeff Guo** October 25, 2016 ✉

VICE

TECH

A Wikipedian Explains How Wikipedia Stays Reliable in the Fake News Era

Mother Jones **The Way to Fight Fake News Is Real News** f 🐦

And there *are* hopeful signs that people prefer truth to lies, if given a chance to sort one from the other. Wikipedia shows one form this can take—a strong base of user participation, along with an increasingly sophisticated system for weeding out garbage and trolls. Here at *MoJo*, we've found that a growing number of people from across the political spectrum respond to our painstakingly fact-checked reporting. Our web traffic has increased more than 50 percent this year, with people paying especially close attention to our deep investigations. And a growing number of those visitors choose to support the journalism, too. Just in November, some 8,000 people subscribed
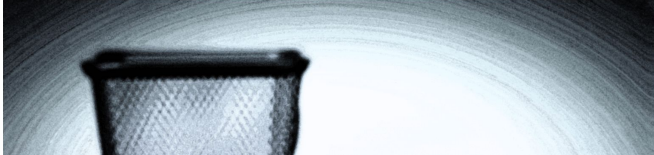
KQED Science NEWS PROGRAMS & BLOGS EDUCATION RESOURCES

KQED FUTURE OF YOU

Wikipedia Handles Fake News With Humans, Not Algorithms

The Washington Post Q Sections ☰ 🔔 Sign In

In Theory | Opinion

Science shows Wikipedia is the best part of the Internet

By **Robert Gebelhoff** October 19, 2016 ✉

Four top tips for avoiding fake news from a Wikipedia editor

■ High profile figures such as Pope Francis, Hillary Clinton and Angela Merkel have all warned against fake news.

Is Wikipedia Woke?

The ubiquitous reference site tries to expand its editor ranks beyond the Comic Con set.

Executive Director talk at Google Gives Week

Fundraising banner messages informed by this theme

To all our readers in the U.S.:

Thank you for supporting Wikipedia. When I made Wikipedia a non-profit, people warned me I'd regret it. Over a decade later, we're the only top ten site run by a non-profit and a community of volunteers. Has it crossed my mind how much we could have made if it had ads? Sure. But seeing millions of people around the world respond to our fundraiser this month makes it clear that we chose the right path. We're sustained by donations averaging about $15. If everyone reading this gave $3, we could keep Wikipedia thriving for years to come. It's easy to ignore this message; most people do. I am stunned that so many readers are taking a stand for neutral, facts-based information. Together, we are keeping open knowledge alive on the web. It is a worthy, powerful cause. If you want to contribute, we'd love to have your support. Thank you — *Jimmy Wales, Wikipedia Founder*

CLOSE ✕

To all our readers in the U.S.:

Time is running out in 2016 to help Wikipedia. When I made Wikipedia a non-profit, people warned me I'd regret it. Over a decade later, it's the only top ten site run by a non-profit and a community of volunteers. Has it crossed my mind how much we could have made if it had ads? Sure. But seeing the swell of support for Wikipedia this month makes it clear that we are on the right track. To protect our independence, we'll never run ads. We're sustained by donations averaging about $15. If everyone reading this gave $3, we could keep Wikipedia thriving for years to come. The price of a coffee is all we need. It's easy to ignore this message; most people do. But I hope you'll think about how useful Wikipedia is in your life. We're here to give you reliable, neutral information in a world where fake news spreads too easily. Please help keep Wikipedia growing. Thank you — *Jimmy Wales, Wikipedia Founder*

| Just Once | Give Monthly |

Select an amount (USD)

| 3 | 5 | 10 | 20 |
| 30 | 50 | 100 | Other |

| Credit Card | PayPal | amazon.com |

🔒 SECURE TRANSACTION

Maybe later

"...provide you with reliable, neutral information."

"...in a world where fake news spreads too easily."

Mailbag: Is Wikipedia related to WikiLeaks in any way? No.

By Wikimedia Foundation

November 23rd, 2016

↑

Google first page search results

Wikipedians and the world celebrating Wikipedia, seen by nearly 5 million people

FACTS MATTER

WIKIMEDIA FOUNDATION

2016 ANNUAL REPORT

Information spreads quickly.

The truth can spread quickly. But lies can spread just as fast.

At Wikimedia, facts matter.

Wikimedians gathering facts at an edit-a-thon.

FACT 1

2016 was the hottest year on record

The reality of global warming should not be controversial. In fact, 16 of the 17 warmest years on record have occurred since 2001. For over a hundred years, scientists have known that humans can cause global temperature change.

Accelerated climate change is altering conditions all over the world. Glaciers and Arctic ice are melting, sea level is rising at an increasing rate, and ecosystems are changing.

