



WIKIMEDIA blog

2015 Overview

Prepared by the
Wikimedia Foundation's
Communications Team
Updated 7/6/2015

The Wikimedia blog

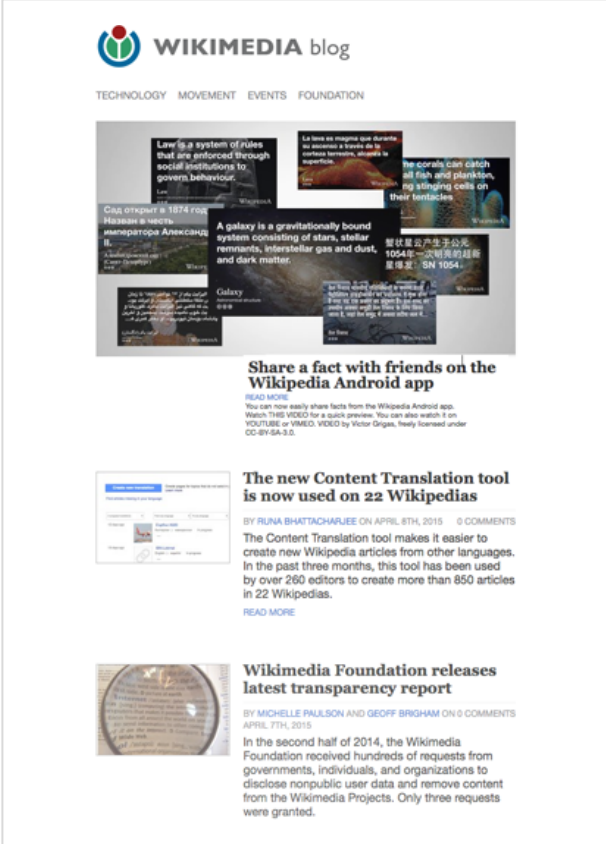
- **A growing community channel**

- 150 blog posts in first half of 2015 (1.2 posts/weekday)
- half were from community members (or about them)
- 626k views in first half of 2015 (Jan.-June)
- Average 4.1k views/post

- **Wide range of stories:** community, foundation, tech, etc.

- **Top stories in first half of 2015:**

- [Wikimedia v. NSA](#) - 67k views
- [Civility, Wikipedia and Gamergate](#) - 16k views
- [Securing access to Wikimedia sites with HTTPS](#) - 14k
- [Asking European Parliament for copyright reform](#) - 9k
- [Who links to Wikipedia?](#) - 8k views



The screenshot shows the Wikimedia blog homepage. At the top is the Wikimedia logo and the text "WIKIMEDIA blog". Below this are navigation links for "TECHNOLOGY", "MOVEMENT", "EVENTS", and "FOUNDATION". The main content area features a grid of article thumbnails with titles in multiple languages, including English, Chinese, and Arabic. Below the grid is a section titled "Share a fact with friends on the Wikipedia Android app" with a "READ MORE" link. Further down is an article titled "The new Content Translation tool is now used on 22 Wikipedias" by Runa Bhattacharjee, dated April 8th, 2015, with a "READ MORE" link. At the bottom is an article titled "Wikimedia Foundation releases latest transparency report" by Michelle Paulson and Geoff Brigham, dated April 7th, 2015, with a "READ MORE" link. The bottom article includes a small image of a document page.

Mission

What do we aim to do with the Wikimedia blog?

- **Inform** people about Wikipedia, its sister sites, the Wikimedia Foundation and our movement.
- **Connect our communities** around a shared narrative and **amplify their voices**.
- **Convert new people into supporters:** readers, editors, donors.

Audiences

Who are our main audiences?

Now

Future

- **Readers**
- **Contributors**
- **Techies**



Most blog survey respondents are **Wikipedia readers**, half are **contributors**, a third are **developers**.

Content mix

What type of content do we think our audiences need?

- **Readers**

Human-interest, Wikipedia updates, How-to's

> Goal: Convert new users

- **Contributors**

Community reports, movement-wide issues.

> Goal: Connect existing editors

- **Techies**

Technology reports, product announcements

> Goal: Support tech-savvy users

Themes

Here are the main content themes we cover today:

- **Community**
- **Foundation**
- **Movement**
- **Research**
- **Technology**
- **Wikipedia**

Two-thirds of surveyed users want more **tech, movement and community news**.

Formats

Here are the content formats we are creating now.

BY TYPE

- **Announcements**
- **Reports**
- **Interviews**
- **Opinions**
- **Roundups**

These are often inter-related **thematically**.

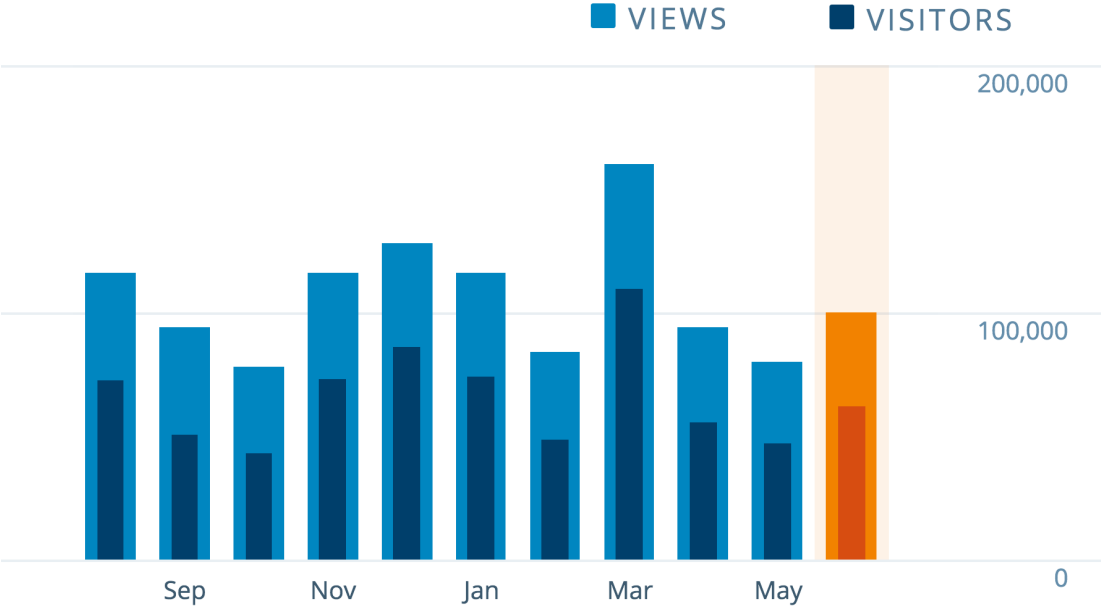
Research

Blog metrics

Here are our blog metrics for Q4 (Apr-June 2015):

