

W I K I

G A P

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E V E N T M A N U A L

## ABOUT WIKIGAP

Wikipedia is the world's largest online and user-generated encyclopaedia. Its content has the potential to colour our view of the world. But there is great imbalance on Wikipedia, like in society at large.

Ninety per cent of those who add content are men. There are more than four times as many articles about men as there are about women. The figures vary regionally, but the picture is clear: the information about women is less extensive than the information about men. We want to change this.

[#WikiGap](#) is an initiative by Swedish embassies and Wikimedia to gather people around the world to increase the representation of articles by and about women on Wikipedia.

In 2017, similar edit-a-thons were arranged by the Swedish embassies in New Delhi, Pretoria and Washington DC. Since then, [#WikiGap](#) has been arranged in almost 60 countries, from Sweden to Vietnam, Egypt and Colombia, and has so far resulted in more than 13 000 edited articles in 30 different languages.

As you know, Sweden's feminist foreign policy is about the three 'R's for women: rights, representation and resources. [#WikiGap](#) is part of improving representation and conducting feminist foreign policy in practice.

Together, we are creating more articles about women to bring about a more gender-equal internet.

This manual contains general guidelines, advice and tips that are intended to support, step-by-step, the embassies' work to arrange [#WikiGap](#) events.



# EVENT MANUAL



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**B E F O R E**

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# BEFORE THE EVENT

BEGIN PREPARATIONS

IDENTIFY COOPERATION PARTNERS

CHOICE OF THEME

RECRUIT PARTICIPANTS

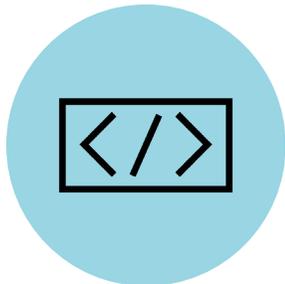
PLAN COMMUNICATIONS

LOGISTICS



## BEGIN PREPARATIONS

The foundation of a successful #WikiGap event lies in its preparations. It is a good idea to get started two to three months before the event.



## IDENTIFY COOPERATION PARTNERS

### WIKIPEDIA EDITORS – COOPERATE WITH WIKIMEDIA

Edit-a-thons like #WikiGap are most successful when experienced Wikipedia users are on hand to teach participants who lack experience of writing and editing articles on Wikipedia. The Wikimedia Foundation is a global organisation with local chapters around the world. They are non-profit associations based on voluntary work and many have their own goals of improving women's representation on Wikipedia. These local Wikimedia groups have a lot of experience of organising thematic edit-a-thons. Cooperation with the closest Wikimedia group is recommended for a successful #WikiGap event.

Wikimedia can provide support, competence and marketing of the edit-a-thon.



In some countries, the local Wikimedia group employs administrative staff who can help out, and in many cases voluntary writers from the Wikipedia community get involved. In some countries and regions, the number of active Wikipedia users is small and they are often booked up far in advance. It is therefore important to plan the edit-a-thon in good time and contact Wikimedia as early as possible during preparations.

Contact details for Wikimedia's local chapters are available here:

[https://wikimediafoundation.org/wiki/Contact\\_us](https://wikimediafoundation.org/wiki/Contact_us).

If your country is not listed, please contact Wikimedia Sweden ([mia.jacobsson@wikimedia.se](mailto:mia.jacobsson@wikimedia.se)) who will be able to locate contact people.

In places where local Wikipedia editors are not available, you should look into the possibility of offering reimbursement to the closest Wikimedia chapter to cover travel to the event. Another option is to try to connect with them via a video link. We do not recommend conducting a #WikiGap event without support from experienced Wikimedia editors.

