

**WIKIMEDIA
COMMUNICATIONS**

**WIKIMEDIA
COMUNICAÇÕES**



DAY 1 SCHEDULE

DIA 1 CRONOGRAMA

- 09:00-10:00 Breakfast, reception, yawning
- 10:00-11:30 Messaging and storytelling
- 11:30-12:00 Coffee break
- 12:00-13:30 Press releases / pitching
- 13:30-14:30 Lunch
- 14:30-16:00 Media interviews
- 16:00-16:30 Coffee break
- 16:30-18:00 Social media
- 18:00-19:00 Free discussion / free time
- 19:00 Group dinner

TERMINOLOGY

TERMINOLOGIA

- Journalist
- Communications
- Media / press
- Public relations
- Marketing
- Social media
- Press release

MESSAGING & STORYTELLING

MENSAGENS & NARRATIVA

- What are you trying to communicate?
- When does it happen?
- Who are you communicating to?
- What do you want them to know?
- What do you want them to do?
- How do I reach out to them?

ACTIVITY

ATIVIDADE



MESSAGING & STORYTELLING

MENSAGENS & NARRATIVA

- Switch perspectives with audience
- Keep it simple and straightforward (KISS)
- Explain the abstract with concrete examples
- Personal connection
- Ask people to do something
- Be genuine
- Visuals work!

BREAK

PAUSA



PRESS RELEASES

COMUNICADOS DE IMPRENSA

- Why write a press release?
- Writing a press release
 - News story
 - Formatting
 - Header
 - Headline
 - Subheadline
 - Opening
 - Body
 - Closing
 - Footer
 - Similarities to storytelling

PRESS RELEASES

COMUNICADOS DE IMPRENSA

Wikipedia celebrates 15 years of free knowledge [\[edit \]](#)

Community celebrates Wikipedia and sister projects with nearly 150 events on six continents

Wikimedia Foundation announces endowment to sustain Wikipedia for the future

San Francisco, CA. January 14, 2016 -- This Friday marks the 15th anniversary of [Wikipedia](#), the world's free encyclopedia that anyone can edit. This week, we celebrate not just Wikipedia, but the birth of an idea: that anyone can contribute to the world's knowledge. Globally, readers and editors are coming together to celebrate, with nearly 150 events across six continents. From [editing marathons](#) in Bangladesh and [lectures](#) in Switzerland, to [picnics](#) in South Africa and a [conference](#) in Mexico, the world is celebrating the joy of knowledge.

As part of this milestone, the Wikimedia Foundation is pleased to announce the [Wikimedia Endowment](#), a permanent source of funding to

About the Wikimedia Foundation [\[edit \]](#)

The Wikimedia Foundation is the non-profit organization that supports and operates Wikipedia and its sister projects. Wikipedia attracts more than 15 billion page views each month. Every month roughly 80,000 people edit Wikipedia and its sister projects, collectively creating, improving, and maintaining its more than 36 million articles across hundreds of languages -- this all makes Wikipedia one of the most popular web properties in the world. Based in San Francisco, California, the Wikimedia Foundation is a 501(c)(3) charity that is funded primarily through donations and grants.

About Wikipedia [\[edit \]](#)

Wikipedia is the world's free knowledge resource. It is a collaborative creation that has been added to and edited by millions of people from around the globe since it was created in 2001: anyone can edit it, at any time. Wikipedia is offered in hundreds of languages containing a total of more than 36 million articles, and visited by nearly half a billion people every month. Wikimedia and its sister projects are the largest collection of free knowledge in human history.

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ACTIVITY

ATIVIDADE



PITCHING

LEVANTAR

- When to distribute
- When not to distribute
- How to distribute press release
 - Email
 - Web
 - Blog
- Following up
 - Contacting media

LUNCH

ALMOÇO



MEDIA INTERVIEWS

ENTREVISTAS COM A MÍDIA

- Do your homework
- Have statistics ready
- Start with the basics
- Have a clear main message
 - State it early and often
- Be yourself
- Share examples
- Keep it simple
- Bring good visuals

ACTIVITY

ATIVIDADE



FREE DISCUSSION

LIVRE DISCUSSÃO



DAY 2 SCHEDULE

DIA 2 CRONOGRAMA

- 09:00-09:30 Breakfast, gathering, yawning
- 09:30-10:30 Social media
- 11:00-11:30 Coffee break
- 11:30-13:00 Communications plans
- 13:00-14:00 Lunch
- 14:00-14:30 Building media contacts
- 14:30-16:00 Crisis communications
- 16:00-16:30 Coffee break
- 16:30-17:30 Movement resources & networking
- 17:30 Farewells

SOCIAL MEDIA

MÍDIA SOCIAL

- Available social media channels
- What to post
 - Crowd-pleasing content
 - Information on movement
 - Real-time news
 - Announcements
- When to post
- Voice and tone

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COMMUNICATIONS PLANS

COMUNICAÇÕES PLANOS

- What?
 - Event
 - Organization
 - Issue
- Timeline
- Channels
- Audience
- Smart goals
- Evaluation
- Team (but individual capacities too)

LUNCH

ALMOÇO



BUILDING
MEDIA
CONTACTS

CONSTRUÇÃO
DE MÍDIA
CONTATOS

- Identifying
 - Websites
- Establishing
- Pitching
- Maintaining
- Becoming an expert
 - Be available
 - Be responsive
 - Be helpful
 - Okay not to be mentioned each time

CRISIS COMMUNICATIONS

COMUNICAÇÕES DE CRISE

- Are we in crisis?
- Do we respond?
- What do we hope to accomplish?
- Basic approach
 - Identify it
 - Own it and correct it
 - Address it
 - Engage?
- Be consistent
- Do not lie

BREAK

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MOVEMENT
RESOURCES &
NETWORKING

RECURSOS DO
MOVIMENTO E
TRABALHO EM
REDE

- Communications Resource Center
 - [m:CRC](#)
- Wikimedia Foundation Communications
 - [m:Communications](#)
 - communications@wikimedia.org
- Communications Committee
 - [m:ComCom](#)
- Social Media Ambassadors
 - [m:Social media](#)
- Fellow affiliates
 - [m:AFF](#)

FAREWELLS

DESPEDIDAS

