

All about Nature

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- A 'thematic' approach to
- content donation
 - content generation
 - recruitment of editors





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Why a thematic approach?

One-off activities often have little permanent impact

Combining activities around a theme:



- facilitate editor retention:
 - connecting them to communities
 - providing them with activities (on-wiki and off-wiki)
- create self-sustaining communities of volunteers/editors
- make contributing to the Wikimedia projects 'second nature' for external partners through longer partnerships
- promote optimal use of content and image donations

Choosing a theme

- what is our community interested in?
- is there a core group of volunteers?
- is there room for improvement of content?
- are there external partners?
- are there external volunteer communities who might become Wikipedians?



What to do? Possible activities



- photocompetitions ✓
- content donations ✓
- editathons
- editor training ✓
- 'social activities' ✓
- new Wikipedians in Residence
- education programme.

Who to work with?

(the usual suspects...)

- GLAM-sector
- Private and public organisations
- Volunteer organisations
- Wikipedians in Residence
- Higher education



Results so far (Jan- July 2014)

- eight new WMNL volunteers
- three new partners
- volunteers taking the lead in cooperating with other volunteer organisations
- 1200 images through Wiki Loves Earth
- one content donation received, one planned
- competition on incorporating donated content organised
- two editathons planned, one training session planned
- 80 people trained in uploading images or writing
- 77 first-time contributors to Commons



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Lessons learned (1)

- You have to have a (small) group of active volunteers/editors before you can start.
- Keep the wider community involved and informed all the time
- Plan for early success: this creates good group-spirit, publicity and momentum
 - identify low-hanging fruit
 - start with an activity you have successfully organised before
 - involve your existing partners, they may surprise you!



Lessons learned (2)



- Getting new content is easier than getting new people
- Avoid 'one-off' activities: every activity has to be linked to another activity
- Take your time, give it at least two years
- Reduce involvement by staff as soon as possible
- Keep room to support other volunteer activities.

Lessons learned (3)



- For such a small country we have some very good nature!

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