### LOCAL PARTNER ORGANISATION

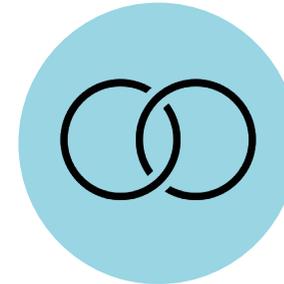
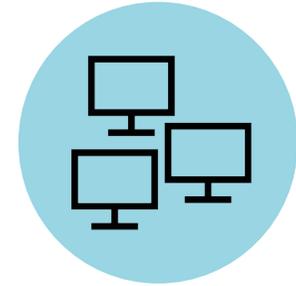
The next step is to identify, contact and establish a partnership with a local organisation in the country with a strong commitment to gender equality issues. It is advisable for the Embassy to arrange the event together with this organisation.

By creating a new partnership with a local organisation, legitimacy and local ownership are created for gender equality promotion.

Exactly how to divide work on the event between the Embassy, Wikimedia and the partner organisation can be decided locally. However, these organisations should be involved in choosing the theme, recruiting participants and undertaking communication activities. In some cases, the Embassy can give the local partner organisation the task of acting as an external project leader for the event.

Examples of local partner organisations may include organisations for women in the business sector, organisations for women students, organisations for women in civil society, and so on.

Both UNESCO and UN Women, which have previously collaborated with Wikimedia globally, are involved in initiatives to close the internet gender gap. It may be a good idea to reach out to them too, in addition to Wikimedia, in your search for local partners for your #WikiGap event.



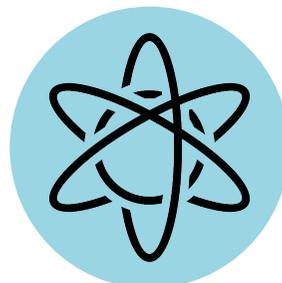
## CHOICE OF THEME

The theme of the event should be developed in cooperation with the partner organisation. It should be decided in cooperation with the partner organisation, but it should also be in line with the Embassy's promotion activities and public diplomacy. In choosing a theme, the following may offer guidance:

- Think about where examples of strong women may be found in the country and whether they are represented on Wikipedia.
- Begin with topics that are currently debated in the country and whether there is information about them on Wikipedia.
- Consult with the local editors, who may have knowledge of where gaps exist with regard to the representation of woman on Wikipedia in the country.
- Make inquiries in social media channels about what people in the country think is missing with regard to the representation of women on Wikipedia.

### PROPOSALS FOR THEMES:

- Women in science/research
- Women in business/entrepreneurs
- Women in culture
- Women in politics





### CENSORSHIP AND CONTROVERSIAL SUBJECTS

In some countries, Wikipedia is wholly or partly censored. Wikimedia's local chapters are normally well-equipped to help avoid controversial subjects or those that are restricted by censorship. Also remember that Wikipedia does not allow you to write articles about yourself or your organisation, which is seen as a conflict of interests. It is the invited guests at the edit-a-thons who write the articles. The MFA has no influence over the content.

Discussing women representation in a public forum can seem controversial in some countries, so an edit-a-thon is probably not the best approach for handling this issue.



### PREPARE INFORMATION RESOURCES ON THE THEME

Together with your Wikimedia contact, prepare a to-do list for the chosen theme. Identify people you want the participants to write about (or edit existing Wikipedia articles about) during the edit-a-thon. Even if this is not exactly what will be produced, it will help to inspire and give ideas about what the participants can help with. A prepared list shortens the time that the participants need to spend looking for information about their subject. Prepare information resources ahead of the edit-a-thon and link to them on the edit-a-thon's program page set up by Wikimedia. The local program page should be connected to the global WikiGap campaign page. This facilitates follow-up during and after the edit-a-thon as it makes it easier to visualise the results.



## RECRUIT PARTICIPANTS

One key to a successful #WikiGap event is engaged participants who want to make a difference. The local partner organisation's own networks, member lists (if it is a membership organisation) and so on are central in this respect.

