

COMMUNICATIONS

October 2017 quarterly check-in



WIKIMEDIA
FOUNDATION

[LAST YEAR'S DECK](#)

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October 2017 **Communications**

GOAL: Support Wikimania

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting? And what did you learn?
<p>Expand the reach and professional level of Wikimania through direct support of outreach, sharing, design, programming, and planning for the future with Wikimedians from around the world.</p>	<p>Ellie & Wikimania team Movement strategy team Brendan and A/V folks PR agency Wikimania program team Katherine and Jimmy Wikimedia affiliates</p>	<ul style="list-style-type: none"> • Ran/shared remote access to Wikimania through our social channels and Facebook live streaming of events/talks • Surpassed previous goals for Wikimania PR and helped increase conference registrations • Created a design system to support the professional look and feel of Wikimania • Designed and produced movement strategy swag to create a sense of “something happened here” for the MS cafe, and as a thank you gift for those who participated • Suggested/supported announcement for Wikimedian of the year • Ran meetings with a range of Wikimedians to discuss and share community-run marketing, communications committee, and brand work • Developed and delivered video showing the strategy process and took various photos and videos of people and events

STATUS: COMPLETE



WIKIMANIA 2017

CHECK IN

TEAM/DEPT

October 2017

Communications

Wikimania videos

[WIKIMEDIA
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Both videos CC by SA 4.0, Wikimedia Foundation

CHECK IN

TEAM/DEPT

October 2017

Communications

Wikimania photos

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All photos CC by SA 4.0, Wikimedia Foundation

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TEAM/DEPT

October 2017

Communications

Wikimania livestreaming

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- **More than 48,000 Facebook users** watched the Wikimedia 2030 video
- **More than 100,000 people** were reached during the opening session
- **50,000 people** viewed the video "[Knowledge belongs to all of us](#)" on Facebook
- **@Wikimania earned 73,800K impressions total**, with 1.3% of those users (about 959) engaging with tweets

Each streamed session on Facebook had more participants than the number of people in the auditorium. Feedback was positive from viewers around the world. [A detailed remote strategy](#) collected material from conference participants.

CHECK IN

TEAM/DEPT

October 2017

Communications

Wikimania branding and design

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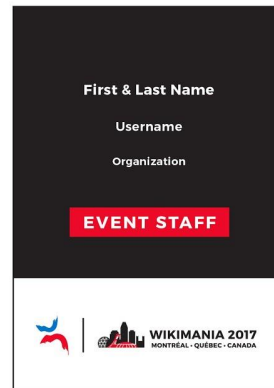
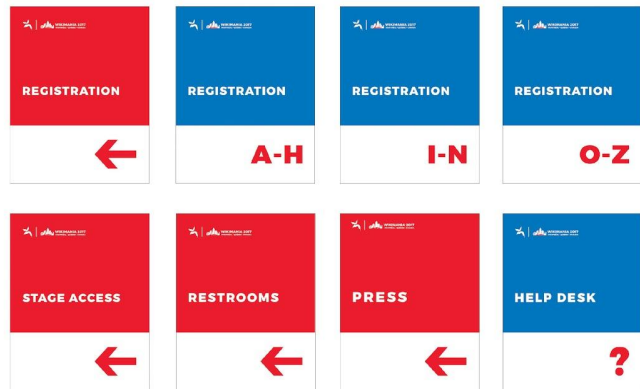
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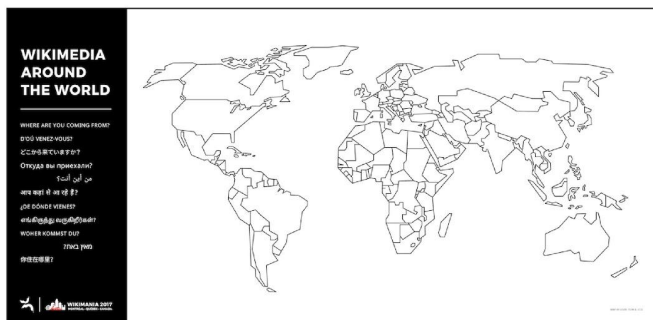
WIKIMANIA 2017
MONTRÉAL • QUÉBEC • CANADA