- **Output: 75 posts**
- **Traffic: 269k views**
- **Impact: ~3.6k views/post**

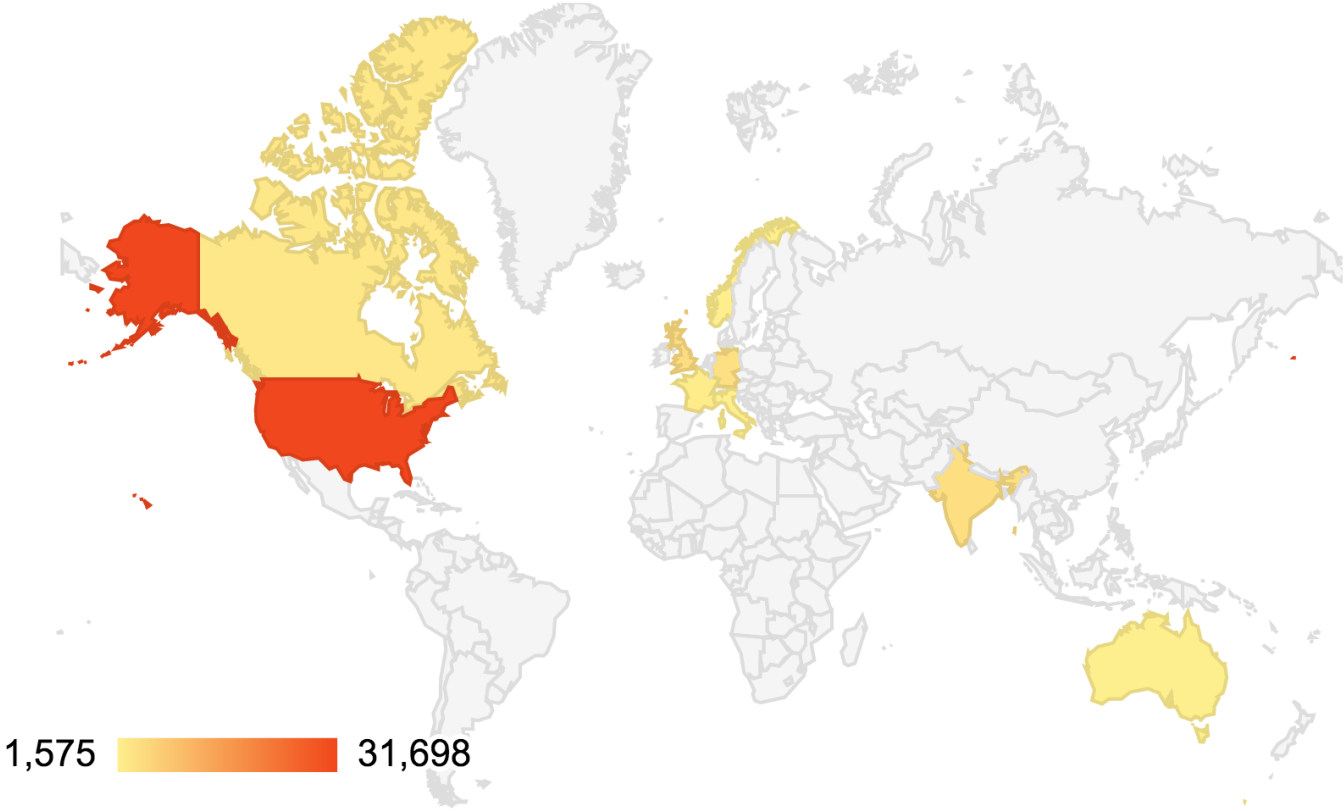
Blog views + visitors



 VIEWS 98,022	 VISITORS 61,010	 LIKES 9	 COMMENTS 93
--	---	---	---






Dashboard snapshot from August 1, 2014 to June 30, 2015 (no July 2014 metrics shown, due to blog relaunch). Source: Wordpress.

Blog countries



Dashboard snapshot as of June 30, 2015.

Blog referrers

Referrer	Views
  Search Engines	143,620
 Facebook	121,652
  wikimediafoundation.org	101,208
  Twitter	47,606
  Hacker News	43,893
  Reddit	20,239
  mediawiki.org	19,280
 Google+	8,910

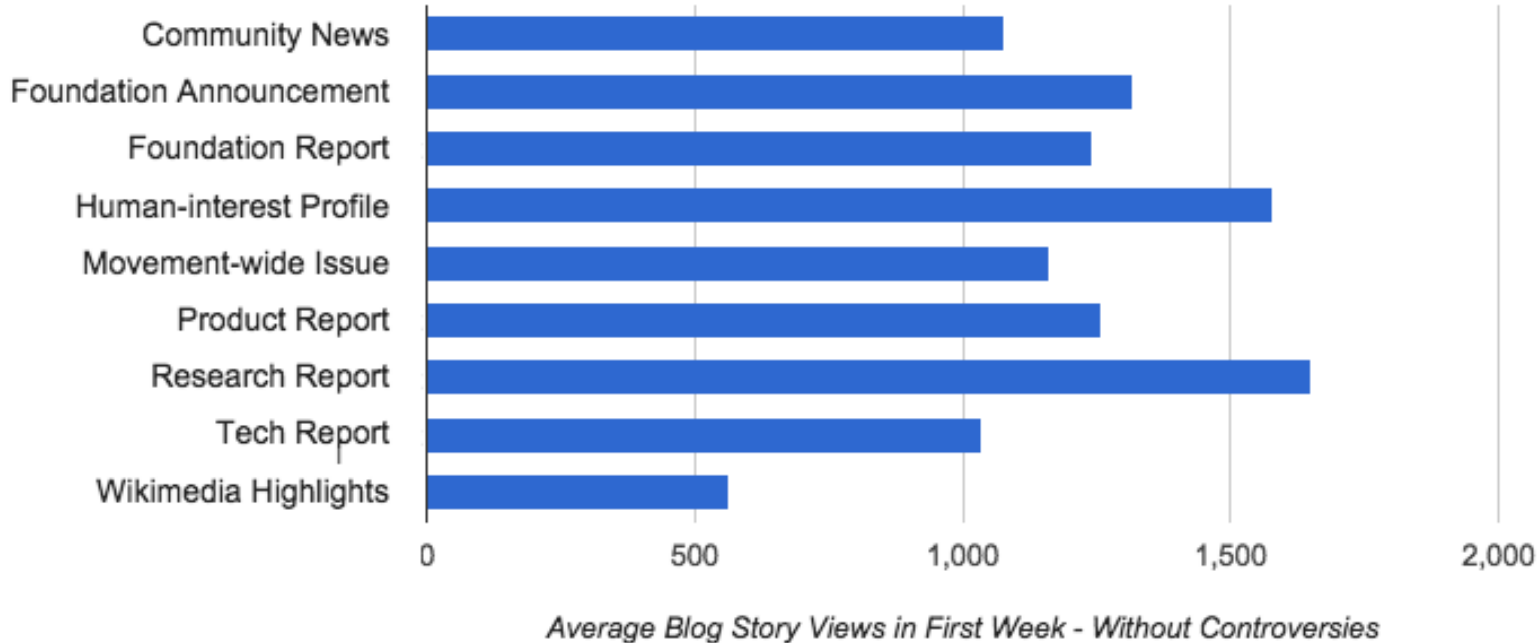
Dashboard snapshot for an entire year, as of June 30, 2015.

Blog views by topic

Topic	Views
 Wikipedia	10,874
 Wikipedia	7,676
 Community	7,045
 The wikis	6,753
 Free Knowledge	4,835
 Events	3,803
 Global	3,498

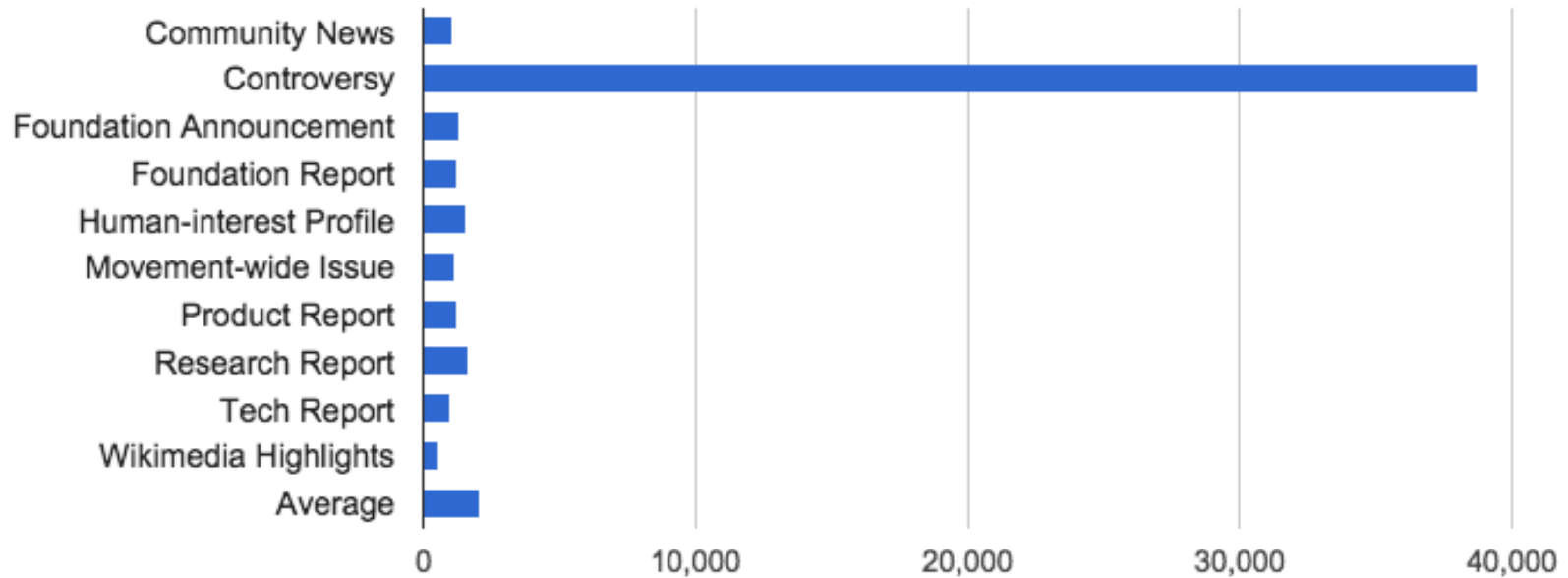
Dashboard snapshot as of June 30, 2015.