Ice coverage in the Arctic Ocean has been steadily decreasing over the last few decades, creating a cycle that raises area temperatures even more. Ice and snow reflect 60 to 80 percent of solar energy. When the snow and ice

FACT 4

Only 17% of Wikipedia's biographies are about women

More precisely, only 16.78% of English Wikipedia's biographies are about women—we think that number should be much, much higher. This is clear evidence that women are underrepresented in Wikipedia, and that a part of human history is missing from our projects. Now that we have tools to recognize the gaps in our information, volunteer editors are busy filling them.

A few of the biographies added this year include:

Fatima Massaquoi, who left Hamburg in 1937 to avoid restrictions placed on women during the Nazi regime, only to land in the southern United States where racial

FACT 6

Half of refugees are school age

Half of refugees are school age. That means 10 million children are away from their homes, their communities, and their traditional education. Each refugee child's experience is unique, but every single one loses time from their important learning years. Many of them face the added pressure of being surrounded by new languages and cultures. And these aren't the only children lacking high quality educational resources around the world.

Wikimedia's vision is that every person should have access to all knowledge. Wikipedia, Wikibooks, and the rest of the Wikimedia projects are built to provide access to information for as many people as possible, whenever they need it.

FACT 9

'OK' is the most widely understood word, globally

According to Wikipedia, OK "denotes approval, acceptance, agreement, assent, or acknowledgment." It can also be used "as a versatile discourse marker ... to seek confirmation" as in, 'are you OK?'

73% of internet users have witnessed harassment online. 40% have experienced it personally. On Wikipedia, harassment has affected more than a third of volunteers, and more than 50% of Wikipedians who reported being harassed say they decreased their activity on the site. That means less information in fewer languages from fewer perspectives.

Print annual report, by Mule Design, CC BY-SA 3.0

No, we're not in a post-fact world. On Wikipedia, facts matter.

By Victor Grigas, Wikimedia Foundation

Heather Walls, Wikimedia Foundation

December 27th, 2016

The future of open

- Executive Director talk at Mozfest connected with open community on harassment
- Op-eds in *Le Monde* and *Global Mail* to advocate for policy positions that support free and open internet

WIKIMEDIA
FOUNDATION

Building an inclusive community

- Anti-harassment messaging and announcements
- Metrics meetings coordination to align with messaging strategy
- Executive Director keynote at WikiConference NA on inclusivity and movement strategy

WIKIMEDIA
FOUNDATION

Wikipedia for new readers

- Wikipedia Zero in Iraq marketing development
- Surveys in India and Nigeria to collect community direction for explaining and promoting Wikipedia in respective regions
- Mapped existing audiences (400+) and developed ecosystem of how those audiences relate

WIKIMEDIA
FOUNDATION

Where we're going together

- Sharing updates on the movement strategy communications
- Building up our work on ComCom the Wikimedia Communications list, introducing weekly updates to keep Comms folks across the movement informed

WIKIMEDIA
FOUNDATION

Lessons & pain-points:

- Move faster to act on opportunities in world media when we have a position
- Stop a story before it becomes a story
- Fundraising and Communications should work early and often on our messages and do testing all year

- The line on political expression is not easy to navigate
- Serious nature of annual report theme added difficulty and time
- It's hard to talk about strategy, develop a strong program, and be inclusive at the same time
- The ComCom list is still inactive, things happen off-list

WIKIMEDIA
FOUNDATION

DETAILS
(by program)

WIKIMEDIA
FOUNDATION

GOAL: Support movement strategic direction

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting? And what did you learn?
Support the ED in developing and running a process to determine the strategic priorities of the Wikimedia movement.	**LAST QUARTER**	
	- ED - Board of Trustees - Consultants - Community stakeholders - Staff	Developed communications strategy to increase awareness for upcoming strategy process. Helped draft the process and built presentation for November Board meeting. Worked with Community Engagement to speak with Wikimedia communities.
	NEXT QUARTER	
	- ED - Consultants - Staff	Support weekly updates and other communications TBD. Need to verify expectations, it's possible we should consider hiring dedicated communications support.

STATUS: IN PROGRESS

What you learned working on this objective or workflow:

Did anything unexpected (good or bad) happen?

Timelines shifted, leading to changes in communications needs.

What would you do differently if you had to do it again?

- Shorter, more frequent communications
- Start regular stand-ups earlier with stakeholders from across the organization

Did you struggle with anything?

Revisions to the overall plan and changing consultants meant that communications were stalled a number of times, and the role of the Communications team became unclear.
Lack of insight into areas of planning made it difficult to support at this early stage.

