

Communications best practices for the Wikimedia movement

Wikimedia Conference 2015

Who are we?



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Goals of our discussion

- Identify our communications challenges and needs
- Gain collective understanding of current movement resources
- Discuss how to build our communications capacity
- Identify next steps for working together

First, some questions...

You are all storytellers.

**You share the Wikimedia story with
the world every day!**

Communications

=

storytelling

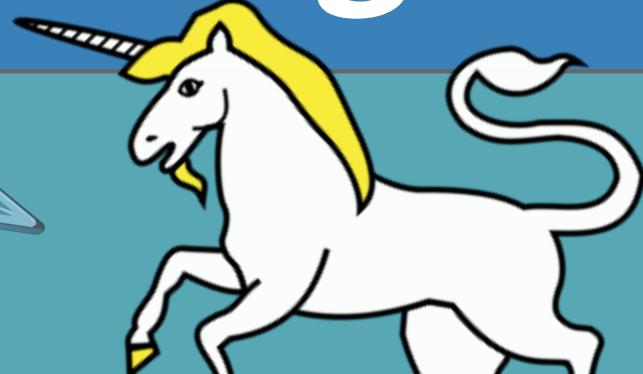
Strengths

- A global, distributed network of voices
- A powerful movement story
- Diversity of stories
- Local context and access
- A powerful brand (for people who know us)

Wikipedia is
magical!



Wikipedia is magical!



Challenges

- Lack of public understanding about Wikimedia projects
- Fragmented brands
- Unclear how the world perceives us
- Limited resources
- Different contexts require different approaches
- Working with the press can be hard!

Discussion: needs and challenges

- What are your biggest communications challenges?
- What communication skills do you want to build?
- What are your biggest communications goals for the next year?

**Communications can help
you achieve your goals.**

We have a lot of communications tools...

Twitter

Press
releases

On-wiki
communications

Wikimedia
blog

Public
speaking

Pitching
media

Affiliate
blogs

Instagram

Video

Influencers

Opinion
pieces

Vine

Facebook

Weibo

Co-promotion with
other organizations

Email

Events

**How do we make sure we're
using communications to
effectively to achieve our goals?**

Start with a plan!

What are your objectives?

Who is your audience?

What is your message?

What tactics will you use?



What?

When?



What?

When?

Who?

Wow!

Now?

How?

But you can do **lightweight plans too!**

Example: lightweight comms plan

What are your objectives?

Who is your audience?

What is your message?

What tactics will you use?

Raise awareness about a local Wikimedia event to increase registration

People in your area who might be interested in Wikimedia

Do you love learning and meeting interesting people? Then don't miss this event on [date]! You can register here: [link]

- * Share on Twitter, Facebook, Instagram
- * Create and share a Vine video about the event
- * Blog post on chapter blog
- * Contact local newspapers, blogs, magazines, to be listed on event pages
- * Contact local organizations or universities to ask if they can share with communities

What about you?

What are your objectives?

Who is your audience?

What is your message?

What tactics will you use?

A large, empty rounded rectangle with a blue border, intended for handwritten responses to the first question.A large, empty rounded rectangle with a blue border, intended for handwritten responses to the second question.A large, empty rounded rectangle with a blue border, intended for handwritten responses to the third question.A large, empty rounded rectangle with a blue border, intended for handwritten responses to the fourth question.

What resources do we have?

Our time, our tools

- volunteer time (limited!)
- staff time (limited, too!)
- mailing lists (many)
- IRC, office hours, local wikis, Meta, ...
- in-person events: Wikimedia Conference, Wikimania

...but also:

Our data

wmf media report

[Wmfcc-I] Fwd: WMF Media Report: 5/5/15 Mailinglisten/ComCom

Joe Sutherland <j.sutherland@wikimedia.org>
an Communications Abbestellen

Englisch > Deutsch Nachricht übersetzen

Wikimedia Foundation Media Report: May 5, 2015
Slim report today. An advertising design company's vandalism of Wikipedia wins them a merit award in Miami.
Guy Kawasaki gives an interview to The Australian.

May 4

Leo Burnett
Advertising Age - Leo Burnett Earns Top Honors at 94th Annual Art Directors Club Festival in Miami
<http://adage.com/article/agency-news/leo-burnett-earns-top-honors-art-directors-club-festival-miami/298427/>

- "The agency hijacked each [Costa Rican presidency] candidate's Wikipedia entry to include a new s blank. Before Wikipedia had a chance to block the additions, the effort had already generated plenty commit to putting childhood protection in their platforms."

Internet.org
Fast Company - Facebook Expands Free Internet Program
<https://www.fastcompany.com/3045911/facebook-expands-free-internet-program>

- "Internet.org, which Mark Zuckerberg started in 2014, offers services such as Wikipedia, AccuWeather, Indonesia, the Philippines, Colombia, Kenya, and Ghana."

Stock photos
PC Magazine - Slideshow: How to Find Free Stock Photos That Aren't Terrible
<http://uk.pcmag.com/consumer-electronics-reviews-ratings/41641/gallery/how-to-find-free-stock-photos-that-are-not-terrible>

- "...trawling the often sad offerings on Wikimedia Commons and trying to figure out what sort of attribution work than it's worth."

May 5

Guy Kawasaki
The Australian - Start-ups turning game on its head, says Guy Kawasaki
<http://www.theaustralian.com.au/business/technology/start-ups-turning-game-on-its-head-says-guy-kawasaki>

Menschheit Werbung/werbefrei
Frei/Freiheit
Überall/Jedem täglich kostenlos
Lexikon Zugang unabhängig
schnell Menschen Bildung
Zukunft Macht einfach Verfügung
Information Kinder Arbeit
Informationsquelle **Wissen**
Informationen Nachschlagewerk

Other people's data



ard-zdf-onlinestudie.de

16. Mai 2015

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Home

[Artikel zu den ARD/ZDF-Onlinestudien](#)

[ARD/ZDF-Onlinestudie 2013](#)

[Onlinenutzung](#)

[Onlinezugang](#)

[Mobile Nutzung](#)

[Multimedianutzung](#)

[Social Media](#)

[Nutzung](#)

[Private Communitys](#)

Social Media

Nutzung von Web-2.0-Anwendungen 2007 bis 2013
in %

[Drucken](#)

	zumindest/gelegentlich							zumindest 1x wöchentlich						
	2007	2008	2009	2010	2011	2012	2013	2007	2008	2009	2010	2011	2012	2013
Wikipedia	47	60	65	73	70	72	74	20	25	28	31	29	30	32
Videoportale (z.B. YouTube)	34	51	52	58	58	59	60	14	21	26	30	31	32	32
private Netzwerke u. Communitys	15	25	34	39	42	43	46	6	18*	24*	34*	35**	36**	41**
berufliche Netzwerke u. Communitys	10	6	9	7	6	8	10	4	2*	5*	5*	3*	3*	4*

Discussion: Working together

- What are the advantages of working together to build communications capacity?

Discussion: building capacity together

- How can we build communications capacity together?
- What is the best way for us to work together?

Note: we still don't know how to facilitate this conversation effectively!

Next steps

Thank you!