### TAKE KNOWLEDGE LEVEL INTO ACCOUNT

It is important to keep in mind that computer skills in general, and about Wikipedia specifically, may vary a great deal between the participants. This should inform the goals of the event. If the overall knowledge level is low, and the event is to run for just a few hours, a significant proportion of the time will be spent showing the participants how to write and edit on Wikipedia. This will mean that the number of articles written and edited during the event will be limited. In this case, a longer event should be considered, lasting a full day or two half days. Ask the local Wikimedia group how many beginners each experienced user can instruct during the edit-a-thon. A rule of thumb is that an experienced writer can instruct approximately 10 participants.

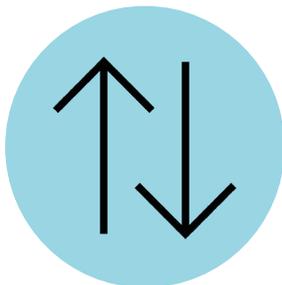
### EXPECTATIONS

It is important to have realistic expectations – with regard to participation and the number of articles produced. An unrealistic objective may lead to dissatisfaction among cooperation partners and participants.

### WORKING LANGUAGE

Think about the language(s) used during the edit-a-thon. English is often most natural. But, since the English version of Wikipedia is already incredibly comprehensive, it may limit the subject range. If the participants are writing in a smaller language, there are often many more gaps to fill. Naturally, it is possible to work in several languages. Swedish-speaking participants may also be able to translate other participants' articles into Swedish.





## PLAN COMMUNICATIONS

#WikiGap provides an opportunity to create interest via traditional media and social media channels in the edit-a-thon itself, as well as gender equality issues in general and Sweden's feminist foreign policy. The Embassy's communications team should develop a communications plan for the event in close cooperation with Wikimedia and the local partner organisation. Don't forget to set measurable communications targets, such as: number of participants at the event; number of articles about the event; reach and engagement for #WikiGap in social media, and perhaps a more qualitative target on making new contacts or creating new networks that may be of use in the Embassy's continued work on the issue of gender equality.

### MESSAGES AND ANGLE

The following main message should guide all external communications in connection with the event: Together, we are creating more articles about women to achieve a more gender-equal internet – and a more gender-equal world.

The main message highlights the significant underrepresentation of women on Wikipedia today, where, globally, four times more articles are about men than about women and nine out of ten articles are written by men.

To create interest in the country for #WikiGap, a local angle is central. Try to find out information on the representation of women on Wikipedia in the specific country. Wikidata Human Gender Indicators (WHGI) provides real-time updates on the proportion of women biographies of all gender-specific biographies in Wikipedia's 40 largest languages. Wikimedia's local chapters may also be able to provide some data.

## SPOKESPERSONS

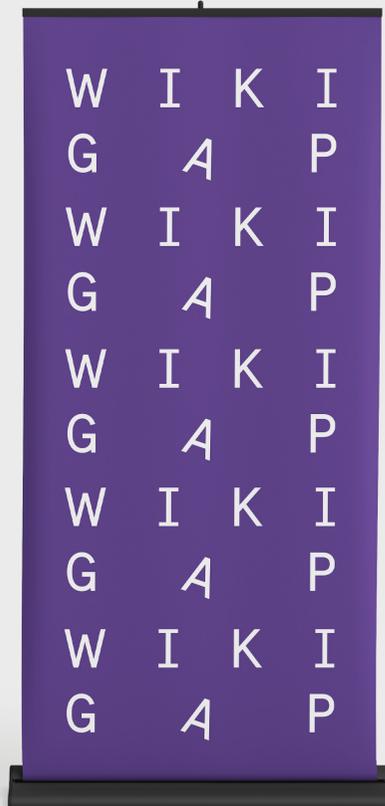
Local relevance is also important and we therefore recommend that the local partner organisation's representative is the main spokesperson. The organisation will then present a position that Sweden shares.

