

Communications Quarterly Review

Wikimedia Foundation - Q2 of FY14-15

Agenda

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Communications overview

The Communications team leads the Foundation's efforts to openly and effectively share information—about the Wikimedia movement, the Wikimedia projects, and the Wikimedia Foundation's work itself—with a global audience including the general public, Wikimedians, the media, and more.

Key responsibilities include:

- Producing strategic branding projects that amplify our voice and help the world connect with the Wikimedia movement
- Working with the press and other influencers to share information and stories about the movement with the world
- Managing Wikimedia communications channels to engage with community and readers and share news about the movement
- Equipping the organization with communications tools and training to effectively represent the Wikimedia Foundation to the public

Who We Are

Full-time Staff



Katherine Maher
Chief Communications Officer



Heather Walls
Communications Design
Manager



Victor Grigas
Storyteller and Video
Content Producer



Juliet Barbara
Senior Communications
Manager



Tilman Bayer
Senior Analyst
(moved to Product in December)

External Contractors and Volunteers



Michael Guss
Social Media

Jove Oliver
Partner at Minassian Media

Helen Platt
at Minassian Media

Yoon Ha
Intern

Dasha Burns
Coordinator at Minassian Media

Joe Sutherland
Volunteer

Wilson Ye
Intern

What we said

Background: Q2 priorities

- With the addition of our first Chief Communications Officer in April 2014, the team has been shifting workflows from reactive to proactive actions, to drive meaningful narratives about the movement that shape and amplify the organization's objectives
- Communications initiatives in Q2 supported this goal, including strategic media projects such as the development of a *60 Minutes* special, the first Wikimedia year-in-review video, and the first microsite version of the WMF Annual Report
- This reactive to proactive shift required continued capacity growth through the addition of new staff with expertise in strategic, integrated communications
- Piloted training for managers and directors to improve media and communications awareness. Conducted media training with executive staff, including new Vice President of Engineering and Executive Director
- Initiated first phase of internal (movement) communications review to better understand how we reach the community

Objective	Measure of Success	Dependency	ETA	Status
Staffing: Complete hiring for 2 new FTEs and formalize team roles/responsibilities	2/3 new FTE staffing for Comms team	HR (hiring); Product (emerging markets)	SCM: 10/31 Outstanding FTEs complete: 21/31/14	
Branding: Delivery of soft and hard copies of annual report and accompanying YIR video	Brand asset; revenue tool for Fundraising (Major Gifts); Finance	Finance, Fundraising, Legal	12/1 layout review 1/1/15 print 1/15/15 distribution	
Media/PR: Develop and execute first media training module for c-level, director, managers	Pilot media training with 2 c-level, 4 director-level staff; preliminary messaging platform	All departments; Minassian	12/1/2014	
Internal: Internal comms review, solution scoping; delivery of document creation process	ID primary comms channels used in each department; develop guidance and process documentation for staff about available movement broadcasting channels	Product, Engineering, LCA, HR	12/31/2014/ongoing	
Digital content: Investigate instrumentation and reporting needs for the Wikimedia blog	ID baseline metrics and reporting framework on, eg: audience: unique visitors; reach: inbound links/mo; engagement: social, etc.	Analytics, Engineering, Legal	12/31/2014	
Media/PR: Ongoing support for media events (60 Min, ACLU, emerging threats, etc.)	100% max 24hour response time to media inquiries, Reinforce positive public perception of brand. Advance brand values.	All departments; Minassian	ongoing	

What we did

Overview: What we did

- Built capacity with the addition of a Senior Communications Manager and Movement Communications Manager; however our Senior Operations Analyst transitioned to the Product and Strategy group
- Delivered the first-ever Year in Review video on-time under a small budget (\$5,000) with more than 225k views and strong international engagement
- Produced the first microsite version of Annual Report (released in early Q3); project started in October but was re-started in December due to staff issues outside of the Communications team
- Developed proposal and secured consensus for WMF central community noticeboard. Initiated preliminary WMF community communications channel audit
- Initiated proactive social promotion of a broad range of blog and Wikimedia stories at a higher frequency in order to experiment with audience and baseline engagement