CHECK IN

Jan 2017

TEAM/DEPT

Communications

**WIKIMEDIA
FOUNDATION
ANNUAL PLAN**

GOAL: Support future of Communications department

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting? And what did you learn?
Support process for securing permanent leadership for Communications department Inform future direction of team	**LAST QUARTER**	
	- ED - Talent & Culture	Developed initial plan for collecting team feedback on CCO job description Mapped PR/media roles and needs Met with brand agency to discuss
	NEXT QUARTER	
	- ED - Talent & Culture	Map current and potential capacities on team Help finalize job description through team survey Engage in process as needed (feedback, interviews, etc.) Outline long-term goals for Communications Investigate global localization strategies for media and PR

STATUS: IN PROGRESS

CHECK IN

Jan 2017

TEAM/DEPT

Communications

WIKIMEDIA
FOUNDATION
ANNUAL PLAN

GOAL: Amplify messaging through Executive Director appearances

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting? And what did you learn?
Support public speaking and media opportunities with Executive Director as critical spokesperson to amplify key messages around the world	**LAST QUARTER**	
	- ED - Minassian	Supported 10 ED interviews with message development and training (incl. Today Show, Bloomberg, NPR, Vice, Quartz), 6 public speaking opps: Mozfest talk on harassment, WikiConference North America, Google Gives Week, humanitarian panel at Swissnex, Metrics presentations. Aligned with messaging platform pillars.
	NEXT QUARTER	
	- ED - Minassian	Support media and public speaking appearances Refine ED narratives and key messages Media and public speaking training Secure proactive media opportunities based on messaging strategy

STATUS: IN PROGRESS

CHECK IN

Jan 2017

TEAM/DEPT

Communications

PROGRAM

1 [LINK]

WIKIMEDIA FOUNDATION ANNUAL PLAN

GOAL 1.1: Understand current media perception

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting? And what did you learn?
Conduct coverage audit from past year Continue media and sentiment monitoring	**LAST QUARTER**	
	- Meltwater	Ongoing monitoring The major learning of the original audit was that the vast majority of organic press comes from English-speaking markets. We're using this insight to identify proactive media opportunities in the future.
	NEXT QUARTER	
	- Meltwater - Minassian	Ongoing monitoring We plan to reassess how we monitor on an ongoing basis in order to gain the most effective insights.

AUDIT: DONE

ONGOING MONITORING: IN PROGRESS

CHECK IN

Jan 2017

TEAM/DEPT

Communications

PROGRAM

1 [**LINK**]

WIKIMEDIA FOUNDATION ANNUAL PLAN

GOAL 1.2/3: Develop and implement messaging strategy

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting? And what did you learn?
Identify top narratives for messaging strategy	**LAST QUARTER**	
	- Minassian - Department and team leads - Executive Director	Messaging strategy framed out with key messages, milestones Ongoing Communications work guided by strategy. Began management of Metrics meetings along key themes
	NEXT QUARTER	
	- Minassian - Department and team leads - Executive Director	Proactively secure coverage along key messaging pillars ● Iraq WP0 partnership (Wikimedia for the World) ● Anti-harassment work (Building an Inclusive Community) ● Alternative facts/fake news and Wikipedia (Reintroducing Wikimedia) Amplify key themes through Executive Director messaging Inform Metrics Meetings themes with messaging strategy

PILLAR DETAILS: IN PROGRESS

CHECK IN

Jan 2017

TEAM/DEPT

Communications

PROGRAM

1 [LINK]

WIKIMEDIA
FOUNDATION
ANNUAL PLAN

What you learned working on this objective or workflow:

Did anything unexpected (good or bad) happen?

Rise of fake news and increasingly polarized public dialogue led to increased interest in role of Wikipedia

What would you do differently if you had to do it again?

Move more quickly to insert ourselves into the discussion
An in-depth, long-term media audit is helpful for a number of reasons, but we need lighter touch methods for ongoing monitoring.

Did you struggle with anything?

Understanding reporter angles based on sources outside the Wikimedia Foundation can be challenging. Investigation early in the process needs to happen to understand the full scope of a story and work most effectively with reporters to share our story.

PROGRAM 2
Brand consistency

WIKIMEDIA

FOUNDATION

CHECK IN

Jan 2017

TEAM/DEPT

Communications

PROGRAM

2 [LINK]

WIKIMEDIA FOUNDATION ANNUAL PLAN

GOAL 2.1: Expand storytelling and video production

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting? And what did you learn?
Make more video	**LAST QUARTER**	
	- T. Kozlowski - L. Aguilera	Produced 3 blog profiles with T. Kozlowski (1, 2, 3), and one more, #FactsMatter, WLM2016 slideshow, Jimmy Wales eats grapes!, A chat with Katherine Maher, On Wikipedia's Pinterest account, Uploaded several Wikipedian portrait photos, uploaded 5 commissioned music tracks by L. Aguilera (1, 2, 3, 4, 5), also developed a script for a Iraq Partnership video
	NEXT QUARTER	