WIKIMANIA 2017
MONTRÉAL • QUÉBEC • CANADA



- 1,500 T-shirts
- 1,500 programs
- 1,400 badges
- 1,300 lanyards
- 10 signs
- 5 banners
- 1 interactive map



CHECK IN

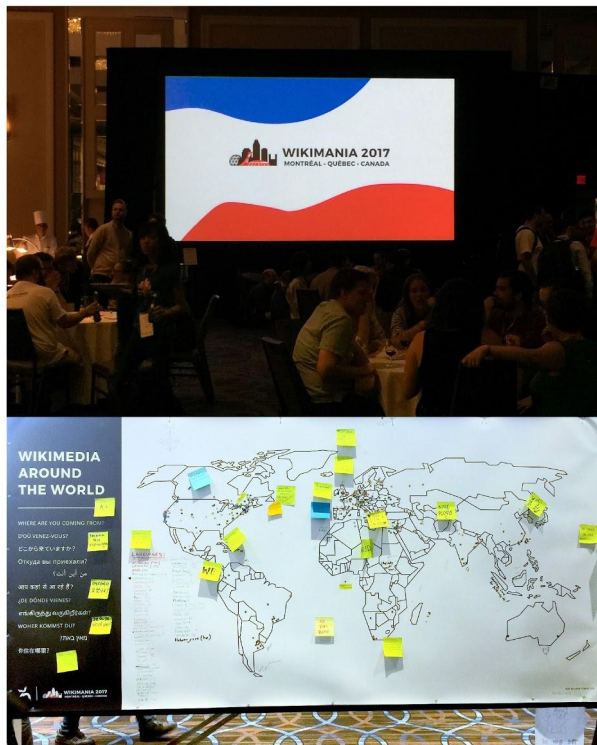
TEAM/DEPT

October 2017

Communications

Wikimania branding and design

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CC by SA 4.0, Ziko
CC by SA 3.0, Beria



WIKIMEDIA 2030

October 2017 Communications**What you learned working on this objective or workflow:****Did anything unexpected (good or bad) happen?**

Work for Wikimania was unexpected and not in our goals. The original community Wikimania team dissolved and Ellie asked us for support in a number of areas: the logo and design elements, local outreach to increase registration, and help on site.

(Bad) The A/V team at the hotel in Montreal streamed the strategy video, so it played back very choppy.

(Good) Our PR agency in Montreal was incredible. They surpassed goals, facilitated introductions to influencers and sponsors, and made our jobs easier by needing little guidance.

What would you do differently if you had to do it again?

- We should be included in plans from the beginning (which seems to be happening).
- Babysit the hotel A/V team as they do their job.
- If we are livestreaming, we need to let the audience know if a speaker is going to speak in a language other than English. For Facebook and YouTube: until livestream starts, overlaid images should have speaker name, time of starting speech, title.
- Social media coordination should begin much earlier—at least 2-3 months beforehand—especially when translation is required. Requests made 2 weeks before the conference begins won't have enough lead time for success.

Did you struggle with anything?

- We did not have budget for Wikimania and we had to use other budget to cover PR

October 2017 **Communications****GOAL:** Support future of Communications department

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting? And what did you learn?
Support future team direction and resources through planning and engaging in organizational processes around team leadership.	LAST QUARTER	
	Executive Director Talent & Culture Finance	Participated in CCO search process Began working with communications team strategy consultant
	NEXT QUARTER	
	Executive Director Talent & Culture	Complete CMCO search process Complete working with communications team strategy consultant

STATUS: IN PROGRESS

What you learned working on this objective or workflow:**Did anything unexpected (good or bad) happen?**

- (Great!) Finance allowed us to use the Digital Media Manager req number to convert both Aubrie and Blanca to staff positions
- (Less good) The job description for the CCO needed to be rewritten to include marketing requirements and needed to be reposted

What would you do differently if you had to do it again?**Did you struggle with anything?**

