



Quarterly Review Communications

Q4 - 2014/15

Team size this quarter was 5 FTE.

Q4 - Communications

Quarterly objectives summary

Objective	Measure of success	Status
Successful VisualEditor roll-out in collab. w/ CE and Engineering	Minimal negative response (25% or less), increase awareness w/ public	Postponed. Messaging criteria identified key blockers. 2 FTE.
Build executive and org strategic messaging platform .	Clarify/unify org message for primary audience groups	Interviewed two top firms, but canceled per ED direction. 1 FTE.
Redesign WMF.org and rebuild high value main pages	Update/align WMF brand. Clarify value proposition, narrative, employer brand.	Indefinitely postponed due to insufficient cross-departmental resources post-reorg. 1 FTE.
Finalize WP15 project and marketing/branding plan.	Engage new Wikimedia stakeholders and audiences. Execute on brand messaging.	Proposed budget and plan. Postponed due to budgeting, calendar, approval. 2 FTE.
Finalize budget, identify director, begin shooting for 'Future of Knowledge' documentary .	Signal strategy, position brand as knowledge leader, introduce brand to new audiences.	Finalized budget and spec. Canceled due to budget considerations. 1 FTE.

GOALS REASSESSED; CANCELLED 5/1 DUE TO INTERDEPENDENCIES.

Q4 - Communications

Revised Quarterly objectives summary

Objective	Measure of success	Status
Minimally disruptive and maximally clear change management communications.	*Reorg communication strategy, internal and external announcements. (Docs, emails, FAQs, charts, reports.)	Completed/shared on time. Staff feedback that information increases understanding.
Grow team capacity to improve support for internal and external demands.	*Secure Wikimania PR agency *Launch summer intern program *Fill Junior Associate position	Complete. Converted intern to FTE, reducing JA onboarding overhead.
Advance Wikimedia movement goals through Executive Director visits and speeches	*Zero negative press or feedback *1 identifiable programmatic outcome per staffed trip	Complete. Detailed executive travel process in development.
Strategic product communications support: positioning and messaging	*Zero remaining critical communications blockers for VE	Criteria identified for VE led to significant UX improvement. Support for iOS, Collections, etc.
Improve social and blog content to build brand and community engagement.	*Finalize audience research report *Develop user personae *Outperform organic social growth	Audience review and personae complete, new content under development, met social metrics.

REVISED AND RESET GOALS INTRODUCED 5/1

Q4 - Communications

Quarterly objectives: Successes

- **Drove product messaging and communications for key WMF-developed products (desktop and mobile)**
 - Developed VisualEditor public and in-product messaging and advised on UI changes, partnering with user research to identify and recommend a key change that resulted in improved user performance
 - Promoted iOS app launch with PR and Share a Fact video; resulted in 56 tech press articles in 18 countries
 - PR coverage resulted in iOS download spike, Android “halo” effect download spike.
- **Improved blog and social content, UX, research with focus on quality**
 - Developed [content strategy](#) for serving diverse [personae](#) and communications channels
 - Created/tested new [content formats](#) (Wikipedia highlights, In the news, multimedia)
 - Developed new [blog features](#) for better visibility and discoverability (email subscriptions, updated UI)
 - Established [research framework](#) to track content impact (through metrics, surveys, competitive studies)
- **Engaged with community stories and affiliates to raise positive PR awareness of Wikimedia**
 - 100+ articles for Print Wikipedia including *NY Times*, *Washington Post*, *USA Today*
- **Scoped community communications needs for future programming and support**
 - Held workshop at Wikimedia Conference to engage with community capacity building needs
- **Extensive support for unscheduled organizational change management, including WMF reorg**
 - Created FAQ for staff and community communications, and 15 hyperlinked org charts.
- **Supported ED in 7 international trips including 3 meetings with high level officials**
 - Briefing documents, logistics, media management, presentations, staffing
- **Secured and onboarded 7 interns to support team capacity in design, research, PR, and editorial**

