

Comms Dept Q4 FY20/21 Tuning Session



WIKIMEDIA
FOUNDATION

Communications

	Q1	Q2	Q3	Q4
Brand Awareness	↗	↗	→	→
Elevate Foundation Brand	↗	↗	↗	↗
Wikipedia's 20th Birthday	↗	↗	✓	
Evolve Movement Brand	→	→	→	→

MTP Priority slides



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Brand Awareness



Overview

Brand Awareness is important to our strategic direction because we intend to grow around the world, and you cannot join a movement you do not understand. Our objective is to clarify and strengthen the global perception of Wikimedia and our free knowledge mission.

Progress and Challenges

In Q4, we elevated the Wikimedia Foundation brand and extended the impact of the Wikipedia 20 birthday milestone, with month-long social media celebrations of humans around the world, focusing on Asian Heritage month and Pride month. We also continued birthday press in the MENA region, raising understanding of Wikipedia in key emerging markets.

We completed substantial backend upgrade to WordPress' newer Gutenberg editor for the Foundation website.

We continued working with Trustees and 9 community advisors to determine a shared path forward in evolving our movement brand.



OKRs

Elevate Foundation brand	Yellow
Celebrate Wikipedia's 20th Birthday	Green
Evolve Movement brand	Yellow

Actions

- Continue to elevate the Foundation Brand with social media campaigns that communicate our values and mission
- Connect Wikipedia 20 with Wikimania event to extend our year of celebrations.
- Continue working with Trustees and 9 community advisors to unpause the movement brand project.

Brand Awareness



MTP Outcomes	MTP Metrics	Y2 Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
<p>Clarify and strengthen the brand architecture</p> <p><u>Protect</u> brand affinity with existing audiences for a sustainable future where brand awareness is 70% and above.</p>	<p>Clarify and strengthen Wikimedia brands to maintain awareness of 70% and above.</p> <p>Baseline: 2020 Global market research.</p>	<p>Maintain brand awareness of 70% and above in core readership growth markets</p>	<p>Wikipedia awareness: GERMANY - 80% US - 74% — Wikimedia Foundation awareness 34% across 10 markets</p>	<p>Protect campaign in US Market contributed <u>1.4% lift in brand favorability</u></p>	<p>Aided Brand Awareness is highest for Germany at 85% and lowest for Nigeria at 80%</p> <p>Unaided Brand Awareness is highest for South Africa, Nigeria and India at 20% and lowest in the US at 18%</p>	<p>Aided Brand Awareness is highest for Germany at 84% and lowest for the the US and South Africa at 63%</p> <p>Unaided Brand Awareness is highest in Indian at 19.5% and lowest in the US at 8.6%</p>
<p><u>Increase</u> brand awareness in markets where brand awareness is below 70%.</p>	<p>Invest in localized efforts designed to maintain awareness and use of Wikipedia where brand awareness is below 70%.</p> <p>Baseline: 2020 Global market research</p>	<p>Maintain brand awareness below 70% in core readership growth markets</p>	<p>Wikipedia awareness in growth regions: BRASIL - 62% NIGERIA - 40% S. KOREA -38% INDIA - 31%</p>	<p>Not measured</p>	<p>Method of measurement being revised into the new Brand Health measurement to be introduced in Q1 2021/22</p>	<p>Method of measurement being revised into the new Brand Health measurement to be introduced in Q1 2021/22</p>

*Brand Awareness measurement is being revised to reflect both aided and unaided levels. The Marketing team will share a memo on these revisions in Q4.

OKR slides



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Elevate Foundation Brand



Objective: Strengthen the worldwide narrative of the Wikimedia Foundation to educate people about our projects and how they work and raise our exposure globally as leaders on open internet and free knowledge issues.