Objective	Measure of Success	Dependency	ETA	Status
Staffing: Complete hiring for 2 new FTEs and formalize team roles/responsibilities	2/3 new FTE staffing for Comms team	HR (hiring); Product (emerging markets)	SCM: 10/31 Outstanding FTEs complete: 21/31/14	Hired Senior Communications Manager and Movement Communications Manager; Senior Operations Analyst transitioned to Product and Strategy
Branding: Delivery of soft and hard copies of annual report and accompanying YIR video	Brand asset; revenue tool for Fundraising (Major Gifts); Finance	Finance, Fundraising, Legal	12/1 layout review 1/1/15 print 1/15/15 distribution	Digital Annual Report launched and presented at AllHands Year in Review video launched.
Media/PR: Develop and execute first media training module for c-level, director, managers	Pilot media training with 2 c-level, 4 director-level staff; preliminary messaging platform	All departments; Minassian	12/1/2014	Conducted media trainings for ED, VPE, and eight managers and directors
Internal: Internal comms review, solution scoping; delivery of document creation process	ID primary comms channels used in each department; develop guidance and process documentation for staff about available movement broadcasting channels	Product, Engineering, LCA, HR	12/31/2014/ongoing	Central noticeboard draft proposal complete but not executed against. Conducted audit of WMF > community communications channels
Digital content: Investigate instrumentation and reporting needs for the Wikimedia blog	ID baseline metrics and reporting framework on, eg: audience: unique visitors; reach: inbound links/mo; engagement: social, etc.	Analytics, Engineering, Legal	12/31/2014	Validated dashboarding options and adopted Wordpress. Delivered new metrics processes.
Media/PR: Ongoing support for media events (60 Min, ACLU, emerging threats, etc.)	100% max 24hour response time to media inquiries, Reinforce positive public perception of brand. Advance brand values.	All departments; Minassian	ongoing	Met 24h deadlines, with interdepartmental support, esp. Grantmaking, Legal, and Engineering

What we learned

Overview: What we learned

- A carefully created product like the Year in Review video can reach a worldwide audience -- there is demand (see metrics). However, despite Wikimedia sites popularity, we lack a reliable in-house distribution platform. Social algorithms make relying on social distribution alone insufficient.
- Although the Wikimedia trademarks are highly valued, the WMF has very little baseline data on brand perception and audiences. In order to tell a complete, compelling story about our movement, we require more data around our global brand.
- The Communications department has lacked consistent project tracking, making it difficult to compare our current work and benchmark against past projects.
 - We need to establish team strategy, hypotheses, and measurements with our project budgets to help focus our efforts
- Given limited resources, we need to think more holistically about content, where we focus our efforts, and how all of this contributes to our goals
 - e.g., Social media is the biggest traffic referrer to the blog, and while we have a huge social audience (our Wikipedia Facebook account has 4.5M followers), our blog has a relatively small reach; we have a significant gender gap in our social media audience.

Metrics & other key accomplishments

Metrics: Brand and identity

Year in Review video

- Produced in <3 months for roughly \$5,000 using 100% freely licensed content
- Covered 32 topics from more than 27 countries
- More than 225K views on [YouTube](#), nearly 9K visits to page on [Commons](#)
 - Top countries on YouTube included U.S. (35K), Russia (20K), Ukraine (18K), France (15K), Mexico (10K), Germany (9K), Canada (7K)
 - Viewership on YouTube was 82% male, 18% female

Annual Report

- Produced first [website-version](#), opening up viewership to wider audience (previous print copies were sent to fewer than 1,000 people)
- Data to come (report was launched in January)

Metrics: Wikimedia blog

- 79 blog posts published in Q2 (vs 67 in Q1 - and 94 YOY)
- 318K pageviews in Q2 (vs 984K in Q1 *)
- 66K monthly visitors on average in Q2 (no visitor data available from Q1 *)
- 125 comments in Q2 (vs 263 in Q1)
- Top referring sites in Q2:
 - Facebook, Wikimedia Foundation, Hacker News, Twitter, and Reddit
- Top countries (total pageviews): United States (111K), United Kingdom (18K), India (15K), Germany (12K), Canada (11K), France (9K), Australia (6K), China (5K)
- Most popular stories in Q2:
 - How we made editing Wikipedia twice as fast (52K views)
 - Welcome to Phabricator, Wikimedia's new collaboration platform (23K views)
 - Top 10 Most Edited Pages on Wikipedia in 2014 (18K views)
(ranked by total views in Q2)

Metrics: Social media

Facebook:

- 113 posts, or about 1.2 posts per day
- Grew net Likes by 19% to 4.4M, adding 7,631 Likes per day on average
- 230,182 pageviews on our Facebook page this past quarter (2,501 views per day)
- Top 5 countries where our followers are: India (1.1M), USA (264K), Mexico (193K), Egypt (182K), Pakistan (166K)

Twitter (@Wikipedia)

- 123 tweets or about 1.33 per day
- Grew followers by 2.5% to 292K

Twitter (@Wikimedia)

- 103 tweets or about 1.1 tweets per day
- Grew followers by nearly 8% to 24K

Similar pages on Facebook

1		I fucking love science	19.8m	<div style="width: 100%;"></div>
2		OMG Facts	7.3m	<div style="width: 10%;"></div>
3		Wikipedia	4.5m	<div style="width: 5%;"></div>
4		BuzzFeed	4.5m	<div style="width: 5%;"></div>
5		WIRED	1.6m	<div style="width: 2%;"></div>
6		Fast Company	626.6K	<div style="width: 1%;"></div>
7		Facebook HQ	186.6K	<div style="width: 1%;"></div>
8		Mozilla	132.7K	<div style="width: 1%;"></div>
9		Electronic Frontier Foun...	119K	<div style="width: 1%;"></div>