Q4 - Communications

Quarterly objectives: Misses

- **VisualEditor rollout was postponed, pushing back timelines**
 - Identified critical communications and UX blockers resulting in a delayed VE rollout on enWP and postponed public launch and social marketing campaign.
- **Executive Director messaging platform postponed**
 - Initial planning and evaluation completed, including vetting, proposals, and interviews with 2 world class agencies. Postponed due to ongoing strategy development.
- **Updates to Wikimedia Foundation.org were postponed**
 - Personnel changes and resource reallocations following reorg required that we reevaluate this priority.
- **Planning for Wikipedia 15 birthday and brand research**
 - Scouted venues, sourced quotes from vendors, developed birthday campaign and event proposal. Postponed and subsequently revised following updated WMF budget forecast.
- **Planning for a Future of Knowledge documentary**
 - Developed [budget](#) and a draft [spec](#) proposal. Project was canceled due to revised WMF budget forecast.
- **Internal coordination for executive travel**
 - Lack of clarity around roles and responsibilities with departments led to difficult coordinating important travel and preparation materials; new travel process proposal development underway.

Appendix A - Scorecard

PR Scorecard		Q4	Q3	QoQ (Q3/Q4)	YoY	Reactive
Total OTRS requests evaluated		200+	N/A	N/A	N/A	Y
	Press requests responded to	87	N/A	N/A	N/A	Y
	Misc. requests vetted (reassigned or junk)	113	N/A	N/A		Y
Earned media (# articles) (proactively pitched)		190+	N/A	N/A	N/A	N
Staff and executive interviews/meetings supported		40+	N/A	N/A	N/A	both
Staff receiving media training		11	0	increase	N/A	N
Requests for media corrections		N/A	N/A	N/A	N/A	Y
Total announcements		10	11	-1%		Y
	WMF external/press announcements	5	6	-16%	N/A	both
	WMF internal announcements	5	5	no change	N/A	both

Appendix A - Scorecard

Social Scorecard	Q4	Q3	QoQ (Q3/Q4)	YoY
Twitter posts (@Wikipedia)	145	138	+5%	N/A
Twitter engagement ¹ actions (@Wikipedia)	5,132	5,025	+2%	N/A
Twitter followers (@Wikipedia)	308,137	299,162	+3% ²	N/A
Twitter posts (@Wikimedia)	143	131	+9%	N/A
Twitter engagement ¹ actions (@Wikimedia)	1,298	1,958	-34%	N/A
Twitter followers (@Wikimedia)	27,751	26,430	+5% ²	N/A
Facebook posts	240	160	+50%	-35%
Facebook engagement ¹ actions	103,547	72,336	+43%	+216%
Facebook followers	4,821,060	4,548,170	+6% ²	+128%

Appendix A - Scorecard

Blog Scorecard	Q4	Q3	QoQ (Q3/Q4)	YoY
Blog pageviews	269,304	357,345	-25%	-50% (banners)
Blog visitors	161,450	230,384	-30%	N/A
Page views per visitor	1.5	1.2	+25%	N/A
Blog pageviews (-major announcements/banner promotion)	254,483 (removed: HTTPS)	279,836 (removed: NSA, Gamergate)	-9% (25k decrease)	N/A
Blog pageviews (major announcements)	14,821 (HTTPS)	86,394 (NSA, Gamergate)	-83% (71.5k decrease)	N/A
Total blog posts	75	75	no change	N/A
Blog posts from/about community	31 / 42	30 / 38	+3% from / +10% about	N/A
Blog posts testing new content formats	7	2	+205%	N/A

Appendix A - Scorecard

Storytelling/General Scorecard	Q4	Q3	QoQ (Q3/Q4)	YoY	Reactive
Videos produced	7	5	+40%	N/A	N
Storytelling interviews	10	1	+900%	N/A	N
Trademark reviews	15	21	-38%	N/A	Y
Product launches	2	1	+100%	N/A	N
Product messaging support	2	5	-60%	N/A	N
Executive Director presentations	4	1	400%	N/A	both