PROGRAM 1

Share our culture



WIKIMEDIA
FOUNDATION

October 2017

Communications

1 [LINK]

GOAL: Share the Wikimedia story, values and experience

What is your objective?	Who are you working with?	What impact / deliverables? And what did you learn?
Humanize the movement to people who read Wikipedia, but are unaware of everything else we do and/or don't know who writes it.	LAST QUARTER	
	Strategy, Discovery, Search, Legal, Fundraising, CE, Polish/Telugu/Ukrainian Wikimedians, WMIT, WMAR, WMCA, WMNO, Nigerian user group ... more	<ul style="list-style-type: none"> • Featured 25 community-focused posts and profiles • Defined metrics in terms of impact across movement and teams. • Developed social and blog campaign around solar eclipse that taught people how to upload images to Commons. • Worked w/ five different teams in tech on eight blog posts, telling stories and sharing learnings from maintaining Wikimedia sites (shared with program three)
	NEXT QUARTER	
	Community	<ul style="list-style-type: none"> • Continue profiles and community-focused posts, embracing the movement's complexity and diversity • Support onboarding work with social/blog posts • Experiment with our voice—can we be a leader in the open knowledge movement? Better explain the Wikimedia movement?

STATUS: IN PROGRESS

CHECK IN

TEAM/DEPT

October 2017

Communications

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COMMUNICATIONS, COMMUNITY, FOUNDATION, WIKIMEDIA COMMONS, WIKIPEDIA

How we encouraged people to freely license their solar eclipse photos for the future

By Ed Erhart, Wikimedia Foundation

August 29th, 2017

The recent total solar eclipse captured the imagination of millions. We hoped to get people to share that wonder and joy through freely licensed imagery on Wikimedia Commons—and as it turns out, we only had to ask.



CC by 2.0, Loren Kerns (left); CC by SA 4.0, Wikimedia Foundation (right).



Admittedly
loopy but not
entirely absurd

What you learned working on this objective or workflow:

Did anything unexpected (good or bad) happen?

- Several people uploaded images to Wikimedia Commons during the solar eclipse experiment. We also reached out to Google to obtain thousands of public domain photographs obtained during the eclipse (still in progress.)
- Blog post about [Pranayraj Vangari's "Wikiyear"](#) went viral, garnering attention from the vice president of India and more.
- We [announced](#) the Odisha government's decision to re-license its social media content under a free license.

What would you do differently if you had to do it again?

- We would have translated the solar eclipse Commons uploading instructions into more languages. (We had English and Spanish.)

Did you struggle with anything?

- The team underwent some changes this past quarter and spent a lot of time thinking about long-term strategic work. We also spent a lot of time planning for Wikimania. There are so many ideas. We're now using a project management tool to balance.

PROGRAM 2

Lead the narrative



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October 2017

Communications

2[LINK]

GOAL: Define narratives to support the Wikimedia mission and Foundation's strategic objectives

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting? And what did you learn?
Position Wikimedia as a leader in the conversations and policies that are key to our vision's growth and durability. Ensure that the public discourse around Wikipedia, the Wikimedia movement, and the Foundation is correct and understood. Clarify misinformation or misunderstandings that appear in global media.	LAST QUARTER	
	Minassian Department and team leads Executive Director Contractors	Communications for Wikimania focused on themes of messaging strategy, especially Our Shared Future. Secured attendance at 4 events + 1 speaking slot during UN Week Supported 10 public speaking roles for execs + staff Developed fresh messaging with new contractor (Kate Petty) to position Wikimedia as a thought leader
	NEXT QUARTER	
	Minassian Department and team leads Executive Director Contractors	Develop messaging platform based on themes in strategic direction. Spread through: public speaking, proactive media (strategy launch), blog and social. Develop strategic direction "stump speech" with outside contractor for Katherine and other execs

STATUS: IN PROGRESS

What you learned working on this objective or workflow:

Did anything unexpected (good or bad) happen?

UN Week was successful from a brand awareness and thought leadership perspective, but despite a lot of pre-planning our cross-org group (Comms, Fundraising, Global Reach, ED office) wasn't able to secure 1:1 meetings.