Blog views by category



Blog story average 1st week views by category in Q3 2015 -- without controversies.

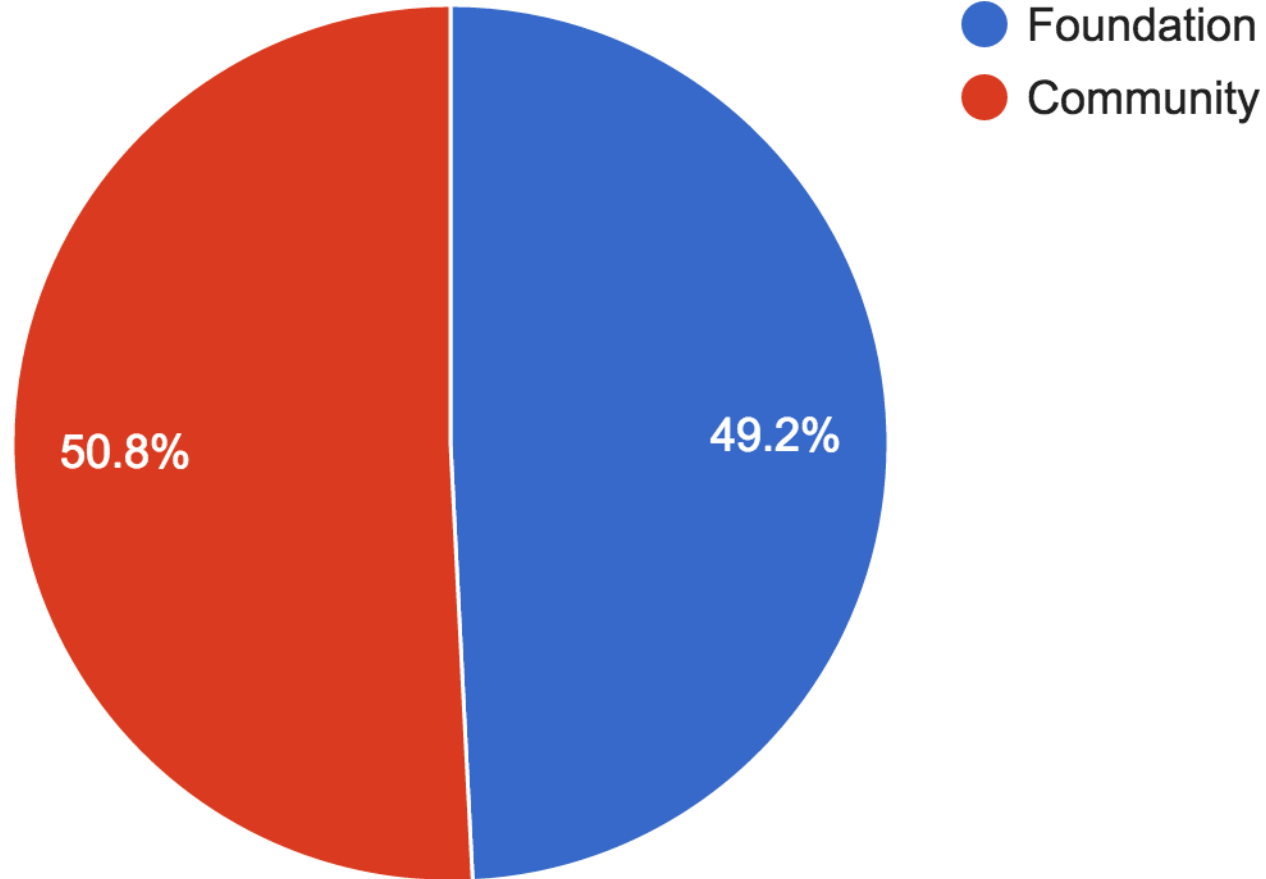
Blog views by cat. - w/ controversial



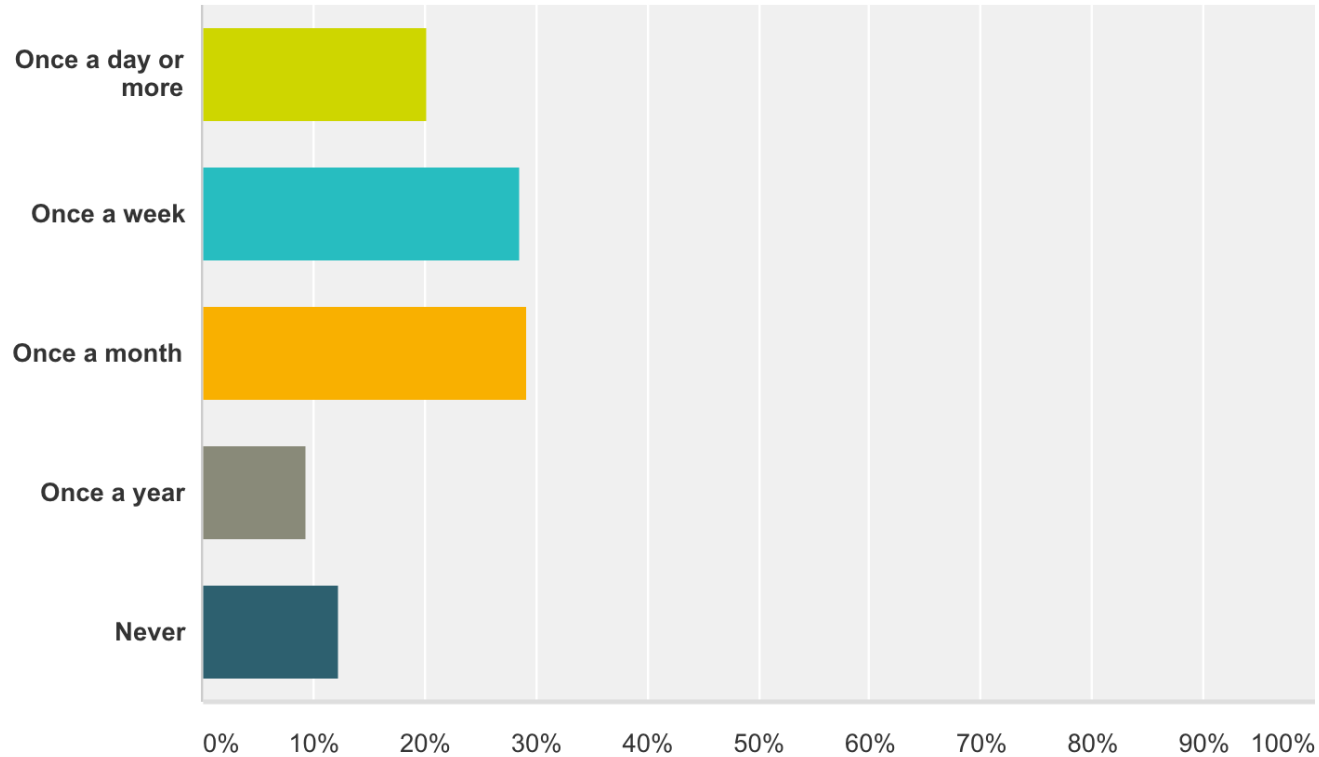
Average Blog Story Views in First Week - With Controversies

Blog story average 1st week views by category in Q3 2015 - with controversies like NSA story.

Who authors blog posts?

