

# Building your communications strategy



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FOUNDATION

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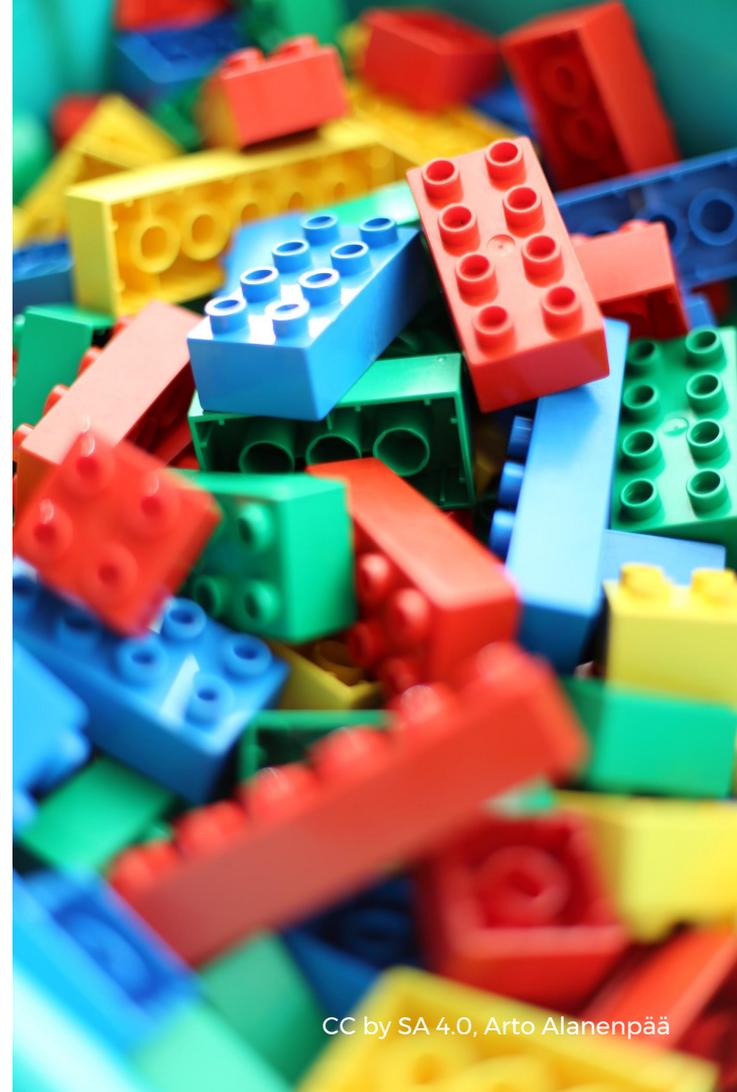
**Why should I have a  
communications  
strategy?**

# Focus your messages and efforts on what matters.

Communication efforts take time and creativity. Are you working towards your goals? Is everyone on the same page about all different messaging outlets?