- Of note, we targeted a 12% increase this year as part of our Elevate Brand KR and ended the year with a 20% increase in our media impact score. That means more articles than projected featuring the Foundation in prominent publications with wide reach.
- Our social media audiences saw a 15% increase this year. Though we had targeted 30%, this is substantial and includes more followers from groups underrepresented in our projects. We didn't meet our goal for the year to raise Medium followers. Due to capacity constraints, including an added investment in Birthday, we were unable to devote the resources needed to increase our following.
- The #WikiAsianHeritage campaign attracted new influencer audiences from media and journalism through a virtual event co-hosted with the Asian American Journalists Association.
- We continued press for the Birthday reaching wide audiences and raising understanding of our work in MENA, India, and Asia Pacific.
- We completed substantial backend upgrade to WordPress' newer Gutenberg editor for the Foundation website.
- On the thought leadership front, a Medium post by Lisa worked to curb recent questions around our fundraising strategy and show how we are creating a more sustainable future for our movement. And C-Levels including Katherine, Heather, and Toby spoke, respectively, on the Daily Show, the Anniversary Marketing Summit, and National Technical University in Calicut.



Elevate Foundation Brand



Key Results

Increase engagement and social media following for foundation accounts on Twitter, FB and Instagram by 30% and our Medium audience from 19K to 30K followers in the next year. Progress will be tracked per quarter.

Baselines: Social Combined Total - 86,748 /Medium 19,000

Engage new audiences and create strong brand associations between our projects and our social good work by developing proactive communications campaigns; impact will be measured by tracking social media, press, and community engagement by campaign.

Baseline: No strategic campaigns

Raise Wikimedia's media impact score by 12% (judged on the basis of the number of influential publications that highlight our work). Progress will be tracked per quarter with approximately 3 percent growth in each.

Baseline: 117.91 Media Impact Score

	Year Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
Increase engagement and social media following for foundation accounts on Twitter, FB and Instagram by 30% and our Medium audience from 19K to 30K followers in the next year. Progress will be tracked per quarter. Baselines: Social Combined Total - 86,748 /Medium 19,000	Increased engagement on Medium and social media	3.4% increase in social media audience (to 89,700); 1% rise in Medium audience (to 19,225)	6.11% increase in social media audience (to 92,050); 1.3% rise in Medium audience (to 19,239)	5.95% increase in social media audience (to 97,526); 2.6% rise in Medium audience (to 19,499)	1.97% increase in social media audience (to 99,443); 2.74% drop in Medium audience (to 18,964), due to changes in Medium practices
Engage new audiences and create strong brand associations between our projects and our social good work by developing proactive communications campaigns; impact will be measured by tracking social media, press, and community engagement by campaign. Baseline: No strategic campaigns	Engage new audiences and forge strong brand associations	Completed a wide-reaching campaign around India fundraising effort and thought leadership, Diff blog launched.	Completed campaigns around WP disinformation efforts and partnership with WHO.	Completed campaigns around UCoC, Wikimedia Enterprise, BHM, and WHM.	Completed campaigns around AAPI month, #WikiForHumanRights, LATAM fundraising, #1Lib1Ref
Raise Wikimedia's media impact score by 12% (judged on the basis of the number of influential publications that highlight our work). Progress will be tracked per quarter with approximately 3 percent growth in each. Baseline: 117.91 Media Impact Score	Raise Wikimedia Foundation's media impact	Impact Score is 123.36 as of Sept. 30, representing a 4.6% increase	Impact Score was 125.7 as of Dec. 31, representing a 6.6% increase	Impact Score was 147.6 as of March. 31, representing a 25% increase	Impact Score was 142 as of June 30, representing a 20.4% increase

Drill Down: Elevate Brand



The situation

Communications recently experimented with large campaigns around Black History Month (February) and this past quarter Asian American and Pacific Islander Heritage Month (May). These also responded to internal calls to action amongst staff. Engagement rates on both campaigns were lower on average, especially when compared to those seen for Project Rewrite, timed with Women's History Month (March), which amplified existing Foundation and community gender equity efforts.