STATUS: IN PROGRESS

CHECK IN

Jan 2017

TEAM/DEPT

Communications

PROGRAM

2 [LINK]

WIKIMEDIA FOUNDATION ANNUAL PLAN

GOAL 2.2: Design standards and support

What is your objective?	Who are you working with?	What impact / deliverables? And what did you learn?
Create annual report Expand design capacities Continue to develop brand strategy for the Wikimedia movement	**LAST QUARTER**	
	- Design agency - Foundation stakeholders - Board of Trustees	- Developed "Facts matter" concept for annual report - Gathered donor and financial information - Wrote copy for the annual report that supports organizational messages: how Wikimedia relates to 10 important facts from 2016
	NEXT QUARTER	
	- Design agency - Fundraising team	- Complete and publish Annual Report - Review status of Mediawiki and options for wikimediafoundation.org - Start contract for 2017 annual report -Experiment with Wolff Olins on current opportunity

ANNUAL REPORT: IN PROGRESS

WIKIMEDIAFOUNDATION.ORG: NEW

CHECK IN

Jan 2017

TEAM/DEPT

Communications

PROGRAM

2 [**LINK**]

**WIKIMEDIA
FOUNDATION
ANNUAL PLAN**

What you learned working on this objective or workflow:

Did anything unexpected (good or bad) happen?

Community user groups are increasingly asking for Foundation design materials such as presentation templates, business card designs, and Wikimedia brand color guidance.

What would you do differently if you had to do it again?

We are starting

Did you struggle with anything?

Brand statements are not always aligned with the basic requests of Advancement for the annual report.

PROGRAM 3
Understand new audiences

WIKIMEDIA
FOUNDATION

CHECK IN

Jan 2017

TEAM/DEPT

Communications

PROGRAM

3 [LINK]

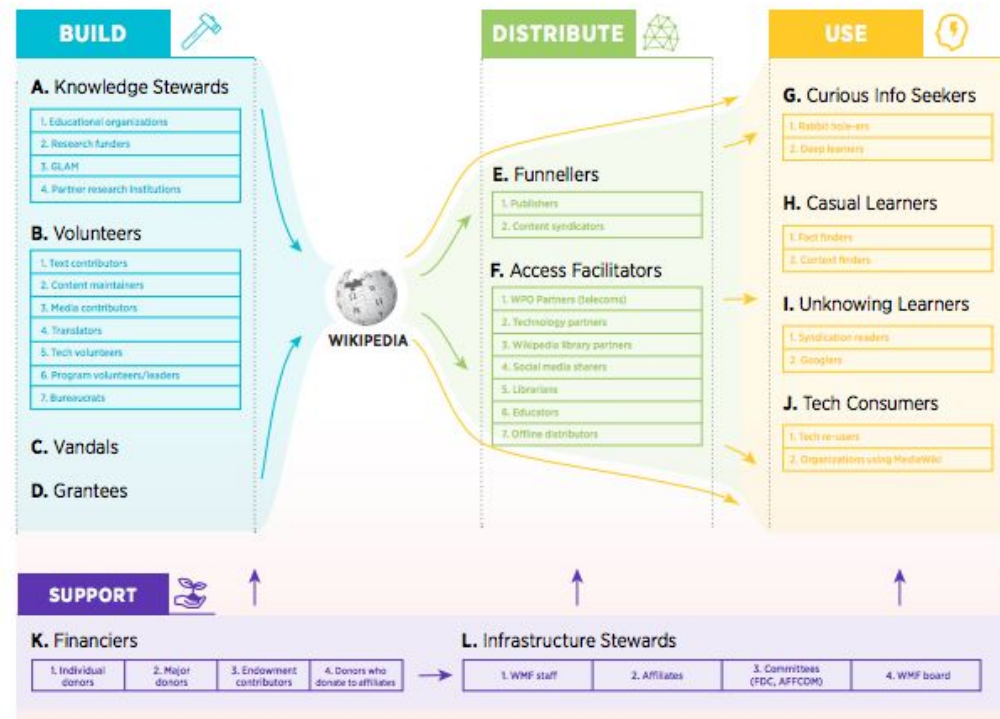**WIKIMEDIA FOUNDATION ANNUAL PLAN**

GOAL 3.2: Segment and frame existing audiences

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting? And what did you learn?
- Develop a framework for the way we think about current and future audiences. -Begin targeted research into identified priority segments.	**LAST QUARTER**	
	40+ stakeholders from across org, focusing on: - Product - Design research - Reboot	-Plan and run 5 audience workshops with 45 stakeholders across 16 teams - Create initial framework for understanding existing audience to be delivered by November 2016. - Determine timeline for investigating specific audience segments
	NEXT QUARTER	
	- Stakeholders from across the org. - External audiences	Prioritization of audiences for further research (complete) - Scope and complete preliminary research about external audiences - Socialization of research to internal and external parties

AUDIENCE SEGMENTATION: NEW

CHECK IN

Jan 2017

TEAM/DEPT

Communications

PROGRAM

3 [LINK]

Audience Map: Current Understanding

This map is a reflection of how we currently describe our ecosystem of audiences, including end users, intermediaries, and movement audiences. It maps audiences based on their role in the Wikipedia production flow—how they develop, maintain, and/or use Wikipedia. It defines audiences based on a functional and one-dimensional understanding, which may be constraining when determining how to better serve audiences.