Appendix B - Core workflows

Category	Workflow	Comments	Reactive
Blog	Edit submitted community posts	31 community submissions from non-WMF sources requiring individual editing and review	Y
	Produce original content	42 posts about community	N
	Source imagery and approve licensing	75 freely licensed images	both
	Public content calendar	Maintained community calendar on Meta	both
	Comment moderation and response	3 response situations, 20 featured/curated comments, 5 moderated comments	Y
	UX improvements, code patches, bug fixes	Investigated API issues, supported WP upgrades	N
	Blog development	3 new features (including email delivery)	N
Social	Edit submitted content	152 social media approval requests	Y
	Produce original content	Draft or approve ~8 posts per day	N
	Schedule/distribute on FB, Twitter, Google+	Schedule ~8 posts per/day	both
	Source or produce public domain imagery	No data available	both
	Social campaigns for specific news/events	Wiki Loves Pride/Pride month	N
	Comment moderation and response	Wiki Loves Pride increased FB moderation	Y
Video	Find stories / Conduct interviews	Research compelling user stories	N
	Write scripts	7 scripts for product, CE, Comms	N
	Produce videos	End to end production, editing, captioning, etc.	N
	Distribute videos	Experimented with FB silent newsreel format	N

Appendix B - Core workflows

Category	Workflow	Comments	Reactive
Brand	Brand review for all WMF departments	Wikipedia store (18hrs); Advancement China project; Legal Public Policy Portal (20hrs); Blog (20hrs); Video; IFTTT; department/team shirts	Y
	Brand projects for all WMF departments	5th floor; CRIBs; Business cards; Wikimania; Major gifts, Humble Bundle; Art file requests	Y
	Brand for the community	3D globe; Business cards; WMDE on WMF; WMCON logo; Other questions	Y
	Brand projects for Communications	WMF.org; Brand book; WP15 plan; Presentations	N
	Brand art	Surveillance is a Shadow on Freedom; Wikimania give away items	N
Design	Design projects for all WMF departments	Inspire; Postcards; CE banner; Reorg charts (24hrs); ED deck; UX; APG portal; WMF bags; Banking form; Major gifts; Wikimania	Y
Trademark	Trademark issue review	Trademarks@; WP0; App launch buttons	Y
Org support	General wiki support	COO; ED; Staff page; Metrics; All Hands; Career site	Y
Reports	Revisions and ongoing work on reports	State of the WMF; Annual Report	N

Appendix B - Core workflows

Category	Workflow	Comments	Reactive
PR/Media	Respond to regular media inquiries	200+ requests evaluated	Y
	Monitor for inaccuracies and request corrections	Five stories	Y
	Maintain and build good relationships with key reporters	One new contact at AAA outlet	N
	Maintain press FAQ for ongoing inquiries	New 20+ page PR FAQ, continuously updated	N
	Daily media reports	65 reports	Y
	Monitor and mitigate negative press coverage	One story	Y
	Respond tactically to negative stories	Three stories	Y
	Proactively pitch stories and document success	HTTPS; iOS; Print Wikipedia	N
	Provide media training	Developed Legal-specific PR training; trained 8 legal team staff; onboarded 2 new c-levels	N