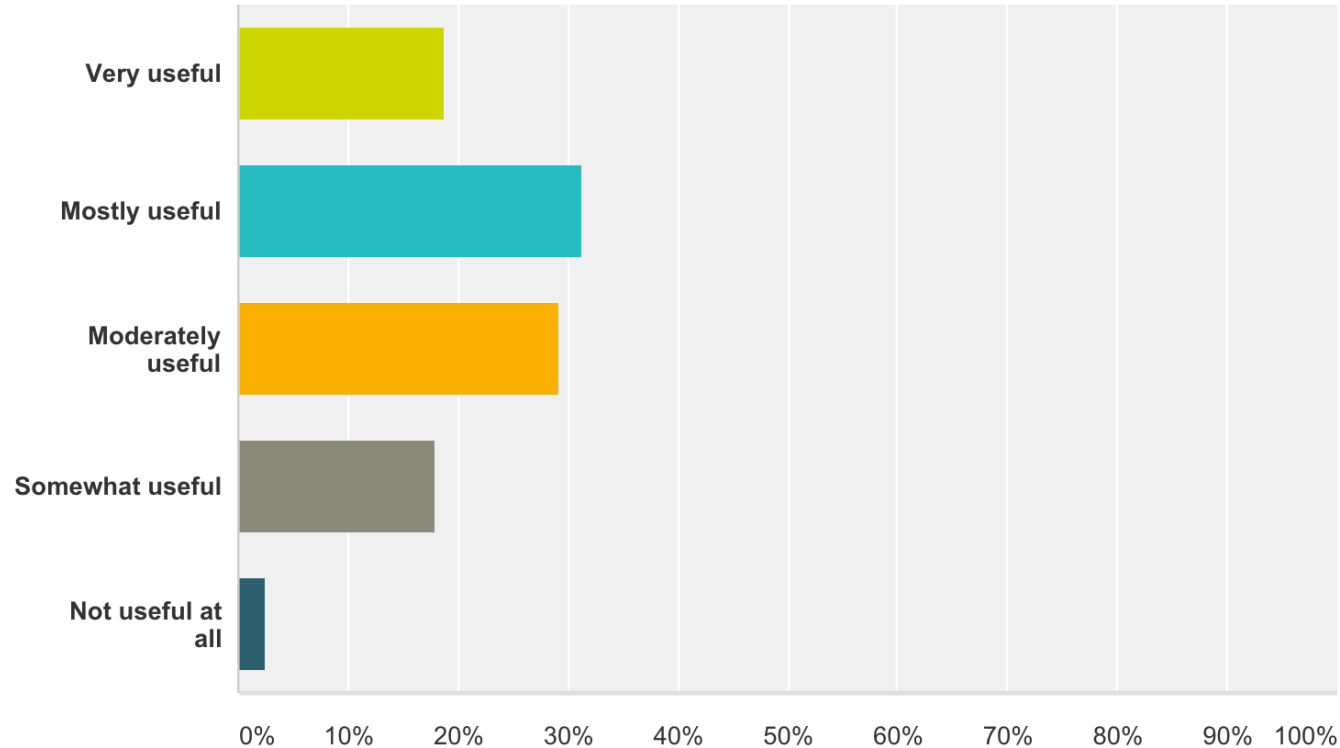


Survey: How often do you visit the blog?



About half of respondents find it **mostly or very useful**. Another third find it **moderately useful**.

Survey: Is the blog useful to you?



About half of respondents find it **mostly or very useful**. Another third find it **moderately useful**.

Blog survey requests

What are blog readers asking for? (from open-ended comments, ordered by popularity)

CONTENT

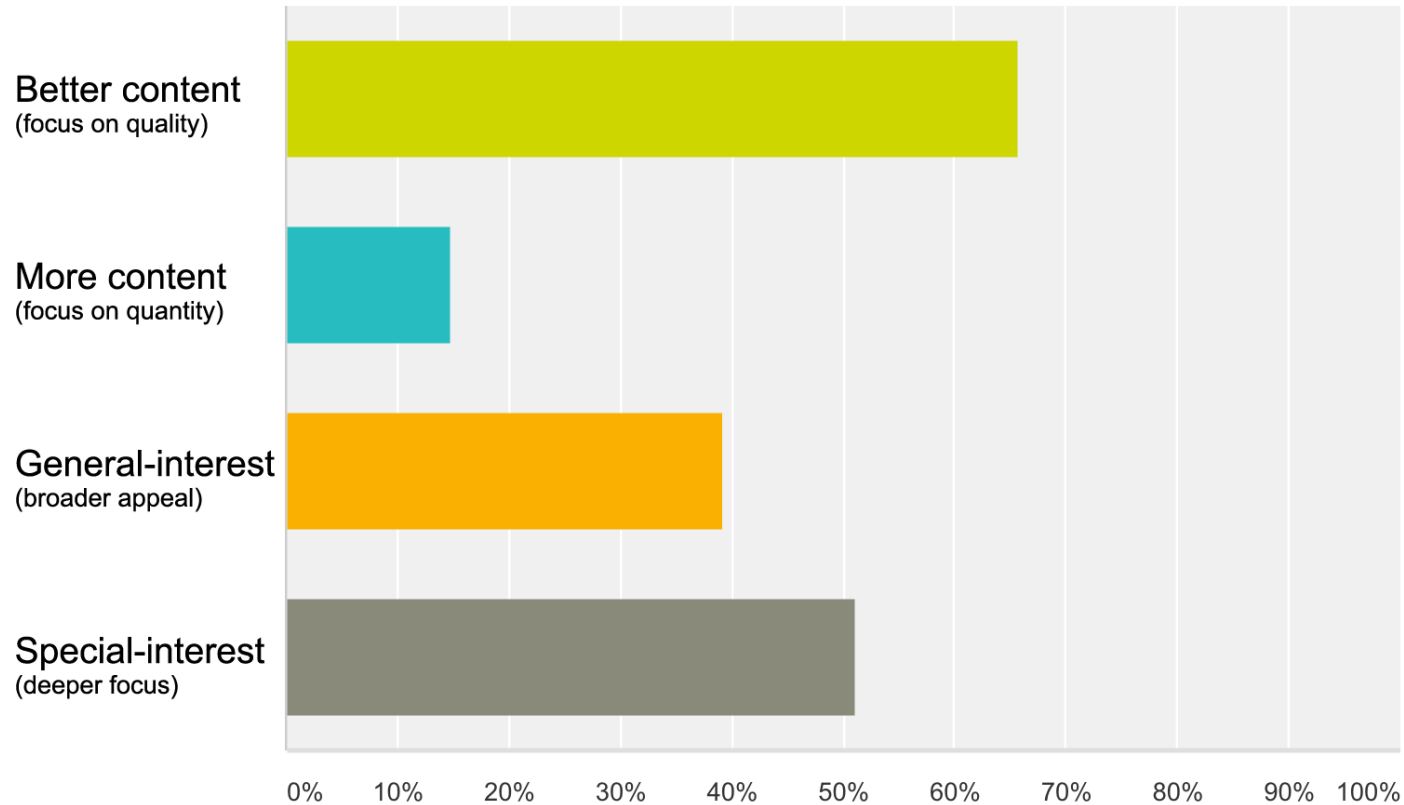
- **More diverse**
- **More community**
- **Better content**
- **Less fluff**
- **More languages**
- **More global**
- **More technology**
- **More about Wikipedia**

FEATURES

- **Better UI**
- **Better discovery**
- **More visibility**
- **More categories**
- **Separate blogs**
- **Links from other sites**
- **Notifications**
- etc.