Note: This map is not a scientific representation of our audiences and should be considered as a living document.

BUILD

A. Knowledge Stewards
1. Educational organizations
2. Research funders
3. GLAM
4. Partner research institutions

B. Volunteers
1. Text contributors
2. Content maintainers
3. Media contributors
4. Translators
5. Tech volunteers
6. Program volunteers/leaders
7. Bureaucrats

C. Vandals

D. Grantees

WIKIPEDIA

DISTRIBUTE

E. Funnellers
1. Publishers
2. Content syndicators

F. Access Facilitators
1. WPO Partners (telecoms)
2. Technology partners
3. Wikipedia library partners
4. Social media sharers
5. Librarians
6. Educators
7. Offline distributors

USE

G. Curious Info Seekers
1. Rabbit hole-ers
2. Deep learners

H. Casual Learners
1. Fact finders
2. Content finders

I. Unknowing Learners
1. Syndication readers
2. Googlers

J. Tech Consumers
1. Tech re-users
2. Organizations using MediaWiki

SUPPORT

K. Financiers
| 1. Individual donors | 2. Major donors | 3. Endowment contributors | 4. Donors who donate to affiliates |

L. Infrastructure Stewards
| 1. WMF staff | 2. Affiliates | 3. Committees (FDC, AFFCOM) | 4. WMF board |

CHECK IN

Jan 2017

TEAM/DEPT

Communications

PROGRAM

3 [[LINK](#)]

What you learned working on this objective or workflow:

Did anything unexpected (good or bad) happen?

Teams have started to use the audience terminology in their own work, and have brought us into workshops and early stage meetings (Analytics stats dashboard, Research homepage) to ensure we're thinking about audiences at the earliest stages! It's great to see this kind of thinking spread.
Lots of external-to-the-Foundation teams - particularly in news - have shared the audience work and found it useful for their own work. (Anecdotal, Twitter.)

What would you do differently if you had to do it again?

Learned about a lot of resources mid-project that would have been helpful to know about at the beginning. It's hard to know what exists, what is still relevant, and where it's located - broader call for action for resources.

Did you struggle with anything?

Scheduling 45 people across all of the teams wasn't easy. (Shoutout to Lena, who made magic with the schedules.)
Learning who *had* to be in meetings vs. who needed to just know about what happened in them vs. who needed to give input but not necessarily in person. There are some comms challenges with a cross-team initiative across many...
Timezones. :)

PROGRAM 4
Increase adoption

WIKIMEDIA
FOUNDATION

CHECK IN

Jan 2017

TEAM/DEPT

Communications

PROGRAM

4 [**LINK**]

WIKIMEDIA FOUNDATION ANNUAL PLAN

GOAL 4.1: Raise Wikimedia awareness among new readers

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting? And what did you learn?
Begin strategic approach to increase awareness of Wikipedia among new readers in India and Nigeria	**THIS QUARTER**	
	Design research, Global reach, Community Engagement, Wikimedia user groups in India and Nigeria	- Strategic approach to extending awareness in key countries (messages, outlets, community participation methods, timeline, measurement) - Set of expository messages that explain Wikipedia for new or inexperienced users - Approach for increased social media audience in India and Nigeria
	NEXT QUARTER	
	- Community events, Partnerships and Facebook	- Zack is attending Wiki Indaba to hold workshops about Wikipedia promotion across Africa with - Jeff is meeting with Sheree; Jeff and Zack have meeting at Facebook in February to discuss reach nations

STATUS: NEW

CHECK IN

Jan 2017

TEAM/DEPT

Communications

PROGRAM

4 [**[LINK](#)**]

GOAL 4.2: Showcase Wikimedia's relevant content on digital

What is your objective / workflow?	Who are you working with?	What impact / deliverables? And what did you learn?
Grow three new social channels, with at least one in Asia. Work to increase diversity via specific channels and programs. Pilot distribution program.	**LAST QUARTER** - Video and brand - NIMBEI nations with campaigns on Facebook and Instagram - Wikimedia conferences - Community more with Pinterest	- #Factsmatter video and blog post on social - Explored and improved targeted posts to nations - Added new community members to Facebook group - Supported events with social media - Added all pins to Commons category so community can access
	NEXT QUARTER - Campaign to increase female Facebook fans via Women's History Month posts. - Explore branded GIFs	- Using model from last quarter, we hope to target women with Women's History Month posts in an effort to address gender imbalance on our Facebook page.