What would you do differently if you had to do it again?

Better coordination and clarity about roles and responsibilities when sourcing and pitching meetings.

Did you struggle with anything?

The frequency of talks and preparation, outside support (working with Kate Petty) has allowed us to resource more effectively.

PROGRAM 3

Connect and amplify



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October 2017

Communications

3 [\[LINK\]](#)**GOAL:** Connect and amplify

What is your objective?	Who are you working with?	What impact / deliverables? And what did you learn?
<p>We aim to reach people outside of the movement who can amplify our work and connect us to others through their work.</p>	<p>THIS QUARTER</p>	
	<p>Communications, Community Engagement, Product, Technology, Legal, Community, Audiences, Search; external organizations like the Metropolitan Museum of Art</p>	<ul style="list-style-type: none"> • Supported Wikimania by livestreaming to external audiences • Started Friday Experiments on social media, partnering with teams across org, to reach external audiences • Connected internal colleagues with external partners • Posted a number of blog posts about partnerships with academic institutions, museums, and libraries • Worked w/ five different teams in tech on eight blog posts, telling stories and sharing learnings from maintaining Wikimedia sites (shared with program one)
	<p>NEXT QUARTER</p>	
	<p>Internal/External teams</p>	<ul style="list-style-type: none"> • Continue to connect and share work with like-minded organizations, especially GLAMs • Continue working with technical teams

STATUS: IN PROGRESS

October 2017 Communications

What you learned working on this objective or workflow:

Did anything unexpected (good or bad) happen?

We have a number of technical contributors (Trey, Mikhail, Aaron, to name a few) who are also really good writers!

What would you do differently if you had to do it again?

We are really looking forward to having a CRM in place.

Did you struggle with anything?

PROGRAM 4

Build awareness



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New Readers



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October 2017

Communications

GOAL: Increase awareness of Wikipedia in Iraq

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting?
Develop and launch video-marketing campaign to promote Wikipedia in Iraq.	LAST QUARTER	
	New Readers team, Global reach, Asiacell (external partner)	2nd phone survey, Full report to understand 3-month impact of marketing efforts in the region
	NEXT QUARTER	

STATUS: COMPLETE

Raising awareness in Iraq



Raising awareness in Iraq

- **5.1 Million views (= ~18% of Iraqi population)**
- **32% increase in Wikipedia awareness**
- **Measurable site traffic rise during campaign**

What you learned working on this objective or workflow:

Did anything unexpected (good or bad) happen?

Phone surveys are too broad to measure efficiency of specific techniques (e.g. SMS messages vs. video marketing). Asiacell (our Wikipedia Zero partner) was very stingy with sharing marketing data (timing of media publishing, media reactions).

What would you do differently if you had to do it again?

Work with an analyst to create a stronger model for testing the efficiency of awareness-raising approaches.

Did you struggle with anything?

Building reports on marketing is NEW! So we are just beginning to know what's best to measure, share, and optimize in reviewing "awareness raising" campaigns. We have lots of data, and we have models for reviewing/assessing the data, but we're sure we can do more.

October 2017

Communications

GOAL: Increase awareness of Wikipedia in Nigeria

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting?
Develop and launch video-marketing campaign to promote Wikipedia in Nigeria.	LAST QUARTER	
	Communications, Global reach, Wikimedia User Group Nigeria, Anakle (advertising agency)	Launch of marketing campaign Preliminary evaluation of marketing impact
	NEXT QUARTER	
	New Readers team, Global reach, Anakle (advertising agency)	2nd phone survey, Full report to understand 3-month impact of marketing efforts in the region

STATUS: IN PROGRESS (MEASUREMENT)

A close-up photograph of two men in traditional Nigerian attire. The man on the left is wearing a white and red striped cap and a leopard-print shirt with a green and blue checkered scarf. He is pointing his right index finger towards the man on the right. The man on the right is wearing a red and white striped cap and a leopard-print shirt with a yellow and black checkered scarf. He is looking down and smiling slightly. The background is a blurred outdoor setting.