# What are the elements of a communications strategy?

- Timeline
- Audience
- Channels
- Key messages
- SMART goals



# Timeline: a series of events throughout the year

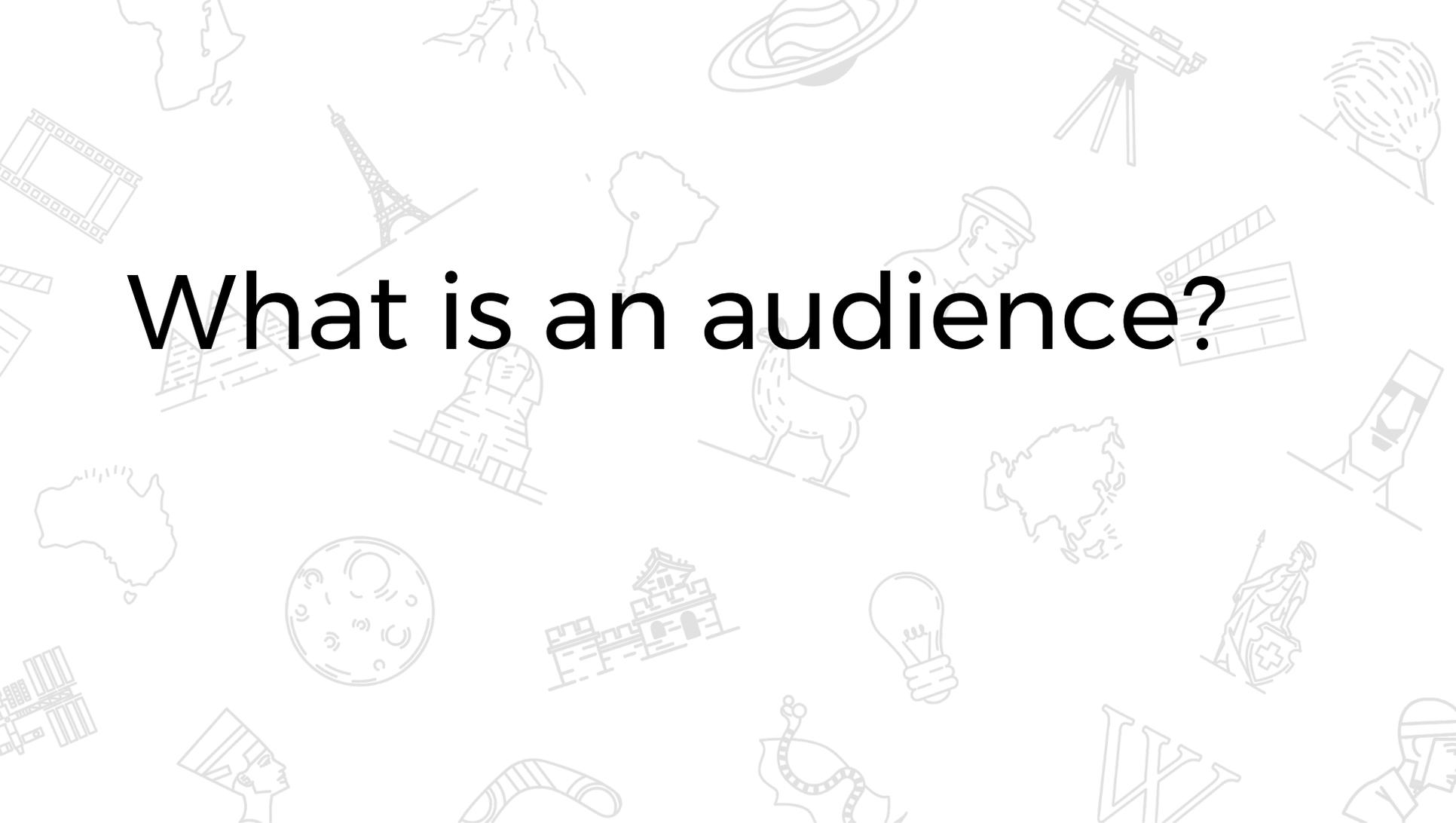
- Think of events in the broad sense: a report deadline is an event, too!
- For every event, think of **directionality** of communications: are you communicating to an **internal audience** (the Wikimedia Foundation, other affiliates, your local volunteer community), or are you doing **external outreach**?

<b>Directionality</b>	<b>Timeline</b>	<b>Audience</b>	<b>Channels</b>	<b>Key messages</b>	<b>SMART Goals</b>
<i>Chose one: Internal reporting or external outreach.</i>	<i>What event(s) are you planning for the coming year?</i>	<i>Who are you addressing with your message?</i>	<i>Where will you share your message? Why did you chose that channel?</i>	<i>What is the essence of what you are trying to say?</i>	<i>How will you measure your success in your communications strategy? # of press coverage, # of new participants to the event, themes identified by the press, etc.</i>

# Activity 1: Define events and directionality (5 min.)

- Identify a minimum of 2 and a maximum of 5 events you would like to focus on in the coming year.
- Define directionality for each event: is it internal reporting or external outreach?





**What is an audience?**

An audience is a large gathering of people listening to or watching a performance, speech, etc.

Comes from latin *audientia*, the act of hearing or listening [1].

# Audience: the group you want to engage

Knowing your audience will help you choose a **relevant channel** to reach them, create a good and **compelling message**, and eventually, **engage them** in your activity or event.

A few questions to nail down who your audience is:

- Some basic questions: Where do they live? How old are they? What do they do?
- What does your current audience care about?
- What are you offering to your current audience?
- What actions do you want them to take?
- If they participate in your activity or event, what is the benefit for your audience in taking part?

## Activity 2: Define your audience (10 min.)

- For each of the events that you pointed out before, describe who your audience is.
- Use post-it notes to expand on details.



**Where do I find my audience?**



# Channel: a platform to find your audience and engage them

## Audience's interest:

- If your audience group cares about photography, what are the top three photography forums in your area?
- If your audience frequently visits a place (for example, secondary students), can you share your message in this physical place?
- If your audience are Wikipedians, what projects are they on?