STATUS: IN PROGRESS

CHECK IN

Jan 2017

TEAM/DEPT

Communications

PROGRAM

4 [[LINK]]

**WIKIMEDIA
FOUNDATION
ANNUAL PLAN**

What you learned working on this objective or workflow:

Did anything unexpected (good or bad) happen?

People are more willing to advocate for us (Facebook pic frames and #ilovewikipedia hashtag than we realized; more willing to answer questions when we make a sincere request (Facebook surveys targeted to NIMBEI nations); and more receptive to targeted content (Wiki Women in Red post targeted to women gained us 1,800 women fans).

What would you do differently if you had to do it again?

We could have targeted and called out supporters earlier, and worried less about the Wikimedia-L types of naysayers. Perhaps we should re-evaluate our restrictions on posting photos and embedding social media on the blog. We should certainly discuss again.

Did you struggle with anything?

Consistency. If we want the community and public to take part, we need a united front internally. Should we have a social/brand/blog group internally?

PROGRAM 5
Grow audiences

WIKIMEDIA

FOUNDATION

CHECK IN

Jan 2017

TEAM/DEPT

Communications

PROGRAM

5 [LINK]

**WIKIMEDIA
FOUNDATION
ANNUAL PLAN**

GOAL 5.1: Spread broad messaging to new communities

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting? And what did you learn?
Expand and improve social media	**LAST QUARTER**	
	- Community - Facebook group - Work with global reach teams	- Blog and social campaign on Wiki Loves Monuments reached 800K on our branded social media accounts. 60K watched videos, GIFs of photos - Used experiences with group to submit and be granted SXSW panel on authentic social media - Targeted surveys yielded useful feedback on how nations view Wikipedia.
Create social campaign prototype	**NEXT QUARTER**	
Engage through social media		
Connect with growing communities	- Facebook group - Global reach - Targeted audiences	- Continue bringing in NIMBEI members - More targeted surveys with on Facebook - Women's History Month campaign

STATUS: IN PROGRESS

CHECK IN

Jan 2017

TEAM/DEPT

Communications

PROGRAM

5 [LINK]

WIKIMEDIA FOUNDATION ANNUAL PLAN

What you learned working on this objective or workflow:

Did anything unexpected (good or bad) happen?

When we invest the time in real dialogue, the community is supportive of more social media integration.

What would you do differently if you had to do it again?

We needed to drill down to specifics before community and staff could understand or support us. Asking Commons for more permissions didn't work. Asking Wiki Loves Monuments for permissions on winners did.

Did you struggle with anything?

Faith. We are growing these audiences, not obtaining them. That's a process, and work-intensive, but a direction connection with the people in the movement.

CHECK IN

Jan 2017

TEAM/DEPT

Communications

PROGRAM

5 [[LINK](#)]

WIKIMEDIA FOUNDATION ANNUAL PLAN

GOAL 5.2: Surfacing and spreading best audience practices

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting? And what did you learn?
Surface best practices in events across Foundation Work with teams across organization to think about how to use audience work in their own work CRM research	**LAST QUARTER**	
	Product; Research; Analytics; cross-team collaboration on CRM research; Movement	- 20 interviews with people from across movement about events and participation to surface best practices - CRM discussions with internal teams and external vendors - Ongoing work to support Dev Summit, Legal, Reading, and CE teams
	NEXT QUARTER	
	Product; Research; Analytics; cross-team collaboration on CRM research; Movement	- Collect and disseminate information from events audit and research - Make recommendations for CRM solution for teams across Foundation

STATUS: IN PROGRESS

CHECK IN

Jan 2017

TEAM/DEPT

Communications

PROGRAM

5 [LINK]

**WIKIMEDIA
FOUNDATION
ANNUAL PLAN**

What you learned working on this objective or workflow:

Did anything unexpected (good or bad) happen?

We were able to bring several teams together, some of whom were investigating CRMs on their own and coalesce around a common vision.
For the events work, we found out several things from external folks that helped inform the Dev Summit and will continue to inform going events at Wikimania.

What would you do differently if you had to do it again?

We're still in the midst of both. Transcribing 25+ conversations about events is time-consuming and has resulted in a slower pace than expected.

Did you struggle with anything?

It was tough to figure out who had experience with CRMs internally because the information was scattered. It's now in one place.