The impact

Without strong, connected, public-facing initiatives (programs, partnerships, data, new editor resources) that make explicit Foundation and community efforts in relation to these diverse communities and the gaps we are trying to fill, along with calls to action, generating content is difficult and limits our ability to build sound strategy, as well as overall impact, including external engagement, particularly with the people who we are trying to attract as supporters, readers and editors. This issue extends beyond these campaign months, affecting our ability to engage these communities year-round.

Recommendation

1. Communications is building an external DEI theme with unified messaging, visual identity and an inventory of current initiatives on DEI.
2. More initiatives and internal coordination on data gathering, programs and partnerships centered on BIPOCs, other underrepresented groups and externally-facing DEI work is required across the Foundation.
3. Continue to elevate the stories of BIPOCs and those from other underrepresented groups on our digital media channels and amplify relevant equity-focused Foundation and community calls-to-action on a consistent, ongoing basis.



Evolve Movement Brand



Objective:

Adopt and advance evolved Movement brand identity system (from FY19-20) to increase global understanding, support, and participation in our projects.

The Board Committee on Brand met 3 times during Q4, completing a final draft of resolutions to unpause the project and integrating plans for these activities within the Wikimedia Foundation's FY21-22 Annual Plan.

The Resolutions will be presented to the full Board of Trustees in their upcoming meeting (September) after the 9 community advisors who have been counseling the committee can offer final feedback in July.

Target quarter for completion: Q2 FY21-22



Evolve Movement Brand



Key Results

	Year Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
<p>[CONTINUED FROM FY19-20] Develop evolved Movement brand identity system by October 2020 that satisfies 6 qualities of community brand criteria and reflects the perspectives of 40+ nations</p> <p>Baseline: 0 of 6 brand criteria met</p>	Evolved brand system meets 6 community criteria	1 of 6 brand criteria met (Branding should grow movement)			
<p>Establish list of Foundation branding points with input from 100% of Foundation departments, and complete phased plan for brand identity system adoption by December 2020.</p> <p>Baseline: 0 department brand change lists collected</p>	List for Foundation rebranding touchpoints developed by Q2	POSTPONED Until KR1 is completed (expected FY21-22)			September 2020 the Board of Trustees paused further development of changes to the Wikimedia movement branding. Continued working with Trustees and 9 community advisors to unpause the movement brand project.
<p>Adopt evolved Movement brand identity system across 70% of Foundation branding points and with 10 affiliates by June 2021.</p> <p>Baseline: 0% of Foundation branding points updated / 0 affiliates committed to adoption</p>	70% adoption of new brand into Foundation + 10 affiliates adopt new brand	POSTPONED Until KR1 & KR2 are complete (expected Q3 FY21-22)			

Department slides



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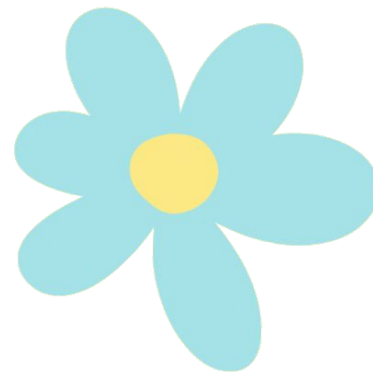
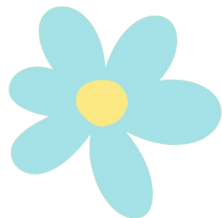
Communications department welcomes



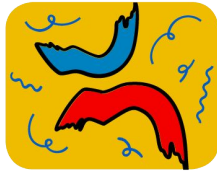
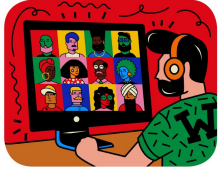
Joël Letang
Senior Events Strategist

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Communications department transitions



Aubrie Johnson
Specialist, Talent & Culture



WIKIMANIA



Over Q4, Wikimania moved across from the Operations department to the movement communications team. Over the quarter we worked with the COT to define the theme, scope, programme and language approach for Wikimania.