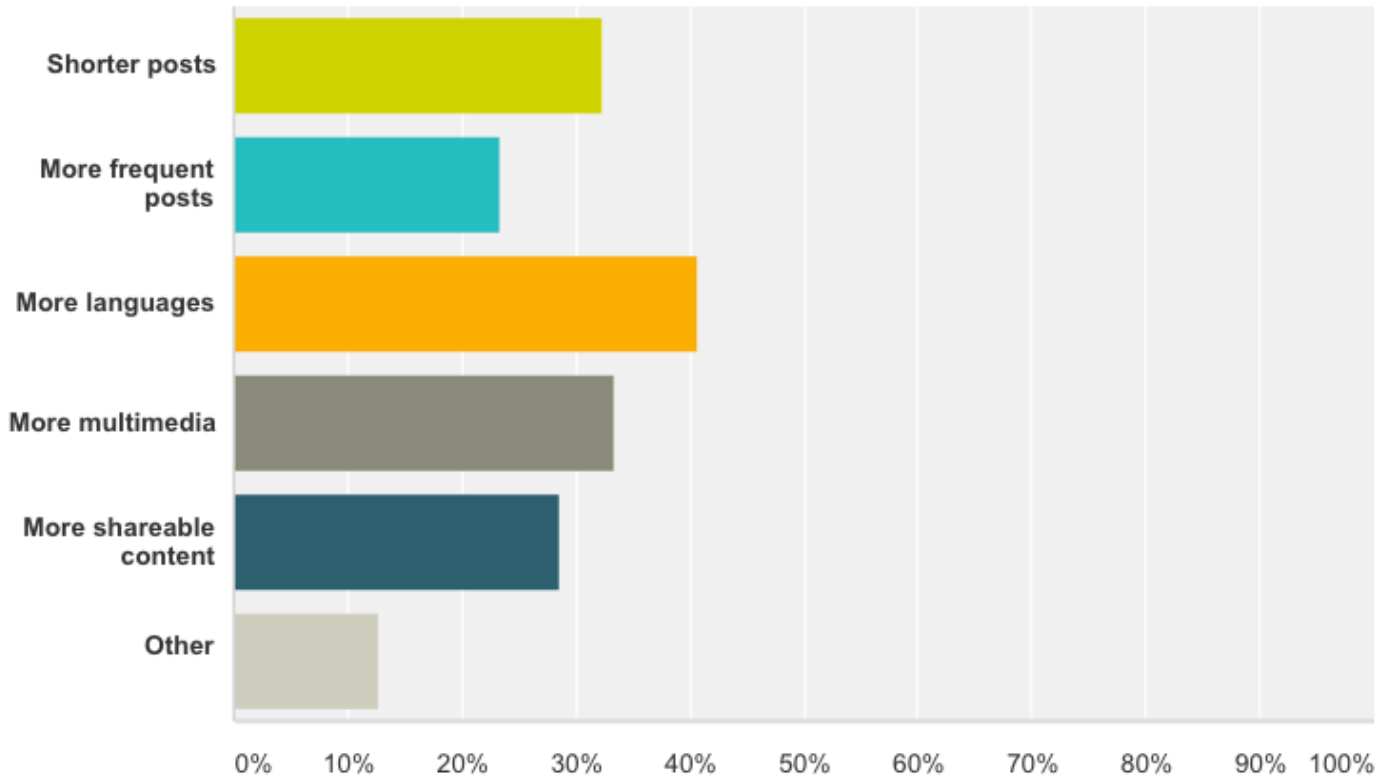
These are the most popular requests by surveyed users, from their own comments.

What would you like to see more?



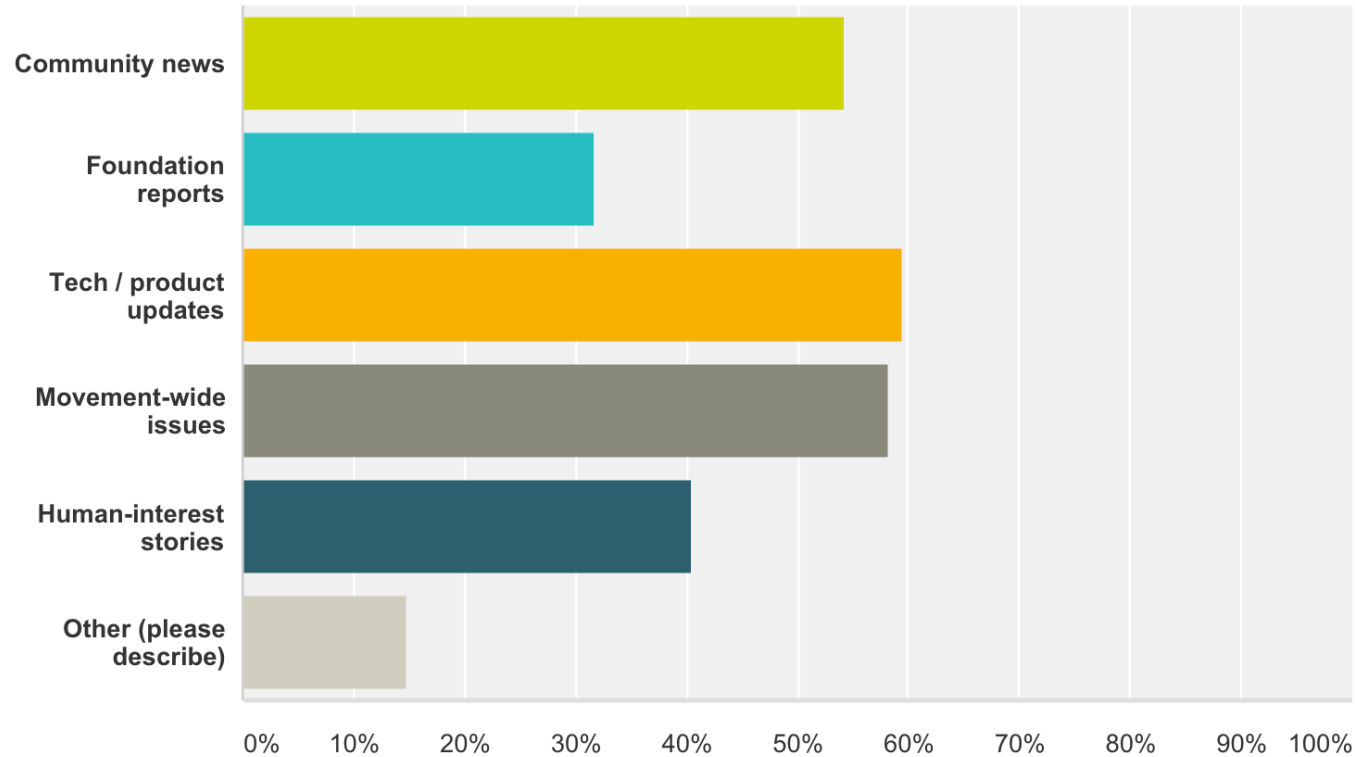
Two thirds want **better content**, half want **special interest stories**.

How would you like it presented?



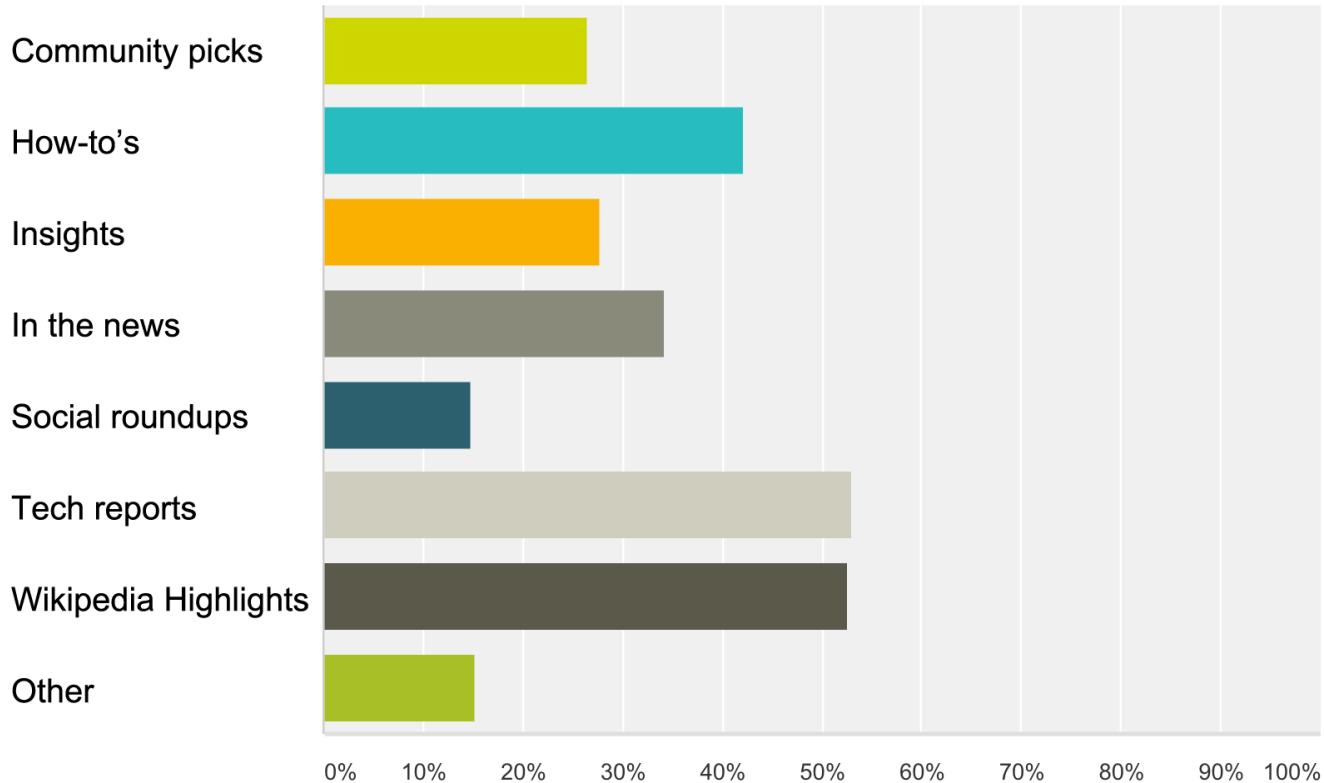
About a third want **more languages, more multimedia and shorter posts.**

Which topics would you like?