CHECK IN

Jan 2017

TEAM/DEPT

Communications

PROGRAM

5 [LINK]

WIKIMEDIA FOUNDATION ANNUAL PLAN

GOAL 5.3: Advocate the movement

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting? And what did you learn?
Wikimedia blog Humanize the movement Feature Wikimedians, their work, and their motivations Support and announce Foundation initiatives	**LAST QUARTER**	
	- Foundation staff - Community	- Announced the winners of Wiki Loves Monuments and the most-edited English Wikipedia articles of 2016 - Highlighted staff work in 21 posts, supporting Foundation - Consistent blog output with 8 digests, helping to establish the blog as a hub for community news; 17 profiles/"News on Wikipedias"/"Why I"; and successfully trialed "Wait, what?" - Got cold with two interviews with polar-loving Wikimedians
	NEXT QUARTER	
	- Foundation staff - Community	- Continue pushing regular features: the digest, profiles, "News on Wikipedia," "Why I," and "Wait, what?," including interviews with Wikipedians when possible - Support Foundation announcements

STATUS: IN PROGRESS

CHECK IN

Jan 2017

TEAM/DEPT

Communications

PROGRAM

5 [LINK]

Vincent van Gogh was the twentieth most-edited articles of 2016. Blog post read by 27k.
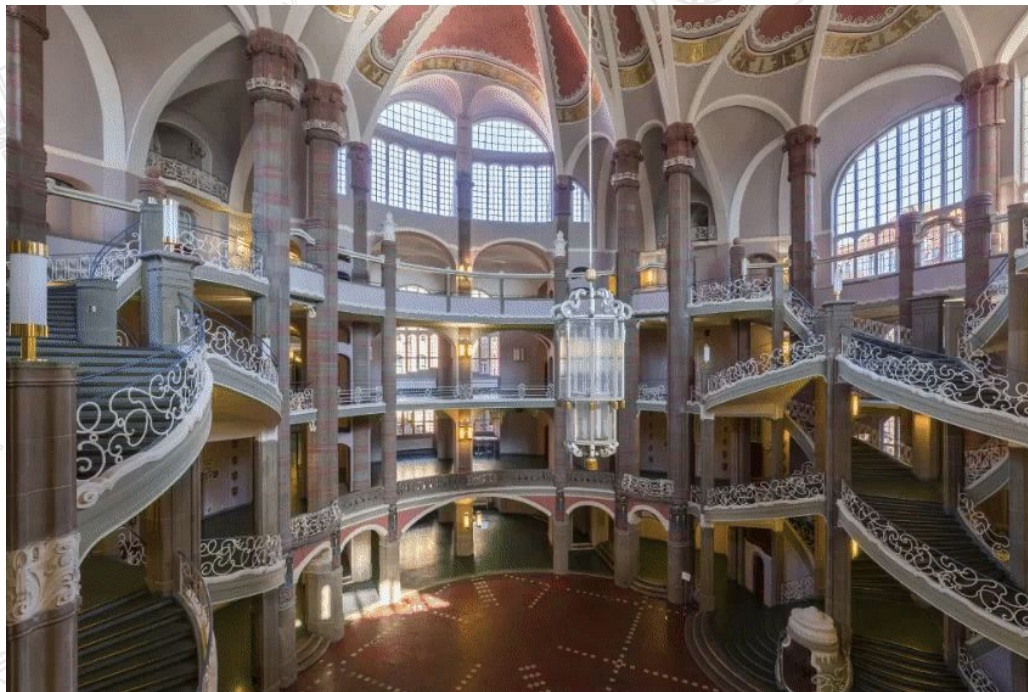
For the first time, Wiki Loves Monuments winners all gave us permission to post their work on social media, including in a GIF seen by 60k. Blog post read by 19k.
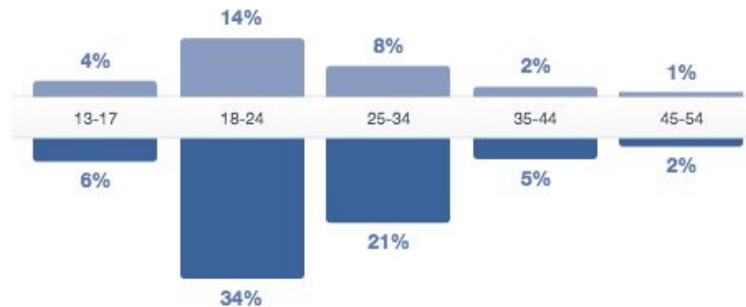
CHECK IN

Jan 2017

TEAM/DEPT

Communications
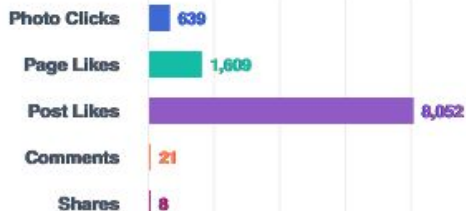
PROGRAM

5 [LINK]

WIKIMEDIA FOUNDATION ANNUAL PLAN

For International Women's History Month, we aim to attract more women to Wikipedia using a targeted post strategy.