- Focusing specifically on inclusivity we committed to translating the affiliate and individual tracks into 7 languages and scheduling across time zones.
- We also scheduled two additional tracks to ensure we could make the most of the almost 300 submissions.
- We wanted to aim for 1000 attendees at the event and already have 1000+ registrations.
- A key measure of success will be to deliver a 5% increase in impact (as compared to Wikimania 2019) as measured by the number of social connections created by celebrating our movement through Wikimania and Wikimedian of the year.

→ **Theme: Wikipedia 20: Past - Present - Future**

→ **Program:**

- 1 main stage (keynotes, entertainment)
- 4 curated tracks: 2 fully translated + 2 English
- Live + Pre-recorded/On Demand content

> **Registrations** (Jul 19): 1118

> **Speaker training sign up** (Jul 19): 24

> **Wikimania Scholarship Program:**

- 18 proposals supporting 28 affiliates (~510 individuals)

> **150 confirmed speakers** and counting

APAC/MENA press for WP20

For Wikipedia's 20th birthday, the Communications team worked with media experts from select regions (the MENA, India, and the Asia Pacific) to build understanding and affinity for Wikipedia in key global markets. In Q3, three key articles published in regional publications, resulting from our work in the Asia Pacific and MENA regions. The articles included [an interview](#) focused on Wikipedia's gender gap with Janeen Uzzell at a Singapore-based publication, as well as a [print and online article](#) in a major Japanese publication commemorating 20 years of Wikipedia, and Japanese Wikipedia's birthday, which was celebrated in May. The articles have a combined **potential audience reach of 4.1 million**. The last article, [a video and online news story](#) from Reuters featuring Arabic Wikipedia volunteers and Jack Rabah, resulted in a potential reach of **35.3 million**. All three articles provide a deeper view into what and who makes Wikipedia possible and its role in the world today.

Goals:

- Build awareness and affinity for Wikipedia as a trusted, useful source.
- Increase understanding of Wikipedia as part of a people-driven movement and a force for social change.
- Highlight the people who make Wikipedia possible as part of the "20 years human" theme.

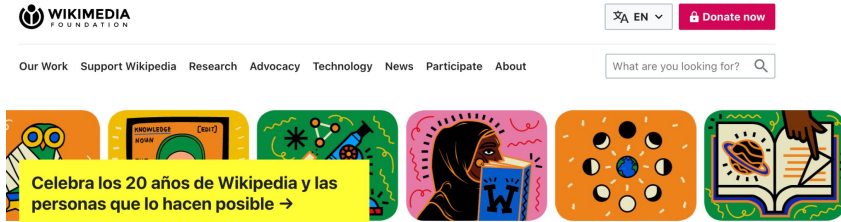


'Love of knowledge': Volunteers toil to populate Arabic Wikipedia



Wikipedia strives to have content creators from diverse backgrounds, says Uzzell, COO of the Wikimedia Foundation.

Website upgrades



This quarter Communications worked with HumanMade, selected as the WordPress technical vendor by our Chief Product Officer, on technical upgrades to the WikimediaFoundation.org site. In addition to making the site easier to edit and more customizable, we also addressed a number of backlogged technical issues. The migration to a blocks based editor—aka Gutenberg—will make designing and maintaining existing and future pages more robust and easier. We are continuing to work with HumanMade this fiscal year to make additional improvements to the site—including navigation and staff listings.