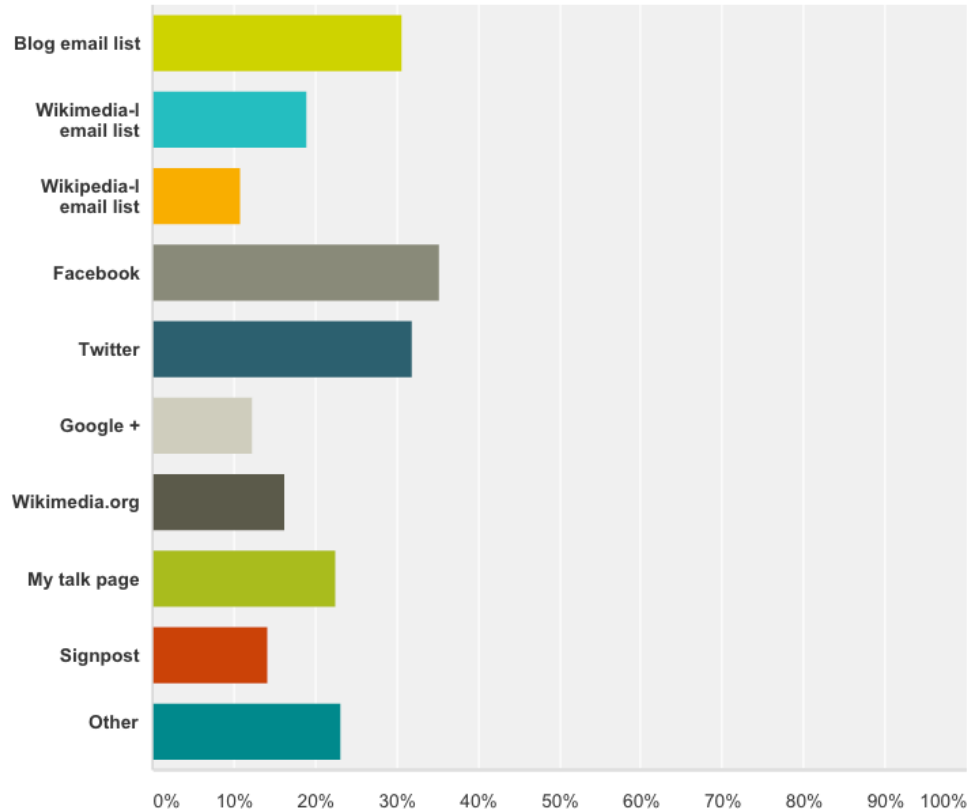
Two thirds want more **tech, movement and community news**.

Which new ideas interest you most?



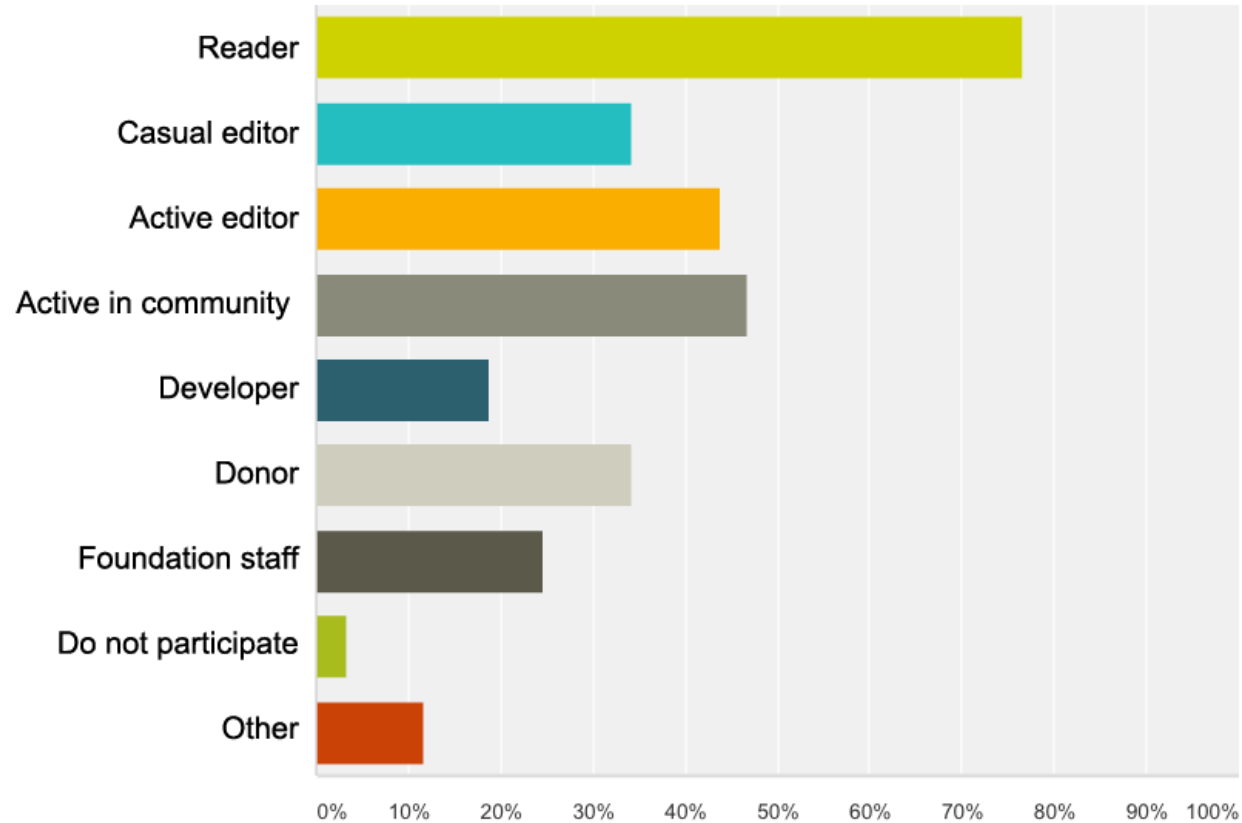
About half want more **tech reports and Wikipedia highlights**. A third want **how-to's + news**.

How would you like to be notified?



Nearly half want to be notified: top choices are **Facebook** or **Twitter** -- or a **blog email list**.

How do you participate in Wikimedia?



Nearly half are **active editors** and **community members**. A third are **casual editors** or **donors**.

2015 Goals

Goals

We recommend these improvements for the blog in 2015, based on our research.

- **Better content**

Quality, popularity, new ideas

- **Better experience**

Discovery, visibility, presentation

- **New tools**

Editing, translations, subscriptions

Recommended action items are based on survey key findings.

Recommendations - Content

- **Focus on quality**
More depth and relevance
- **Cover popular themes**
Community, Wikipedia, technology
- **Try new content ideas**
Wikipedia Picks, In the news, Multimedia

Recommended action items are based on survey key findings.

New ideas

Here are the content ideas we are now developing and testing.



**Wikipedia
Picks**



In the news



**Multimedia
Spotlight**

Wikipedia Picks

- **Interesting Wikimedia content**
- For: **readers** and **contributors**
- To: **surface our content, introduce editors**
- Channels: **blog** and **social media**
- Two approaches: **weekly roundups** and **special reports**
 - Example #1: Wikipedia Picks: Disaster, trial by battle, and more
 - Example #2: Meet a Wikipedia editor: my experience in Yugoslavia's wars



Wikipedia Picks: disaster, trial by battle, and more

BY [GARY GREENBAUM](#) ON JUNE 26TH, 2015

This week's guest host is Gary Greenbaum ([Wehwalt](#)), who has written or collaborated on 127 [featured articles](#) on the English Wikipedia—more than anyone else on the site. Over the past ten years, he has made nearly 100,000 edits. He has written about everything from politics (American, British, Canadian, and Australian), architecture, numismatics, law, musicals, royalty, sports, and a train crash.

Lost at sea



The SS Arctic was an early Titanic-like disaster. [Painting](#) by James E. Buttersworth, Public domain.

I was quite interested in the [Girl Pat](#) article about a 1935 trawler, successfully brought to “[Featured Article Candidate](#)” (FAC) status by my colleague [Brianboulton](#).