Raising awareness in Nigeria



Raising awareness in Nigeria

- 2 videos with Nigerian film & comedy stars
- 3 Million video views in first two weeks

What you learned working on this objective or workflow:

Did anything unexpected (good or bad) happen?

The Emmanuella video “went viral” earning more than 1 million views in the first 24 hours without paid promotion. This far exceeded our expectations. Nigerian press also picked up the videos and their actors celebrating the content.

Videos have been widely “pirated” with other social media accounts publishing the videos as their own. While this expands our message, many are not republishing with Creative Commons license.

Our Nigerian community and agency were fantastic to work with and led the production towards really entertaining and relatable content for their national audience.

What would you do differently if you had to do it again?

Hire an analyst before campaign launch to establish a very explicit measurement strategy

Did you struggle with anything?

Coordinating with “influencer” celebrities requires patience. These advocates want to do things their way and at their time, even when they are being paid.

October 2017
Communications

GOAL: Increase awareness of Wikipedia in India

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting?
Develop and launch video-marketing campaign to promote Wikipedia in India.	LAST QUARTER	
	Communications, Global reach, Wikimedia India volunteers, Finance, Happy mcgarrybowen (advertising agency)	Selection of creative direction
	NEXT QUARTER	
		Launch of marketing campaign Preliminary evaluation of marketing impact

STATUS: OBJECTIVE IN PROGRESS (PLANNING)

What you learned working on this objective or workflow:

Did anything unexpected (good or bad) happen?

Campaign collaboration with the Hindi Wikimedia user group was paused for 6 weeks as the group voiced several concerns about process and past Wikimedia Foundation activities in India. This has dramatically altered our project timeline. It also offered us (Hindi Wikimedians and Wikimedia Foundation staff) a chance to better align on expectations, needs, communications, and how to best collaborate with Hindi Wikimedians.

What would you do differently if you had to do it again?

Formally ask the Hindi Wikimedians if they want to do this project before starting any work to find creative partners/produce campaign brief. Collaborate with the Hindi Wikimedians during agency search to align expectations on creative partners. Request access to Hindi Wikimedia chat groups which are more popular than village pumps.

Did you struggle with anything?

The lengthy pause in the project did not always seem certain to resolve. At various points, it seemed that we might need to move the project to another region. This lack of clarity hindered Communications team abilities to take on new tasks while this “just about” to be resolved and therefore back on track.

Wikimedia brand and identity



WIKIMEDIA
FOUNDATION

October 2017
Communications
[\[LINK\]](#)

Wikimedia brand and identity (annual report)

What is your objective?	Who are you working with?	What impact / deliverables? And what did you learn?
Deliver an annual report that explains the impact of Wikimedia. Donors should feel proud to support this movement.	LAST QUARTER	
	Fundraising, Community Engagement, Technology, Legal, Public, Mule Design	<ul style="list-style-type: none"> • Develop a new process with a new agency to support an inclusive outcome with our internal stakeholders. • Create theme and content for the Annual Report
	THIS QUARTER	
	Fundraising	<ul style="list-style-type: none"> • Finalize print and web design for the report • Develop and deliver end-of-year fundraising video for major donor events and annual report