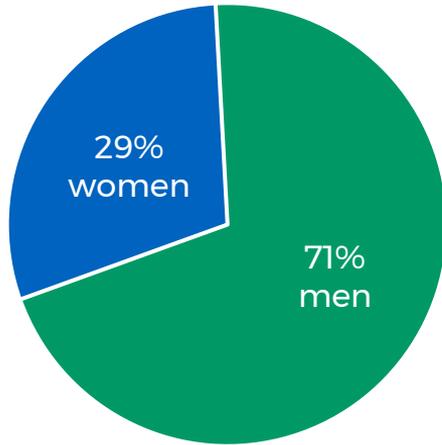
## Channel's audience information (if available):

- Some social media channels have different audience affinity groups. You can, in general, find information about what audiences each channel tends to attract in your area.
- Compare the social network overall with your specific profile's audience information. Example: [@WikiEval](#)
- Village pumps are a great place to share a new event or activity, and they are highly diverse, too!

# Example 1: focus on gender gap

Wikimedia Foundation's social media team ran a campaign to attract more women to the Wikipedia Facebook page [2].

## Existing Scenario



## Action: targeted post featuring a woman



## Outcome: 1,600 new page likes from women users.



## Activity 3: Choose channels (10 min.)

- For each of the events that you pointed out before, choose the best channels to share your message.
- What data supports your choice?



**What are you going to say?**



# Key message: the fundamental idea you want to communicate

What **idea** or **concept** do you want people to keep after hearing your story?

An idea is the **starting point**, it's often abstract, and to condense it, **make it relatable**, you have to think of **many concrete examples**.

# Example: Wikipedia Education Program

By writing the key message down, you are stating the essence of what you want to say. You can later on expand in more details, and tailor the format of your message to your needs.

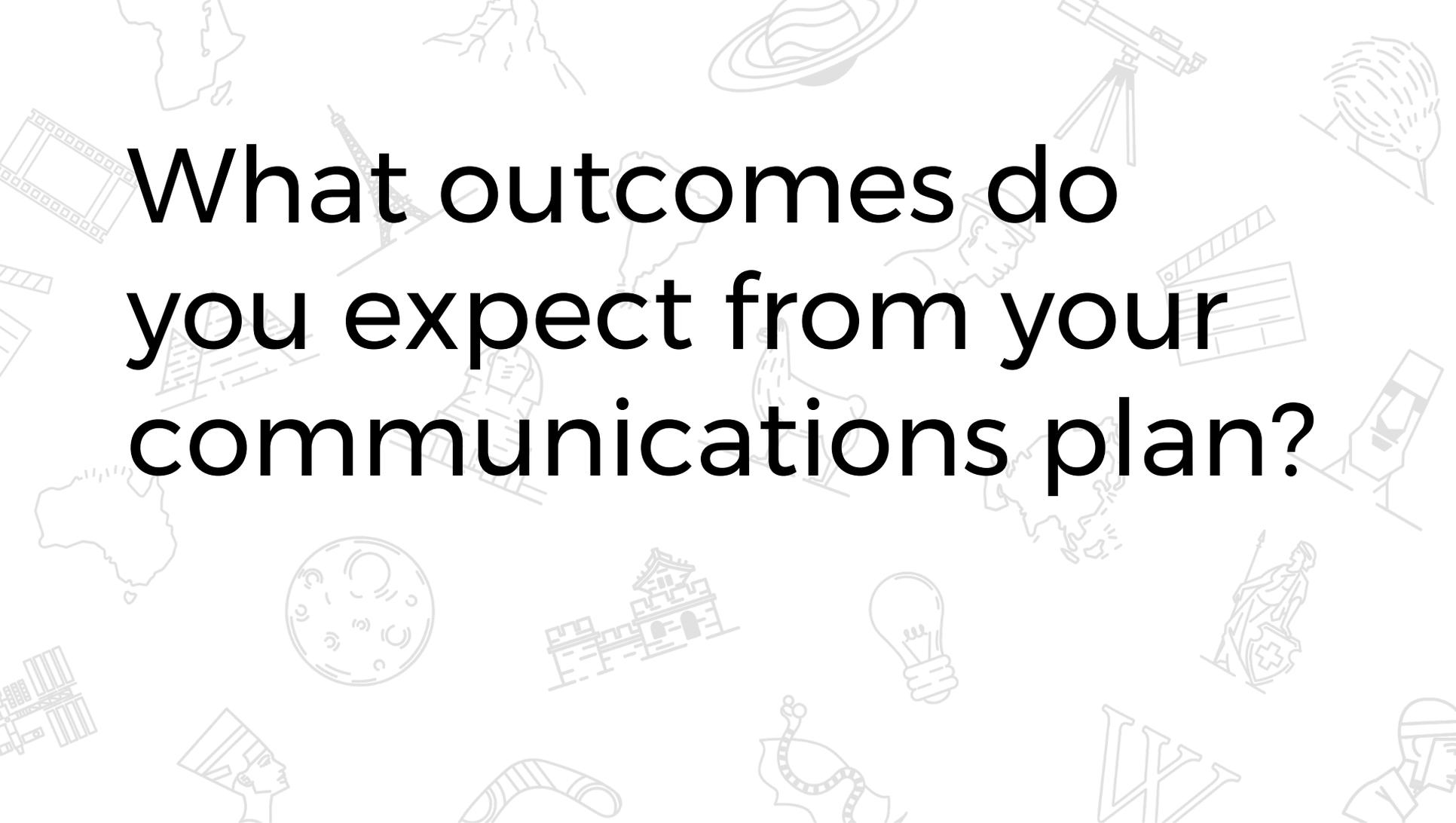
Watch the video → What is the key message here?



