



DIY METRICS

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A bit of history:

Trial and error in development – took years

Still, consistency over time is important

Where do metrics come from?...

- Work backwards – from outcomes
- How would you know if it's working?
- There are many paths, choose a reasonable one
- Others may have been here before

Challenges in development

- Metrics appetite – don't bite off too much
- Everyone needs to get it

Volunteer metrics

- NOT editor focus
- Active volunteers – sign of engagement with the chapter

Volunteering doesn't fit into fixed boxes,
but we have to start somewhere

Key areas:

- Volunteer hours
- 'lead' level
- Gender (+ 'lead')
- Chapter satisfaction
- Skill development

Content

- Quality – reuse of content as %
→ Metrics tension
- Featured Images – but which to count?

Advocacy

Challenge of the long term effects – look for something quicker

INDICATOR		Target	Actual	
Total audience and reach		N/A	N/A	
Number of active editors involved	GM 1			
Number of newly registered editors	GM 2			
Number of individuals involved	GM 3			
Number of leading volunteers				
Percentage of above who are women				
Number of volunteer hours				
Volunteer hours attributable to women				
Volunteers would recommend WMUK				
Volunteers feel valued by WMUK				
Volunteers have developed new skills				
Images/media added to Commons	GM 4b			
Images/media added to WM article pages	GM 4a			
% uploaded media used in article pages				
Files with featured status				
Articles added and/or improved	GM 5			
Articles added				
Bytes added and/or deleted	GM 6			
Number of social media followers				
Number of partnerships developed				
Responses to consultations				
Evidence taken into consideration				