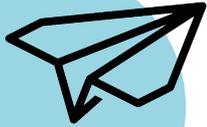
## COMMUNICATIONS MATERIAL

The toolbox contains the following materials that the Embassy can use in external communications before and after the event:

- Template for press releases and background facts for media contacts
- Overall narrative and elevator pitch about the event
- Example social media posts and animations to share information about the event digitally
- Adaptable hashtags
- Graphic materials (logo, roll-ups, stickers, t-shirts)

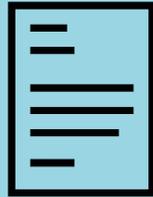




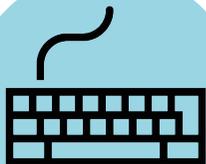


### CHOICE OF CHANNELS

**Traditional media** – print and broadcast – are channels for broader impact for the event and the feminist foreign policy. The local Embassy's communications team is best-placed, together with the partner organisations, to determine which journalists or media channels are most appropriate for this purpose in the country, and which way communications should be conducted for the best results. One possibility is to contact the prioritised journalist /media channel in good time before the event and offer an exclusive interview with a representative of the partner organisation, and possibly also a representative of the Embassy. Continue contacting journalists/media channels in order of priority until you receive a positive response.



Invite the journalist to the event. Distribute the prepared press release to a wider segment of national and local media channels on the day before the event and follow up with a phone call. It may be preferable for the partner organisation to lead media contacts. Remember to include Wikimedia and contact information for representatives of the partner organisation and the Embassy in the press release.



Information about the event can also be shared in **social media channels** to reach many different target groups. This can be done via the Embassy's and partner organisation's Facebook and Instagram accounts, for example. In addition to helping to create interest in and awareness of the event, posts on social media channels can also be used to recruit participants if the embassy wants to invite members of the general public.

Social media channels can also be used to create synergies with embassies in other countries arranging similar events. Tag other embassies and share information about your progress during the day.

### SUGGESTIONS FOR SOCIAL MEDIA POSTS BEFORE THE EVENT

The toolkit contains images that are adapted for each social media channel. Here are some suggestions for texts to go with these images.

Text proposals for images 1 and 2:

We want to change this. Together with [Wikimedia and cooperation partner], we are closing the internet gender gap. #wikigap  
+ link (if any)

Text proposals for images 3 and 4:

There are around four times more articles about men than there are about women on Wikipedia. #wikigap

Together with [Wikimedia and cooperation partner], we are closing the internet gender gap.  
[time and place if a public event] #wikigap