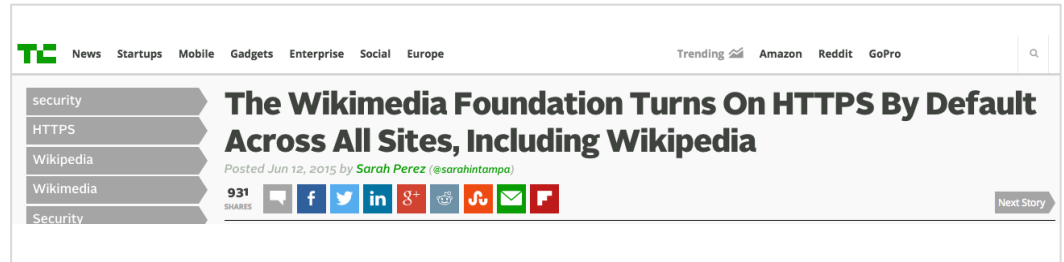
Appendix B - Core workflows

Category	Workflow	Comments	Reactive
Community	Communications Committee email list	71 threads reviewed	Y
	Announcement distribution	N/A this quarter	N
	Source and pitch stories	8 months of Print Wikipedia	N
WMF documentation	Report research and writing	Review and draft Annual Plan copy and decks	N
	Distribution/promotion	N/A this quarter	N
	Review monthly metrics slides	Three reviewed	Y
Research	Weekly social and blog metrics	Weekly review	N
	Research for media interviews, blog posts, etc.	Sourced material for WikiLovesPride campaign	N
Product Comms	Support product launches	iOS PR campaign; developed VE messaging criteria and identified critical blockers	both
	In-product messaging	Developed schema for review of VE in-product messaging	N
Executive Support	ED Presentation deck support	Personal Democracy Forum; WMCON; WP Academy	both
	Executive travel: coordination, briefing docs	3 international travel briefing notes; see appendix J	both
HR Support	Messaging review	Engineering reorganization; messaging support above average and on short turnaround.	Y

Appendix C: Media

Coverage reports:

- [Print Wikipedia](#)
 - 100+ global media coverage
 - 10/14 - 06/15
 - Fundraising event
- [HTTPS roll-out](#)
 - 100+ global media coverage
- iOS launch
 - See Appendix D: Product



Appendix D: Product

Visual editor:

- Developed [messaging criteria](#), identifying critical blockers
- Develop [in-product messaging](#) with User Research, PMs

Share a Fact/iOS launch

- [Coverage report](#) : 50+ global tech coverage including TechCrunch, The Next Web, 9to5Mac, etc.

Share a Fact on Android

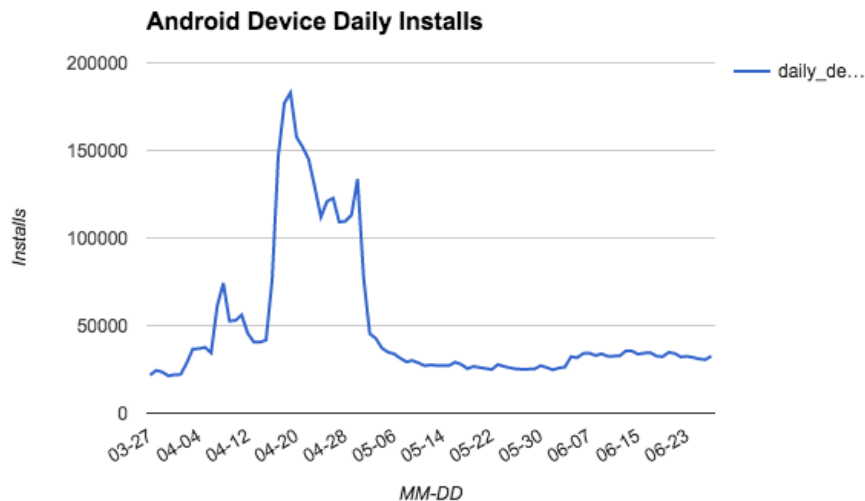
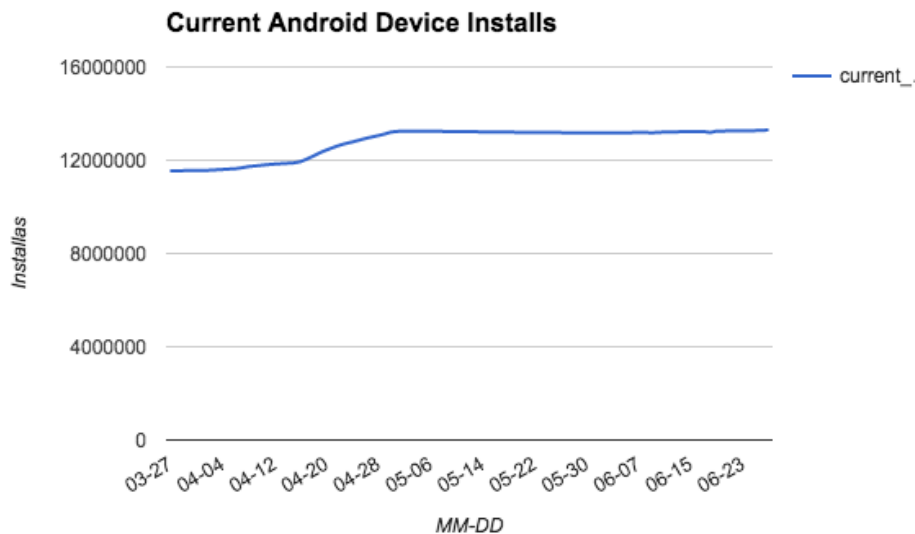
- Focus on social, video, and blog
- [Communications plan](#)
- [Coverage report](#): no proactive push, but still garnered VentureBeat and smaller tech outlets