ANNUAL REPORT 2017: IN PROGRESS

CHECK IN

TEAM/DEPT

October 2017

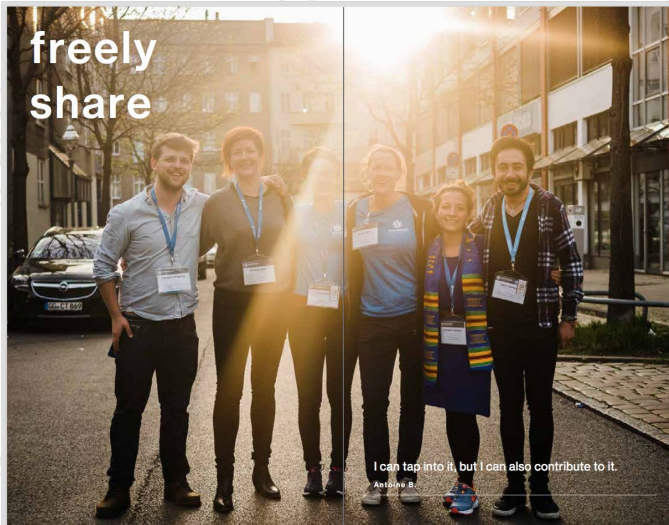
Communications

Annual report

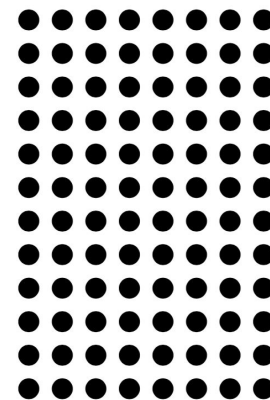
WIKIMEDIA
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WE ARE
BILLIONS OF USERS
MILLIONS OF DONORS
THOUSANDS OF VOLUNTEERS
HUNDREDS OF AFFILIATES
AND PARTNERS

AND YOU



23,170
5,822
2,762
32,487
0,288
2,798



4 CENTS ● ● ● ●
SPENT ON EVERY DOLLAR EARNED

Next level – meeting all the benchmarks for a good non-profit, PLUS communicating the impacts of dollars in achieving goals.

Jaime V.

Theme: Knowledge belongs to all of us

What you learned working on this objective or workflow:

Did anything unexpected (good or bad) happen?

The process has taken much longer than anticipated. The added set of participating reviewers in our “Cross functional” team have caused delays as we reconcile different staff absences and commitments.

The print design work has been really exciting. We are pleased with the work of Public Design as our new creative partner.

What would you do differently if you had to do it again?

The process gets truly unwieldy with too many people. It’s better to set more “consulting” participants with clear timelines and expectations with few “responsible” participants who may have vastly different experience and expertise. Recommendation for 2018: Communications & Fundraising as core team, other Foundation staff as key informants.

Did you struggle with anything?

Selecting a theme! It can be complicated to balance relevant with provocative statements, and trying to select something powerful yet not “political.” In a year dominated by political turmoil and increasing nationalism, we were seeking a statement of what makes Wikipedia different than will still feel vital 1 years from today.

October 2017**Communications**[\[LINK\]](#)

Wikimedia brand and identity (redesign Foundation site)

What is your objective?	Who are you working with?	What impact / deliverables? And what did you learn?
Design, develop, and launch an updated version of the Wikimedia Foundation website (wikimediafoundation.org)	LAST QUARTER	
	Advancement, Community Engagement, Technology, Legal, Public, Mule Design	<ul style="list-style-type: none"> • Concluded discovery process, which included interviews with dozens of staff, contributors, and donors. • Recommendation to proceed with new site based on WordPress platform
	THIS QUARTER	
	Advancement, Community Engagement, Technology, Audiences, Legal, Mule Design	<ul style="list-style-type: none"> • Publish findings from discovery process once donor interviews are completed • Develop content structure • Design new site look and feel

WIKIMEDIAFOUNDATION.ORG: IN PROGRESS

What you learned working on this objective or workflow:

Did anything unexpected (good or bad) happen?

Good: Strong support for new website design and support for picking most appropriate platform. Lots of valuable staff input.
Bad: Harder to get community input on this topic.

What would you do differently if you had to do it again?

Would start out by identifying community members for consultant to interview rather than doing so after call for interviewees as the call did not produce many candidates.

Did you struggle with anything?

Soliciting input from interested and engaged community members.

Movement strategy



WIKIMEDIA
FOUNDATION

GOAL: Support movement strategic direction

What is your objective / workflow?	Who are you working with?	What deliverables are you expecting? And what did you learn?
Support the ED in developing and running a process to determine the strategic priorities of the Wikimedia movement.	LAST QUARTER	
	<ul style="list-style-type: none"> - ED This was not a goal last quarter 	<ul style="list-style-type: none"> Support drafting and publishing of the outlines to share with community. Support strategy conversations at Wikimedia events to gather feedback
	NEXT QUARTER	
	<ul style="list-style-type: none"> - ED - Board of Trustees - Consultants - Community stakeholders - Staff 	<ul style="list-style-type: none"> Develop and execute communications strategy to increase awareness for upcoming strategy process. Help draft the process and build presentation for November Board meeting. Work with Community Engagement to speak with Wikimedia communities.