Goals:

- Make maintenance of WikimediaFoundation.org website easier for staff.
- Move from a limited "module template" backend setup to a more robust and customizable "blocks editor" backend.
- Improve accessibility and mobile device usability of WikimediaFoundation.org.
- Address lingering technical issues.
- Allow for more robust design abilities on future pages.
- Allow current pages to receive updated designs as we desire.
- Shift the WikimediaFoundation.org project into a subproject based setup: Technical, Design, and Content



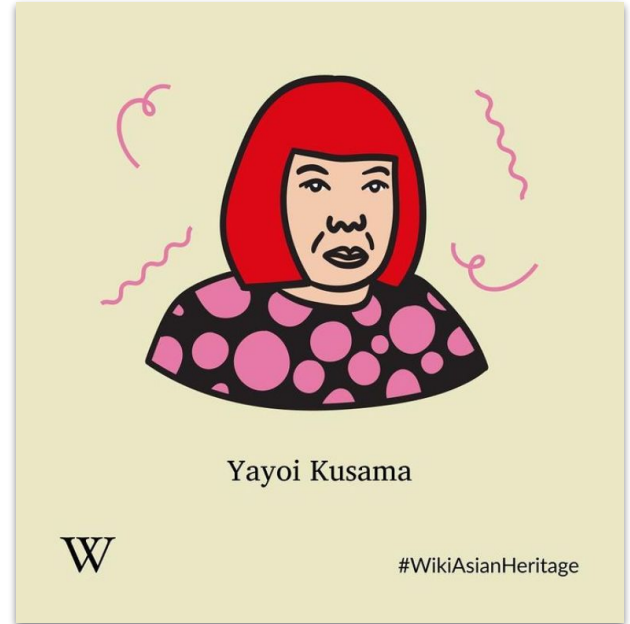
#WikiAsianHeritage Month

Through the **#WikiAsianHeritage campaign**, timed with Asian American and Pacific Islander Heritage Month in May, we aimed to raise awareness about Wikimedia's brand and its relationship to building knowledge equity by highlighting the accomplishments, struggles, and contributions of AAPI communities.

We strove to place an international lens on the campaign, given our global focus and the fact that people of Asian descent have continued to be the targets of racist attacks and violence in the US and globally.

We hoped to encourage people to see their own potential for telling stories and the importance of filling gaps in our projects as a catalyst for change in the wider world. The campaign built on efforts from Black History Month (#WikiBlackHistory) and Women's History Month (#WikiHerStory).

The campaign was important for reinforcing the Foundation's stance against racism, while also keeping in mind that a large part of the campaign should focus on a celebration of Asian experiences and contributions to our world.



#WikiAsianHeritage Month



Panel event:

- We co-hosted [a virtual panel conversation](#) with the Asian American Journalists Association featuring speakers from the community (Andrew Lih) and the news media (Lori Matsukawa, former King 5 news anchor; and Jareen Imam from NBC) to discuss ways Wikipedia and the news media can tackle biases and missing perspectives of AAPI communities in the news and online landscape. Anusha Alikhan facilitated the questions and answers session with audience members.
- We had nearly 70 people sign up, with about 35 joining the event live in total (consistent with past registration attrition). The video recording on YouTube received 150 views. We received positive feedback of the event from attendees and speakers.



#WikiAsianHeritage Month

Digital media:

- A [launch blog on Medium](#) by Chief Talent & Culture Officer, Robyn Arville, was viewed over **640 times**.
- A [blog on Diff](#) promoting the panel event was viewed nearly **900 times**.
- Combined social media posts from Wikipedia and Wikimedia channels about #WikiAsianHeritage were seen nearly **778,000 times** and garnered over **6,300 engagements** (likes, shares, comments, etc.).
- Social listening indicates that engagement was lower across all platforms for the campaign compared to the Project Rewrite (Women's History Month) campaign. This could be in part to us sharing fewer posts about the campaign, lacking community or Foundation activities/initiatives to reinforce the campaign, and minimal partner engagement. There were approximately 200 uses of the hashtag #WikiAsianHeritage.



- The best performing post across all channels was an Article of the Week (AOTW) about the internment of Japanese Americans, indicating the AOTW posts are an effective tool for getting extra attention on a topic or article.



Communications department thanks



Heather Walls
Chief Creative Officer

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Questions



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Appendix



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Acronyms

APP: Annual Planning Process

COT: Core Organising Team of volunteers for Wikimania

BIPOC: Black, Indigenous, and People of Color