Share a Fact video

Appendix D: Product

Spike in April surrounding PR push for Android app

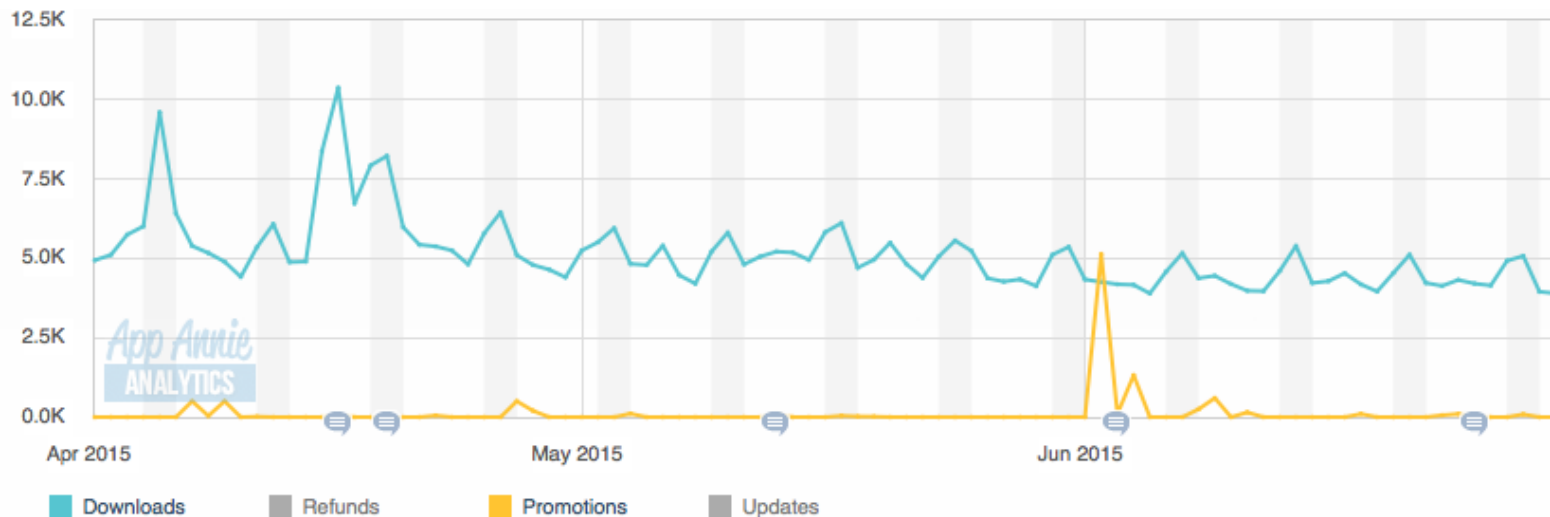


Data from Google Play Console. Note: 2-Apr Play Store feature, 15-Apr iOS PR halo
This graph originally appeared in Readership's Q4 quarterly review slides

Appendix D: Product

iOS install rate spike in April surrounding iOS app PR promotion

iOS Daily Installs



Comment boxes are releases. Note: 2-Apr Play Store feature, 15-Apr iOS PR halo
This graph originally appeared in Readership's Q4 quarterly review slides

Appendix E: WP15 Concepts

Many happy returns

This is a play on the phrase -- that highlights both happiness and returning. Both are things that relate to people's experience with Wikipedia. The sense of awe of the possibilities of Wikipedia, giving and receiving.