In the news

- Reports on **top news stories**, showing how they are covered on Wikipedia
- For: **readers** and **contributors**
- To: **surface our content, inform readers**
- Channels: **blog** and **social media**
- Two approaches: **weekly roundups** and **special reports**
 - Example #1: Space, disease and a natural disaster (news roundup)
 - Example #2: How Wikipedia covered Caitlyn Jenner (single story)

Space, disease and a natural disaster: this week in news on Wikipedia

BY JOE SUTHERLAND ON JUNE 16TH, 2015

2 COMMENTS



Here are some of the global news stories covered on Wikipedia this week:

- [The European Space Agency's *Philae* lander awakens from its comet.](#)
- [An outbreak of MERS in South Korea results in over 150 cases and 19 deaths.](#)
- [Flooding in the Georgian capital Tbilisi kills 15, and releases zoo animals.](#)
- [China's former security chief, Zhou Yongkang, is sentenced to life in prison.](#)

Photo credits: Korea photo by South Korean Presidency, public domain; Georgia photo by Zviad Avaliani, CC-BY-SA 4.0; Omar_al-Bashir photo by Jesse B. Awalt, public domain; Philae photo by the Deutsches Zentrum für Luft und Raumfahrt, CC-BY 3.0; Zhou Yongkang photo by Barry Bahler, public domain.

[View Full Story](#)

Multimedia Spotlight



- **Images, videos or sounds**
- **Attention-grabbing, fast, educational and entertaining**
- For: **readers and contributors; our followers**
- To: **grow & engage audiences, build our brand**
- Channels: **primarily on social, blog roundups**
- Two approaches: **daily social posts** and **special roundups**

Example #1: NASA Earth Animation

Example #2: Roundup: World Music Day

World Music Day: What are you listening to?

BY [ANDREW SHERMAN](#) ON JUNE 21ST, 2015

0 COMMENTS






Concerts, like this one featuring [Indrajit Banerjee](#), will take place all over the world today. [Photo](#) by [Dalbera](#), freely licensed under [CC BY-SA 2.0](#).

Today, June 21, 2015, is World Music Day! Also known as [Fête de la Musique](#), World Music Day is celebrated on the northern hemisphere's [summer solstice](#). Thousands of events are scheduled to take place all around the world, including [in the United States](#), [in the United Kingdom](#), [in France](#) and [in India](#).

[View Full Story](#)

New ideas by channel

New ideas	Blog	Social	Other
 <p>Wikipedia Picks</p>	<ul style="list-style-type: none"> • Weekly roundup • Special reports 	<ul style="list-style-type: none"> • Daily post • Weekly blog link 	<ul style="list-style-type: none"> • Press coverage • WP Signpost • Syndication
<p>in the news</p> 	<ul style="list-style-type: none"> • Weekly roundup • Special reports 	<ul style="list-style-type: none"> • Daily post • Weekly blog link 	<ul style="list-style-type: none"> • Press coverage • Syndication
 <p>Multimedia Spotlight</p>	<ul style="list-style-type: none"> • Special roundups or galleries 	<ul style="list-style-type: none"> • Daily post • Blog link, as needed 	<ul style="list-style-type: none"> • Press coverage • Syndication

Recommendations - Experience

- **Better discovery**

Find content you're interested in

- **More visibility**

Easier to follow and share on popular sites

- **Better presentation**

Improved layout for both mobile and desktop

Recommended action items are based on survey key findings.

Better discovery

Here are different ways we could support this request:

- **Clear navigation bar** - more prominent category labels
- **More categories** - special page listing all our categories ('More')
- **Related posts** - sidebar listing of posts in same theme on story pages
- **Recent posts** - sidebar listing of posts by theme on the home page
- **Better search** - improve search by topic, date, location, author, etc.

See annotated screenshots of current home and story pages in next slides.

[Community](#)[Wikipedia](#)[Technology](#)[Foundation](#)[Follow us on Twitter](#)

"rhb ge 4-4 ii wiesener viadukt" by Kabelleger, under CC-BY-SA-3.0

Wiki Loves Monuments 2014 has begun!

Calling all photographers! It's that time of year again: Wiki Loves Monuments 2014 has begun! On Monday, September 1, for the fifth consecutive year, participants from around the world began competing in the world's largest photography competition, which will last until the end of September. Like before, photos captured will be uploaded to Wikimedia Commons, which will be celebrating its 10th anniversary this coming Sunday, September 7.

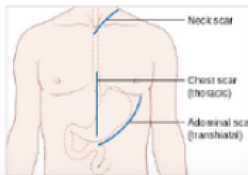
Community

September 11, 2014

Get our email updates

Daily update Weekly update

[Subscribe](#)



New images released are quickly put to use

I've had two recent uploads of images released by organizations where I am Wikimedian in Residence. Neither of them are huge in quantity compared to some uploads, but I'm really pleased that an unusually large percentage of them are

[Community](#)[Wikipedia](#)[Technology](#)[Foundation](#)

Annual Wikimania conference comes to Mexico City

BY JULIET BARBARA, SAMANTHA LIEN AND JOE SUTHERLAND ON JUNE 22ND, 2015 0 COMMENTS

This post is available in 2 languages: [English](#) [Español](#)



The annual Wikimania conference will be coming to Mexico City on July 15-19, gathering

Photo by Ralf Roletschek, licensed under CC BY-SA 3.0.

Get our email updates

Daily update Weekly update

[Subscribe](#)

Meet our community



How to join a
Wikipedia meetup
near you



Preserving Wikipedia
citations for the future:
Geoffrey Bilder

Related posts

Securing access to Wikimedia sites with
HTTPS

The Wikimedia Foundation is happy to announce
that we are implementing HTTPS to encrypt all...

link to 'More categories'

TECHNOLOGY MOVEMENT EVENTS FOUNDATION **MORE**



Navigation Bar is hard to see.

Showcase main themes:

COMMUNITY
FOUNDATION
MOVEMENT
TECH
MORE



Meet some of the women who contribute to Wikipedia

To celebrate International Women's Day, here are some inspiring stories of a few of the women who contribute to Wikipedia and Wikimedia projects.

Many thanks to these women for their many contributions to the Wikimedia movement! (...)

[READ MORE](#)

list recent posts by theme



The #100wikidays challenge

BY [YOONA HA](#) AND [VICTOR GRIGAS](#) ON MAY 6TH, 1 COMMENT 2015

You are invited to join the #100wikidays challenge, which encourages participants to create a new Wikipedia article every day for 100 days. This community program is inspired by the popular

RECENT POSTS

[COMMUNITY](#)

Massive edit-a-thon in Mexico

Meet some of the women who contribute to Wikipedia

BY [ANDREW SHERMAN](#), [VICTOR GRIGAS](#) AND [FABRICE FLORIN](#) ON MARCH 6TH, 2015 3 COMMENTS

To celebrate [International Women's Day](#), we want to share some of the inspiring stories of women who contribute to Wikipedia and the Wikimedia projects.

We shared their stories on the Wikimedia Blog in recent years. We are pleased to introduce them here again. Many of these are video interviews which you can watch right here on this page.

Zinaida Good



Work with the Wikimedia Foundation



Search & Discovery team is looking for a relevance engineer who wants the challenge of refining the knowledge engine [Apply and join us.](#)



RELATED POSTS

MOVEMENT

Women and gender diversity on Wikimedia

15 Women who made a difference

Civility and Gamergate

A Culture of Kindness

Sidebar list of related posts in the same theme as this one.

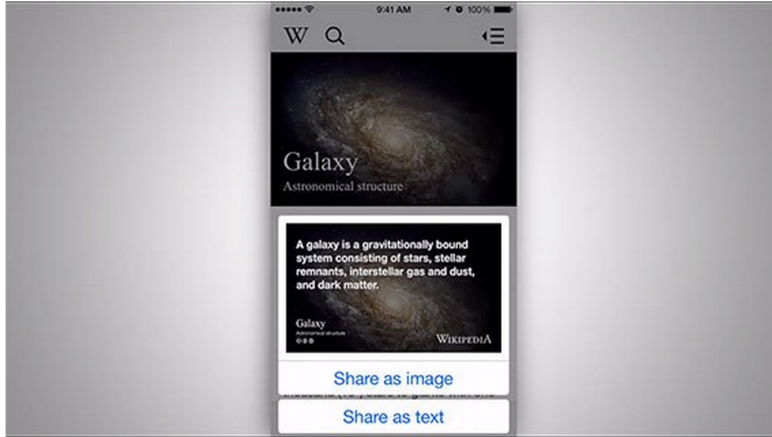
Show most recent posts first in that category

More visibility

Here are different ways we could support this request:

- **Follow us** - more prominent buttons to our Facebook, Twitter, RSS feeds
- **Email** - subscribe to daily or weekly updates (see next section)
- **Share** - more prominent share buttons at top of each story page
- **Social links** - add links to blog in our Facebook, Twitter pages, RSS feeds
- **Wiki links** - add links to blog in Wikipedia and Wikimedia sites
- **Syndication** - distribute our content on other blogs or sites

See annotated screenshots of current home and story pages in next slides.