1



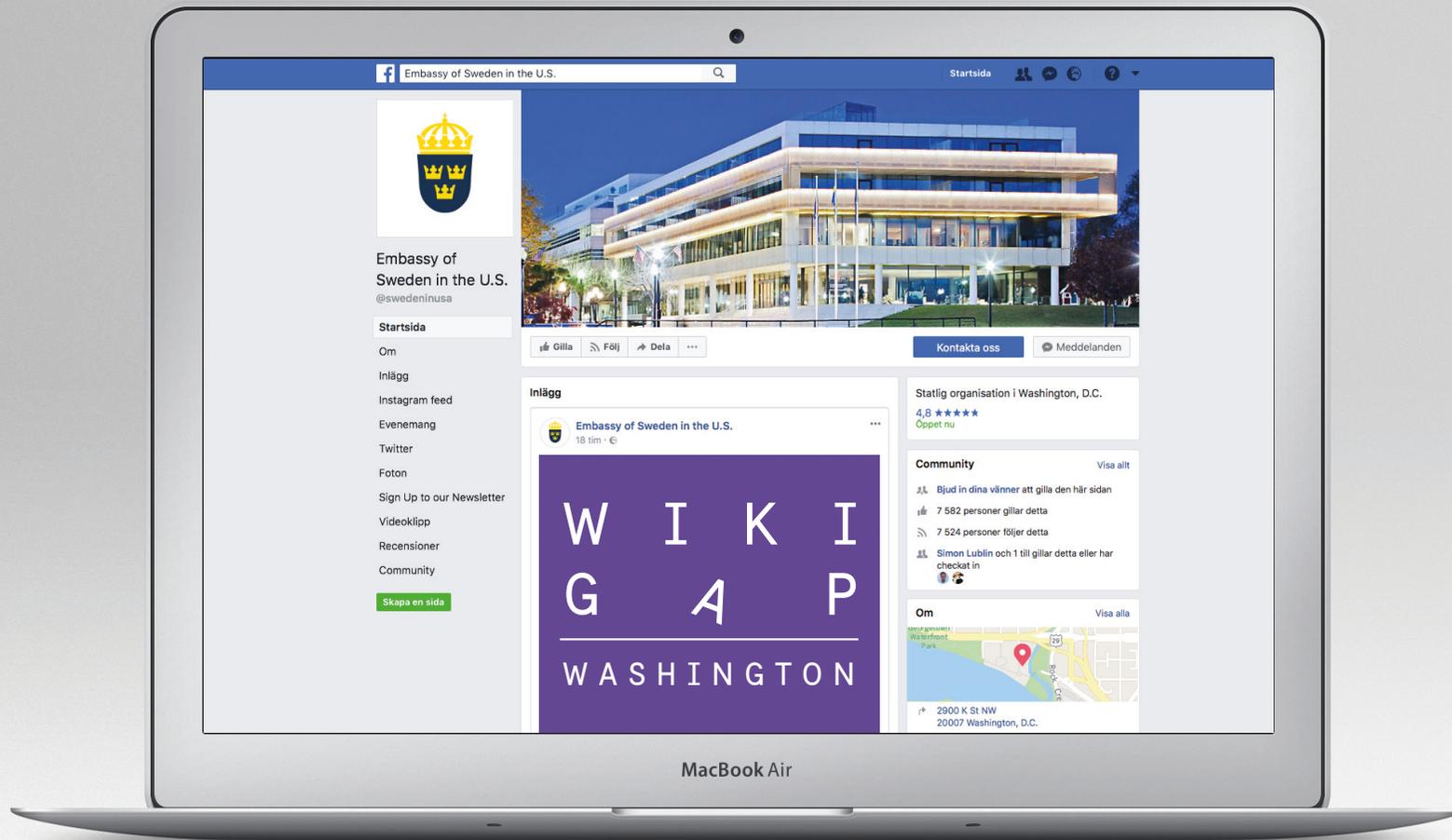
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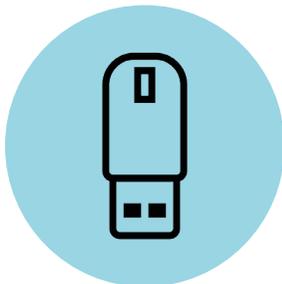
## LOGISTICS



### VENUE

The venue for the #WikiGap event can be a local university or the Embassy's own premises. Perhaps the local partner organisation can help find a suitable venue?

Find out how many people the intended venue can accommodate, and limit the number of participants accordingly. Alternatively, estimate how many participants are likely to attend, and try to find a venue that accommodates them.



### TECHNICAL NEEDS

Ensure that participants have reliable access to the internet during the event, preferably strong Wi-Fi. Some of Wikimedia's local chapters can provide portable Wi-Fi hotspots to ensure good connections everywhere. Consult with them to find out what resources are available.