Rallying cry- Liberating knowledge

The need for knowledge to be free is explosive, kinetic. A recognition that the time of historical privilege and hoarding of power via information has come to an end, and the power it gives to every person is incredible.

Everyone is a Wikipedian

Where are you in the universe of Wikipedia? There is an infinite timeline that is always growing, enriched with the contribution of people over time and around the world. The power of that decentralization, and the vast living network it creates.

Capture the entire world's experience of Wikipedia (fun!)

The global south experience of Wikipedia is fun and explorative. What if we could share that enthusiasm around the world. Create a snowball effect of joy about what Wikipedia is to people and the many different ways it can touch a life. Show the fun, intimate, relatable Wikipedia.

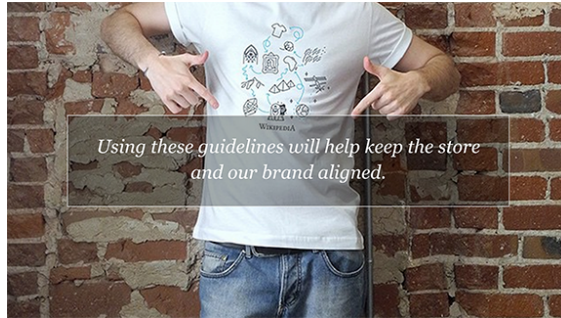
4 workshops for Wikipedia 15 Birthday concepts

WMF staff from different departments

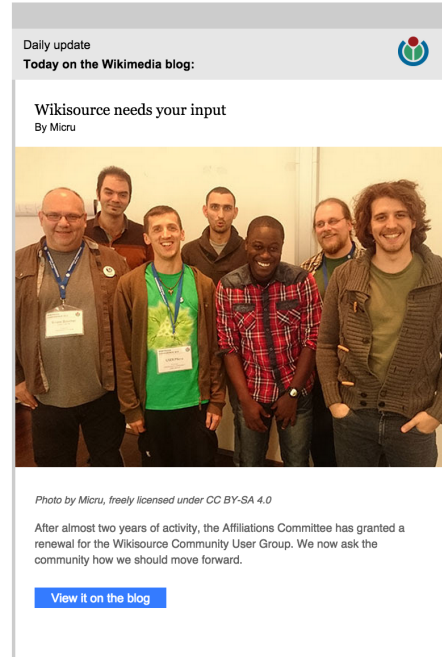
Appendix F: Brand



Wikimedia v NSA
[artwork](#)