Metrics: Media relations

- Conducted media trainings with ED, VP of Engineering, and 8 WMF staff from 6 key departments
- Responded to 35+ [media inquiries](#) on the Wikimedia movement, projects, and WMF
- Promoted key WMF news
 - Year in Review video: 130 pieces of press coverage from 19 countries -- top languages were Spanish (33), English (27), and Russian (27)
 - Wikipedia Zero launches: Kyivstar, Maroc Telecom, MTM Ghana, Digicel
- Coordinated a top-tier, in-depth profile story with *60 Minutes* on Wikimedia for March
- Identified and developed community members for media responses and participation to develop authentic, non-WMF voices for the movement

“The nicest touch is the way some stories are linked in exactly the same way as you'd navigate Wikipedia, clicking from one subject to the next until you found yourself reading a totally different topic. Fortunately, this time it will only last three minutes.”

- **Jamie Condliffe, Gizmodo on Year in Review video**

Year in Review Video: #Edit2014

What did we edit in 2014?

“Excellent piece of work!

“It makes me really glad (and proud) to see, in this professional way, what our daily chore adds up to in the end.

“I am also very pleased to see this type of "modern" communication material being produced by WMF, many thank to the people involved!”

- Anders Wennersten

“Congratulations! A very powerful message and a precisely composed one, too.

Kudos to Victor and everyone involved!”

- Michael Jahn, Head of Communications,
Wikimedia Deutschland

Annual Report: Knowledge is a Foundation

(Produced in Q2, released in Q3 -- impact data in next quarterly review)



[Knowledge](#)

[Wikipedia](#)

[People](#)

[The Wikimedia Foundation](#)

[Contributions](#)

[Financials](#)

[Listen](#)



Knowledge is a foundation

We believe that knowledge is a foundation. It is a foundation for human potential, a foundation for freedom, a foundation for opportunity.

What's next

Overview: What's next

- In order to get the most impact from our Communication projects, we need to understand how the Wikimedia brand(s) are perceived and how audiences interact with existing communication channels
 - We will conduct an exploration into existing Wikimedia/Wikipedia brand (s) and identity assets, and produce a proposal for future research
 - With the addition of a Movement Communications Manager, we will improve content quality, distribution, and relevance, beginning with a blog survey to improve knowledge of audience
- As the WMF's main hub for information, we will improve transparency and coordination around activities of the WMF
 - Produce a State of the WMF and Health of the Wikis report in Q3
 - Organize a Product/Communications workshop to improve processes and objectives around key communications releases

New Team Members in Q3



Fabrice Florin
Movement Communications
Manager (hired in late Q2)

Andrew Sherman
Digital Media Intern

To Be Hired:

Junior Communications Manager
Other Interns (PR, Design)

Objective	Impact on Goal	zDependency	ETA	Status
Staffing: Fill Jr Comms Mgr position; Develop WP0 marketing, internship program	Staff blog and core writing functions; develop WP0 regional marketing strategy.	HR; WP0	Mar 31	PD developed, intern planning underway. 1 intern secured and others being evaluated.
Reporting: State of the Wiki report, parts I & II of 3.	Deliver parts 1 & 2 of State of the Wiki report; include report launch plan for community.	All departments	Mar 1 for final WMF section, Mar 31 for final draft of section II.	Part I in final draft form, on track for delivery beginning March.
Product: Product & Communications workshop and product launch workflow	Co-develop product launch process with product team for more effective public product marketing and PR.	Product & Engineering	Mar 31 (TBD for workshop)	In planning with P&E for late Feb/early March.
Brand & Content: Baseline brand and identity data; preliminary brand book; Content strategy for blog & social media	Deliver preliminary brand strategy exploration. Deliver content strategy.	Fundraising; all departments	Mar 31	Collaborating with fundraising on user polling questions, brand book and content planning underway.
External collaboration: Workshop w/ PBS, NPR, chapter affiliates on future of knowledge and public media	Introduce WMF in content and media space, initiate discussion on new knowledge, explore possible brand partners.	Fundraising, Engineering, WMNY, external partners	Mar 31	PBS partnership confirmed, targeting March date for workshop.
Media/PR: Ongoing support for media events (60 Min, ACLU, emerging threats, etc.)	100% max 24hour response time to media inquiries, Reinforce positive public perception of brand. Advance brand values.	All departments; Minassian	ongoing	On track.

Asks

Asks for the organization

- Bring Communications into your plans **early**, ideally at the project/product scoping phase.
 - This will allow us to assess and allocate resourcing, create development and release plans, develop messaging, and deliver effective audience engagement with a clear message.
- Resourcing for brand management. We will scope this further in Q3, but may include staff or external consultants, additional research, and development.