Promoting Rosie as Wikipedia's Facebook profile picture drew over 1,600 women to like and follow the page at 4 cents apiece.

COMMUNICATIONS SCORECARDS

January 2017 quarterly check-in

WIKIMEDIA

F O U N D A T I O N

PREVIOUS YEAR

CHECK IN

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Communications

PROGRAM

Press

Topic	This quarter	Previous quarter	QoQ	YoY	Type
Total OTRS requests evaluated	191	186	+3%	-40%	M
	Press requests responded to	90	67	+34%	-26%	M
	Misc. requests vetted (spam)	99	118	-16%	-15%	M
Earned media (# articles) (proactively pitched)	41, (2 op-eds placed)	71	-36%	-86%	N

Type: new, reactive, maintenance

CHECK IN

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Communications

PROGRAM

Press

Topic	This quarter	Previous quarter	QoQ	YoY	Type
Staff and executive interviews/trips supported	76	66	+15%	+27%	**M**
Staff receiving media training	2	2	0%	-50%	**M**
Requests for media corrections	0	3	-100%	-100%	**R**
Total announcements	7	6	+17%	-36%	**M**
	WMF external/press announcements	2	1	+100%	-71%	**R**
	WMF internal announcements	4	5	-20%	-50%	**R**

Type: new, reactive, maintenance

CHECK IN

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TEAM/DEPT

Communications

PROGRAM

Social

Topic	This quarter	Previous qr/yr	QoQ	YoY	Type
Twitter posts (@Wikipedia)	1,537	807/600	+90%	+156%	M
Twitter followers (@Wikipedia)	350,729	344,603/NA	+1.7%	NA	M
Tweet impressions (@Wikipedia)	13M	11.9M/9M	+9.2%	+44%	M
Media views (@Wikipedia)	62,989	39,067/28,422	+61%	+121%	M
Twitter posts (@Wikimedia)	110	100/288	+10%	-61%	M
Twitter followers (@Wikimedia)	38,500	34,664	+11%	NA	M
Twitter posts (@Wikimediaatwork)	26	NA	NA	NA	N
Twitter followers (@Wikimediaatwork)	3,153	NA	NA	NA	N

CHECK IN

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Communications

PROGRAM

Social

Topic	This quarter	Previous quarter/yr	QoQ	YoY	Type
Facebook posts	738	641/460	+15%	+60%	**M**
Facebook engagement actions	1,769,867	1,846,065/771,970	-4%	+129%	**M**
Facebook followers	5,447,694 (as of 12/31)	5,373,594/4,976,287	+1.3%	+9.5%	**M**
Unique users who engaged with content	1,767,835	1,908,528/1,440,902	-7.4%	+22%	**M**
Impressions	136,352,225	152,643,499/108,288,449	-10%	+26%	**M**

Type: new, reactive, maintenance

CHECK IN

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TEAM/DEPT

Communications

PROGRAM

Social

Topic	This quarter	Previous quarter/yr	QoQ	YoY	Type
Instagram posts	650	383	+69%	NA	**M**
Instagram followers	46.2K	41.7K	+10%	NA	**M**
Pinterest	750 photos pinned	700	+7.1%	NA	**M**
Pinterest followers	64.7K	60	+7.8%	NA	**M**
Pinterest impressions (all Wiki content)	18M a month	17M/12.8M	8%	41%	**M**

Type: new, reactive, maintenance

CHECK IN

Jan 2017

TEAM/DEPT

Communications

PROGRAM

Blog

Topic	This quarter	Previous quarter	QoQ	YoY	Type
Total blog posts	74	74	0%	-15%	M
Blog pageviews	252,168	296,476	-15%	+11%	M
Blog visitors	153,897	194,925	-21%	+19%	M
Pageviews per visitor	1.6	1.5	7%	-11%	M
Blog pageviews (-banner promotion)	232,875	244,300	N/A	N/A	M
Blog pageviews (banner promotion)	19,293 (Wiki Loves Monuments)	52,176 (Android redesign)	N/A	N/A	M
Blog posts **from/about** community	21/31	25/20	-16% /+55%	-40%/ 29%	M

Type: new, reactive, maintenance

Topic	This quarter	Previous quarter	QoQ	YoY	Type
Videos produced	7	6	+1	+5	N
Storytelling interviews	0	0	0	0	N
Trademark reviews*	10	15	-5	+6	R

Per agreement with the trademarks
team to do requested reviews*

Type: new, reactive, maintenance

Topic	This quarter	Previous quarter	QoQ	YoY	Type
Product launches	0	2	-	n/a	R
Product messaging support	-	30	-	n/a	R
Executive presentations	6	6	0%	+20%	R

Type: new, reactive, maintenance