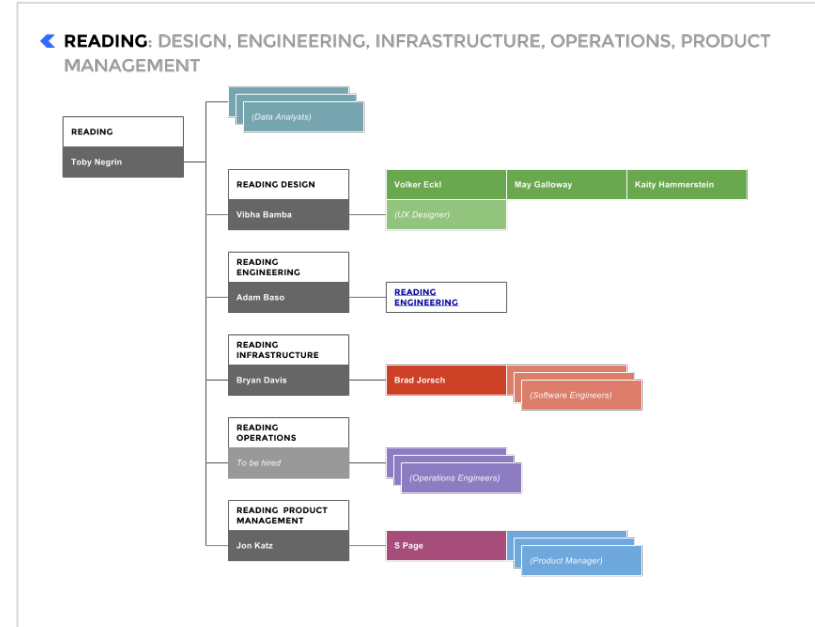
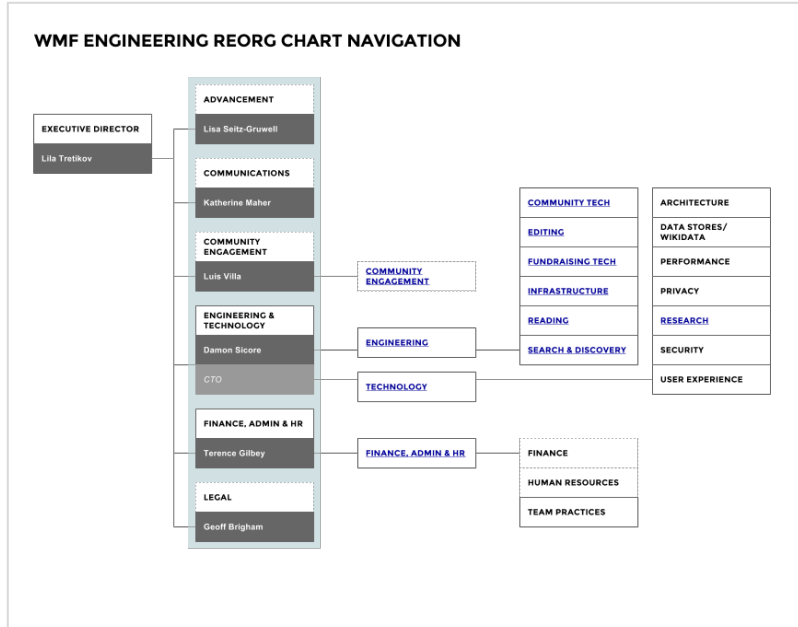


Wikipedia store brand
guidelines (draft)



Wikimedia blog
development

Appendix G: Information Design



WMF reorg charts

Appendix H: Content development

We're developing new content that can better serve our audiences.

- **Research** audience interests (e.g.: social media survey)
- **Develop** new content ideas (e.g.: treatment, mockups)
- **Test** mockups, get feedback (e.g.: small survey, discussions)
- **Evaluate & select** content ideas (e.g.: with best ROI)
- **Produce** best ideas as ongoing series

See also: [new content ideas](#)



Wikipedia Picks

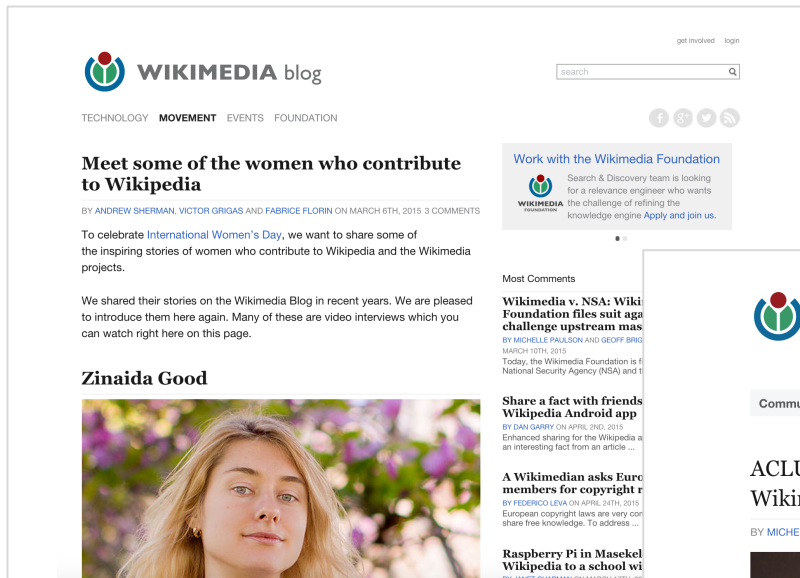


In the news



Multimedia Spotlight

Appendix I: Blog development



Functional and design updates

[blog post](#)