# Activity 4: Write key messages for your events. (10 min.)

- How can the information you wrote about audience groups help you?
- For each of the events that you pointed out before, write the key message you want to share.





**What outcomes do  
you expect from your  
communications plan?**

# Setting your goals: know what to expect

What would you like to **achieve** with your communication efforts? Setting goals **helps you to learn**, once the event is over, if your plan was accurate or you need to adjust some actions.

**Strategic** —————> focus on an area where you can grow.

**Measurable** —————> have indicators that allow you to see the change.

**Achievable** —————> make it possible within your reach.

**Relevant** —————> aligned with your organization's strategy.

**Timebound** —————> set a timeframe in which the objectives will be met.

# Example: (1) Gender Gap, (2) Education Program

## **Gender Gap on social media:**

“To determine if you can increase the male to female ratio for Wikipedia on Facebook by personalizing the profile picture.”

It could also have been:

“To increase by 1% the female to male ratio of page followers for Wikipedia during the first week of the Wikipedia Fundraiser.”

## **Education program:**

“To promote awareness of the Wikipedia Education program by engaging teachers and students in one practical application of this program.”

Or more specific:

“To increase consultation requests for Wikipedia Education Program by 10% by sharing a video with one practical application of the program in education-related forums.”

# Activity 5: Create SMART goals for your events. (10 min.)

- What would you like people to do after they read your message?
- What is the desired change you want to see in the world?
- For each of the events that you pointed out before, write the goals you would like to achieve.



**Open conversation  
and share back.**



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# References

- [1] <https://en.wiktionary.org/wiki/audience>
- [2] [https://commons.wikimedia.org/w/index.php?title=File:Wikimedia\\_Foundation\\_Communications\\_Q2\\_\(Oct-Dec\\_2016\)\\_-Jan\\_2017\\_quarterly\\_check-in.pdf&page=50](https://commons.wikimedia.org/w/index.php?title=File:Wikimedia_Foundation_Communications_Q2_(Oct-Dec_2016)_-Jan_2017_quarterly_check-in.pdf&page=50)

# Appendix



# Social media - Audience information

- Case Study: Iraq survey 1 / Awareness of Wikipedia:  
[https://meta.wikimedia.org/wiki/Global\\_Reach/Iraq\\_survey\\_1#Awareness\\_of\\_Major\\_internet\\_Brands](https://meta.wikimedia.org/wiki/Global_Reach/Iraq_survey_1#Awareness_of_Major_internet_Brands)
- Guiding and retaining volunteers using social media:  
[https://meta.wikimedia.org/wiki/Research:Guiding\\_and\\_Retaining\\_Volunteers\\_Using\\_Social\\_Media\\_Bots](https://meta.wikimedia.org/wiki/Research:Guiding_and_Retaining_Volunteers_Using_Social_Media_Bots) (Final paper)

# Chorus: sing to the rhythm of key messages

What **idea** or **concept** do you want people to keep after hearing your story? An idea is the **starting point**, it's often abstract, and to **condense it, make it relatable**, you have to think of **many concrete examples**.

[Case Study: Wikicamp](#)

[Case Study: WMSV Education Program](#)

# How can you best capture the learning?

Every **failure** is an opportunity to **learn** something new. It is a chance to **reflect** on the **original plan** and think **what went wrong...** to change it next time we try!

→ Have a roadmap ready to understand and share your story with others

→ Use templates to capture problem and solution statements: [small failure](#), [big failure](#).

[Case study: Wiki Education Foundation.](#)

# Share your local context

Why is Wikimedia's mission important in the local level?  
What factors enable your work with Wikimedia projects where you live?

We are part of a global movement, and work together towards **shared goals**.

→ What does your program mean to your local context?

- Stakeholders
- Local Agenda
- Relevant policy

[Case Study:WMBG BASA](#)

**Thank you!**



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