**MERELY ONE
YEAR AGO**

MOVEMENT ECOSYSTEM



MERELY ONE YEAR AGO

MOVEMENT STRATEGIC DIRECTION

October 2017 **Communications**

GOAL: Support movement strategic direction (Track C & messaging)

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting? And what did you learn?
<p>Support the Executive Director (ED) in developing and running a process to determine the strategic priorities of the Wikimedia movement.</p> <p>Amplify messages of strategy process among community and public audiences.</p>	LAST QUARTER	
	Core strategy team Co-lead track C (Juliet and Caitlin) Margarita Noriega	Leverage Wikimania as major storytelling moment for the strategy process to community and public audiences. Concluded Track C research and influencer engagement. Developed and shared New Voices content (blog posts and quote cards) Drafted weekly update emails from Katherine Supported executive presentations (for example Board presentations)
	NEXT QUARTER	
	Strategy team Minassian Executive Director Other Foundation and community spokespeople	Lead public launch of strategic direction (for press, donors, influencers) Secure positive coverage and buzz of process and the outcome Signal that Wikimedia is looking toward the future and here to stay Support ongoing strategy communications, for example through Katherine updates and the endorsement process Incorporate themes of strategic direction into the longer term editorial calendar (blog, social, PR) of the Communications team

STATUS: IN PROGRESS

What you learned working on this objective or workflow:**Did anything unexpected (good or bad) happen?**

New Voices quote cards had very little engagement.
Developing a comprehensive editorial calendar with existing resources proved difficult.

What would you do differently if you had to do it again?

Find a more engaging way to highlight New Voices.
Consider alternative staffing or co-ownership with existing team.

Did you struggle with anything?

Bandwidth to focus on strategy communications while managing general Wikimania communications.

October 2017

Communications

[LINK]

GOAL: Support movement strategic direction (video)

What is your objective?	Who are you working with?	What impact / deliverables? And what did you learn?
Use and create shots from the movement strategy process to build a “yearbook” video. Intended to show the open, global strategy process; show community members from around the world participating; express the breadth of the effort.	LAST QUARTER	
	Movement strategy team Event shooters	Build trust and inform Wikimedians about the strategy process: Wikimania theater views (main audience): 1,000, YouTube: 1,300 views https://www.youtube.com/watch?v=RpPnuSvCJLY Facebook: 50,000 views https://www.facebook.com/wikipedia/videos/10155462578903346/ Achieved better understanding of the strategy process with ‘power users’ at Wikimania. Allowed Wikimedians to see how they and their fellow community members contributed to the strategy.

STATUS: DONE

CHECK IN

October 2017

TEAM/DEPT

Communications

PROGRAM

[[LINK](#)]

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What you learned working on this objective or workflow:**Did anything unexpected (good or bad) happen?**

The short version of the video was forked into Armenian :

[https://commons.wikimedia.org/wiki/File:2030.wikimedia.org_\(Armenian_version\).webm](https://commons.wikimedia.org/wiki/File:2030.wikimedia.org_(Armenian_version).webm)

What would you do differently if you had to do it again?

As mentioned above, the playback at Wikimania itself was bad, so double and triple-checking playback beforehand is key.

Did you struggle with anything?

Finding a way to make metrics meetings footage look good was a bit tricky, but using humor and mostly audio instead of video worked.