### MATERIAL

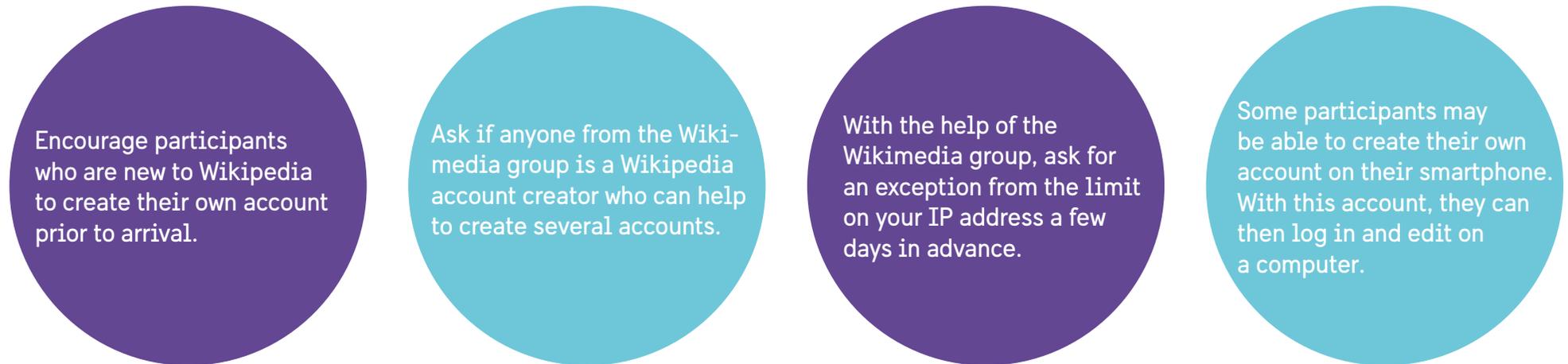
The toolkit contains templates for print roll-ups and t-shirts. The files are unlocked, so the logo of local partner organisations can be added.

### REGISTRATION

Set up one or more ways for participants to register for the WikiGap event. The event's own Wikipedia page, which the Wikimedia group can help to create, is often the best place for this. But it is important to remember that other registration methods are needed to recruit new Wikipedia writers. There are several free services for this, for example, Eventbrite, Meetup.com, or also a Facebook event.

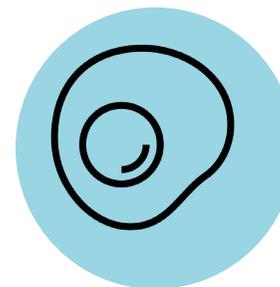
### USER ACCOUNTS

Only six Wikipedia accounts may be created from the same IP address during a single 24-hour period. If more than six people are expected to participate, you need to make sure that they all have their own account by using one or more of the following methods:



### CATERING

By providing food and refreshments, participants will be encouraged to stay longer. Consider holding a reception or get-together at the residence after the edit-a-thon. Include an invitation.





D U R I N G

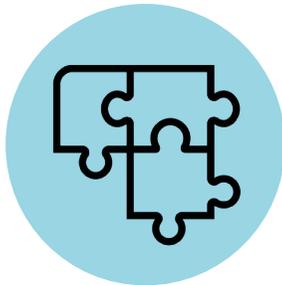
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# DURING THE EVENT

SET-UP

TIPS AND ADVICE

SUGGESTIONS FOR SOCIAL MEDIA POSTS



## SET-UP

Begin with speeches by the organisers. We recommend that the Ambassador gives the welcoming address and talks briefly about Sweden's feminist foreign policy. A video greeting from the Minister for Foreign Affairs could possibly be played here. This should be followed by a speech by a representative of the local partner organisation. If appropriate, another external speaker could be invited to add to the feminist frame. However, it is important that the initial speakers do not take up too much time so that the participants can get started with their work. If the participants do not know one another, it is a good idea to have a round of introductions. Name badges are also a good idea.

The floor is then left to the Wikipedia user or users present from the local Wikimedia group to explain to participants how to create and edit articles on Wikipedia. We recommend that the Wikipedia user goes through this process step-by-step and that participants go through these steps at the same time on their computers.

After this run-through, participants can get to work. During the process, it would be good for experienced Wikipedia users to be available to help participants.

When it is time to wind up, it would be a good idea to summarise for the participants how many articles have been published/improved as a result of their work.

