



WMROMD

Communication strategy
2024 - 2026

Crafting words in the Wiki world

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Wikimedians of
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WIKIMEDIA
FOUNDATION

Timeframe



Structure

Context

Target groups

Goal and objectives

Key messages

Communication channels and tools

Programs and projects 2024 -2026

Visual identity

KPI, monitoring, evaluation

Methods

SWOT analysis of the group

Analysis of previous communication campaigns

Volunteer profiling

Questionnaire applied to program participants

Series of meetings with the group

Collecting group feedback, readjusting



Main challenges

- Limited time availability from the part of the group members.
- Lack of a previous clear policy regarding communication.
- Group members may feel they are not qualified to give feedback.
- Lack of complete data on the performance of previous campaigns.
- Different views within the group members.



Key actions to take for a better communication

Define the roles and processes regarding communication. Work with professionals.

Expand channels and look for the audience where it can be found (try Instagram, LinkedIn, Newsletter)

Monitor performance of campaigns, analyze and readjust on the go.

Take home ideas

- Working on the strategy helped also the group to define priorities and roles.
- Having a communication strategy is vital for planning future work and projects in a world that is always running out of time.
- The success of future projects is a common effort between group members and communication experts.



Thank you!

Any questions?