COMMUNICATIONS SCORECARDS

October 2017 quarterly check-in



WIKIMEDIA
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[PREVIOUS YEAR](#)

CHECK IN

TEAM/DEPT

PROGRAM

October 2017**Communications****Press**

Topic		This quarter	Previous quarter	QoQ	YoY	Type
Total OTRS requests evaluated		131	165	-21%	-29%	M
	Press requests responded to	126	160	-21%	+88%	M
	Misc. requests vetted (spam)	174	188	-9%	+47%	M
Earned media (# articles) (proactively pitched)		50	7	+600%	-28%	N

Type: new, reactive, maintenance

CHECK IN

TEAM/DEPT

PROGRAM

October 2017**Communications****Press**

Topic		This quarter	Previous quarter	QoQ	YoY	Type
Staff and executive interviews/trips supported		74	101	-27%	11%	M
Staff receiving media training		6	0	100%	200%	M
Requests for media corrections		6	9	-33%	100%	R
Total announcements		4	4	0%	-33%	M
	WMF external/press announcements	3	3	0%	33%	R
	WMF internal announcements	1	1	0%	-80%	R

Type: new, reactive, maintenance

CHECK IN

TEAM/DEPT

PROGRAM

October 2017**Communications****Social**

Topic	This quarter	Previous qr/yr	QoQ	YoY	Type
Twitter posts (@Wikipedia)	416	570/807	-37%	-48%	M
Twitter followers (@Wikipedia)	374,206	370,000/344,000	+1.1%	+8.7%	M
Tweet impressions (@Wikipedia)	7,802,704	9.8M/11.9M	-25%	-34%	M
Media views (@Wikipedia)	99,457	10.6K/39,067	+89%	+154%	M
Twitter posts (@Wikimedia)	107	112/86	-4.6%	+24%	M
Twitter followers (@Wikimedia)	44,336	42,900/36,701	+3.23%	+20%	M
Twitter posts (@Wikimediaatwork)	10	18/26	-80%	-61%	N
Twitter followers (@Wikimediaatwork)	3,524	3,465/3100	+1.67%	+13.6%	N

CHECK IN

TEAM/DEPT

PROGRAM

October 2017**Communications****Social**

Topic	This quarter	Previous quarter/yr	QoQ	YoY	Type
Facebook posts	304	438/502	-44%	-65%	M
Facebook engagement actions	891,306	881,877/1,462,167	-1%	+64%	M
Facebook followers	5,488,846	5,435,345/5,373,891	+97%	+48%	M
Unique users who engaged with content	1,695,378	866,353/1,353,167	+48%	+15%	M
Impressions	66,306,657	23,901,902/166M	+65%	-160%	M

Type: new, reactive, maintenance

CHECK IN

TEAM/DEPT

PROGRAM

October 2017**Communications****Social**

Topic	This quarter	Previous quarter/yr	QoQ	YoY	Type
Instagram posts	18	189/383	-90%	-95%	M
Instagram followers	77.6K	62.2K/41.7K	+24%	+86%	M
Pinterest posts	35	106/700	-66%	-95%	M
Pinterest followers	68.6K	68K/60K	+87%	+13%	M
Monthly Pinterest impressions (all Wiki content)	12M	24M/18M	-100%	-50%	M

Type: new, reactive, maintenance

October 2017**Communications**

Blog

Topic	This quarter	Previous quarter	QoQ	YoY	Type
Total blog posts	61	56	+9%	-18%	M
Blog pageviews	203,900	287,381	-29%	-31%	M
Blog visitors	119,504	182,309	-11%	-39%	M
Pageviews per visitor	1.7	1.6	+6%	+13%	M
Blog pageviews from on-wiki banner promotion	N/A (no banners this quarter)	53,577 (Temp editing pause)	N/A*	N/A*	M
Blog posts from/about community	15/ 27	19/ 14	-21%/93%	-20%/+35%	M
Blog posts from technical teams	8	1	+87.5%	N/A	N

*Banner-driven pageviews are not directly comparable.

Type: new, reactive, maintenance

CHECK IN

TEAM/DEPT

PROGRAM

October 2017

Communications

Storytelling

Topic	This quarter	Previous quarter	QoQ	YoY	Type
Videos produced	7	2	+5	-5	N
Storytelling interviews	18	0	+18	-3	N

Type: new, reactive, maintenance

CHECK IN

TEAM/DEPT

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Communications

Product & ED

Topic	This quarter	Previous quarter	QoQ	YoY	Type
Product launches	0	0	0%	0%	R
Product messaging support	x	x	x	x	R
Executive presentations	11	9	22%	83%	R

Type: new, reactive, maintenance