## TIPS AND ADVICE

Make sure that Wikipedia's policies (neutrality, verifiability, no first-hand information) and guidelines (particularly concerning relevance and reliable sources) for articles are followed. Articles and entries that do not meet these requirements risk being deleted and the work having been for nothing. The local Wikimedia group has good knowledge of the criteria and should inform participants about these during the initial run-through so that the participants' work is not deleted after the edit-a-thon.

### SUGGESTIONS FOR SOCIAL MEDIA POSTS DURING THE EVENT

Right now we are closing the internet gender gap. #wikigap

Image: Take a close-up shot of people working at their computers.

Tag the partner organisation and the people in the picture.

Document the proceedings! Take photos! Film! Both for your own channels and to send to the MFA in Stockholm.

Avoid several participants working on the same article by asking them to provide the name of their subject. Use Etherpad or a similar tool allowing participants to edit a document together in real time.

Share updates about the edit-a-thon on the Embassy's social media channels. Remember to use #wikigap. Encourage the partner organisation and participants to share their impressions on Twitter, Facebook and Instagram. All users should use the same hashtag as a flow will be created to a joint campaign page at [www.swemfa.se/wikigap](http://www.swemfa.se/wikigap)



A F T E R

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# AFTER THE EVENT

COMPILE STATISTICS

COMMUNICATE THE RESULTS

SUGGESTIONS FOR SOCIAL MEDIA POSTS

THE EVENT AS A SPRINGBOARD



### COMPILE STATISTICS

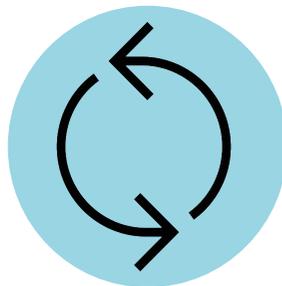
When the event is over the relevant statistics should be compiled, e.g. number of articles created and updated, number of new Wikipedia users, number of participants, images uploaded, etc. Also include the goals attained for defined communication objectives.

This will make it easier for the Ministry for Foreign Affairs to summarise the overall effect of all #WikiGap events, and it is also useful for the Embassy's communication activities locally. Also create results sections for statistics on the event's Wikipedia page, where participants can easily access them.



### COMMUNICATE THE RESULTS

Start by contacting the journalist or journalists who reported ahead of the event and offer them access to the results before anyone else. Also offer an interview with a representative of the Embassy and the partner organisation. Sum up the experiences of the event and share them in one or more of the Embassy's external channels, e.g. via Sweden Abroad, Facebook or Instagram. Also communicate internally at the MFA via D-Post. Use the compiled statistics as a way of showing the concrete effect of #WikiGap.



Highlight some of the women profiles who now have a new or updated biography on Wikipedia as a direct result of the event. Share a short description and an image on social media. Choose one or more women profiles of local relevance.

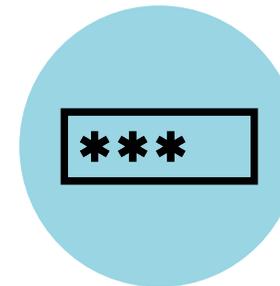
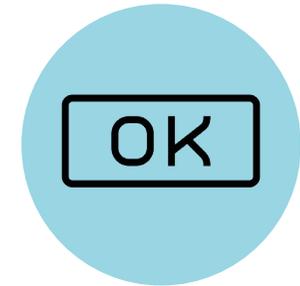
### SUGGESTIONS FOR SOCIAL MEDIA POSTS

“In x hours we wrote x articles and contributed to closing the internet gender gap. For example, we wrote about... #wikigap” + possible link [Picture: Screen dump of one of the articles.]

### THE EVENT AS A SPRINGBOARD

#WikiGap should be seen as a link in a chain of commitments the Embassy makes to promote gender equality issues in the country and highlight Sweden’s feminist foreign policy.

The Embassy should therefore think about how to build further on the event and use it as a springboard for future work.



Will #WikiGap be a recurring annual event organised by the Embassy?

How can the partnership with the local partner organisation be deepened and developed?

# W I K I G A P