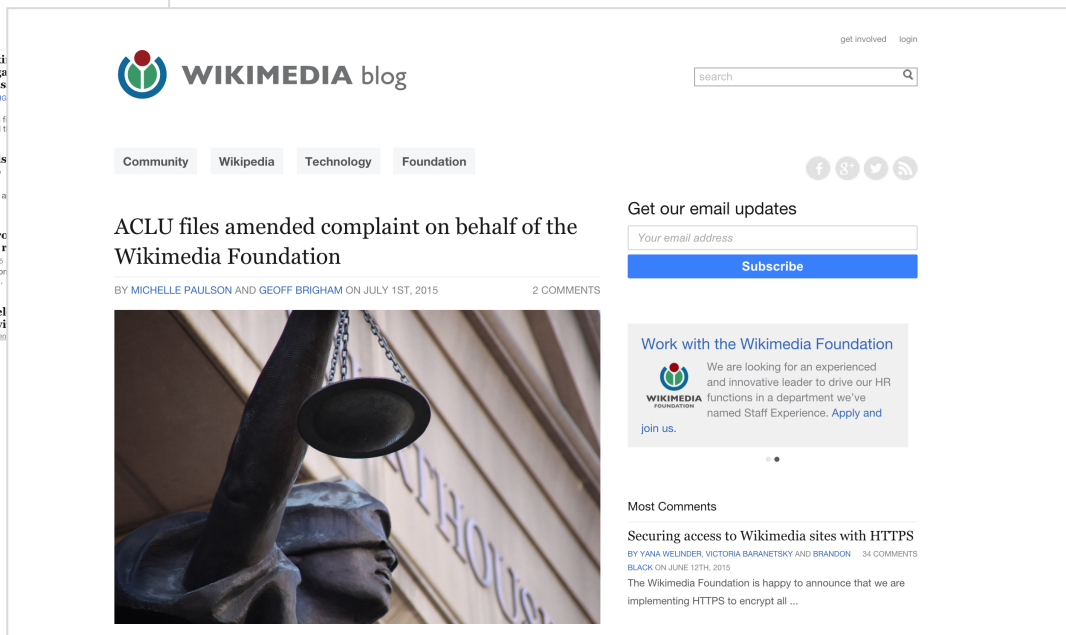
Typography (with WMF UX)

Email updates

Sharing

Sidebar content

improved design, features, and UX



Appendix J: Executive Director travel

Tunisia:

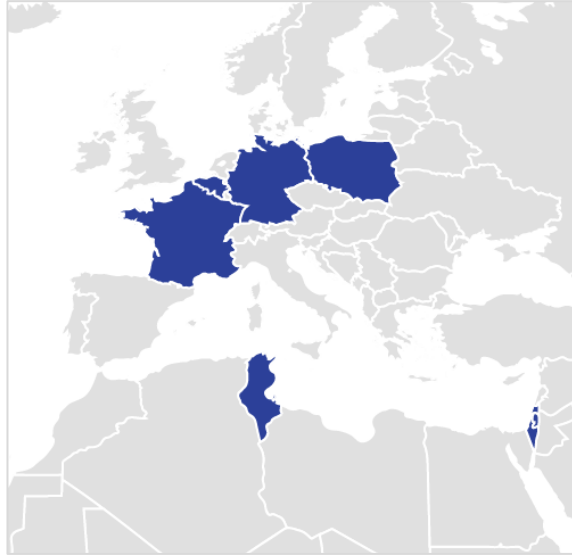
- Briefing document
- WikiArabia conference
- 2 school visits
- 6 meetings (interviews, senior officials, institutions)
- Staffed by CCO

Berlin:

- Executive presentation support

France:

- Supported unplanned media interviews and messaging
- 1 television interview



Israel and West Bank:

- Briefing document
- 16+ meetings (interviews, community, and officials)
- 1 head of state
- Staffed by CCO

Poland and Belgium:

- Briefing document
- 4 media interviews
- Ministry of Education meeting
- Polish Wikipedia meet-up
- Member of European Parliament meeting

Supported with coordination, logistics, staffing, briefing documents.