[READ MORE](#)

You can also watch it on [YOUTUBE](#) or [VIMEO](#). VIDEO by VICTOR GRIGAS, freely licensed under CC-BY-SA-3.0.



The #100wikidays challenge

BY [YOONA HA](#) AND [VICTOR GRIGAS](#) ON MAY 6TH, 1 COMMENT 2015

You are invited to join the #100wikidays challenge, which encourages participants to create a new Wikipedia article every day for 100 days. This community program is inspired by the popular #100happydays initiative, and was started by a

FOLLOW US

More prominent 'Follow' buttons, with label

New features on Wikipedia iOS app help readers access, explore, and share knowledge

The updated Wikipedia iOS app lets you easily share facts with friends from your iPhone or iPad.

Other new features include large images at the top of every article, improved search, and suggestions for further discovery.

Download it today -- and let us know what you think!

[READ MORE](#)

Work with the Wikimedia Foundation



We're looking for an Automation Engineer to help improve our Ruby-based test infrastructure and developer tools. [Apply and join us.](#)



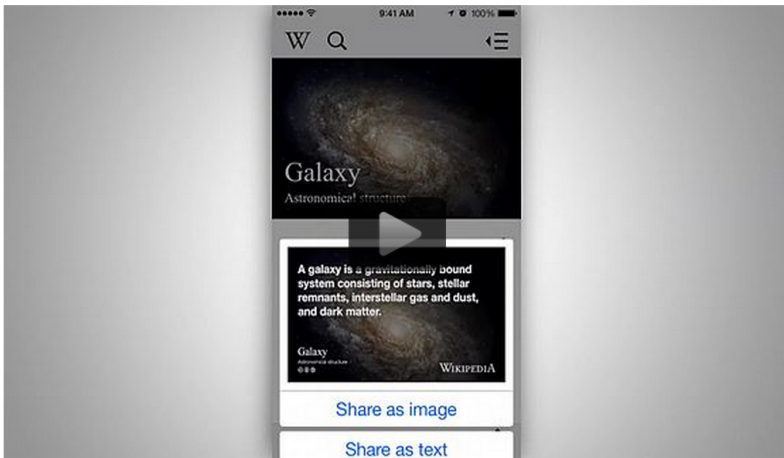
New features on Wikipedia iOS app help readers access, explore, and share knowledge

BY [DAN GARRY](#) ON APRIL 15TH, 2015

7 COMMENTS

This post is available in 2 languages: [English](#) [Español](#)

More prominent 'Share' buttons at top of post



The updated Wikipedia app offers many new features for iOS devices. For example, you can share a fact from Wikipedia with friends on social networks, as shown here. [Watch this video](#) for a quick preview. You can also watch it on [YouTube](#) or [Vimeo](#). Video by Victor Grigas, freely licensed under [CC-BY-SA-3.0](#).

Wikimedia Foundation

Discovery team is looking for a science engineer who wants to lead a range of refining the search engine. [Apply and join us.](#)

Wikimedia Foundation files suit against NSA to challenge upstream mass surveillance

BY [MICHELLE PAULSON](#) AND [GEOFF BRIGHAM](#) ON MARCH 10TH, 2015 28 COMMENTS

Today, the Wikimedia Foundation is filing suit against the National Security Agency (NSA) and the ...

Share a fact with friends on the Wikipedia Android app

BY [DAN GARRY](#) ON APRIL 2ND, 2015 12 COMMENTS
Enhanced sharing for the Wikipedia app on Android. Highlight an interesting fact from an article ...

A Wikimedian asks European Parliament members for copyright reform

BY [FEDERICO LEVA](#) ON APRIL 24TH, 2015 10 COMMENTS
European copyright laws are very complex, making it hard to share free knowledge. To address ...

Raspberry Pi in Masekelo: Bringing Wikipedia to a school without electricity

Better presentation

Here are some of the ways we could support this request:

- **Improved desktop layout** - as proposed in first mockup (next slide)
- **Improved mobile layout** - fix oversize images, overlapping text
- **Typography update** - consistent with Wikipedia (light Georgia font)
- **Captions & arrows** - move outside of the image to avoid overlaps
- **Body text** - increase line-height for legibility
etc.

See annotated screenshots of current home and story pages in next slides.



"rhh ge 4-4 ii wiesener viadukt" by Kabelleger, under CC-BY-SA-3.0

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Community
September 11, 2014

Same typography as Wikipedia (Georgia light).

Increase line height for legibility

More explicit, tag-like theme buttons in navbar

Move arrows outside image

Move caption below image

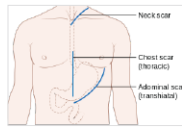


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Community
September 11, 2014



GLAM
September 11, 2014

New images released are quickly put to use

I've had two recent uploads of images released by organizations where I am Wikimediam in Residence. Neither of them are huge in quantity compared to some uploads, but I'm really pleased that an unusually large percentage of them are already used in articles.



WikiProject
September 11, 2014

WikiProject Report: Bats, gloves and baseballs

Last month, the Wikipedia Signpost, the English Wikipedia's community-written newsletter, talked with three members of WikiProject Baseball: users Go Phightins!, Wizardman and isacl. A WikiProject is a team of contributors who aim to improve Wikipedia articles on a specific topic. [...]

Move story details below image



Experiment with sidebar layouts, keep them simple



Most Comments

Making a change to our Terms of Use: Requirements for disclosure

We're fortunate that millions of people all over the world support the work of ...

174 comments

Wikimedia sites get a new look on tablets

Today we're excited to announce the relaunch of the Wikimedia blog, with a new ...

197 comments

Wikimedia Foundation Now Accepts Bitcoin

Imagine a world in which every single human being can freely share in the sum ...

56 comments

Recommendations - Tools

- **More awareness**

Subscribe to email updates, wiki updates

- **More diversity**

Tools for community authors /editors

- **More languages**

Tools for adding translations

Recommended action items are based on survey key findings.

More awareness

Different tools can help make readers more aware of our blog content:

- **Email updates** - get emails when new stories are posted
 - **Subscribe panel** - sidebar widget lets you sign up easily
 - **Daily / weekly updates** - pick the option that works best for you
 - **Update your preferences** - you can change them anytime
- **Wiki updates** - promote and distribute stories on Wikipedia + others
 - **Wiki newsletter** - sign up for a weekly update on your talk page
 - **Wiki links** - add links to the blog in sidebars and community portals
 - **Wiki widget** - embed blog stories and lists on wiki pages

We started with email updates, now hope to focus on wiki updates.



Wikipedia Picks: disaster, trial by battle and more

By Gary Greenbaum



Painting by James E. Buttersworth, Public domain.

English Wikipedia editor Gary Greenbaum discusses five fascinating articles that he and others have authored on the site — including a maritime disaster, a pioneer, and a horse trainer-turned-publisher.

[View it on the blog](#)

More diversity

Here are ideas for new tools that could support this request:

- **Suggest a post** - simple form for community authors to submit drafts
- **Community editor tools** - limited tools to edit and publish drafts
- **Suggest an edit** - simple tool to propose changes editors can approve
- **Account management** - special access for authors / editors

Exygy has developed a "suggest/clone/merge" plugin that could be used for that purpose.

More languages

Here are ideas for new tools that could support this request:

- **Add a translation** - simple tool for volunteers to submit translations
- **Review tools** - limited tools to review, edit and publish translations
- **Translate.net** - tie-in with Wikimedia's current translator site
- **Account management** - special access for translators

Exygy has developed a "suggest/clone/merge" plugin that could be used for that purpose.

Next steps

Next steps

Here is our timeline for this blog development plan (May-June 2015):

- prioritize **goals**
- estimate **resources**
- finalize **development plan**
- design **mockups / prototypes**
- write **requirements / specifications**
- **develop features**, based on feedback
- test and release **new features**

First features

Here are the first features in development, for release in June-July 2015:

- **improved layout**
- **email subscriptions**
- **updated top navbar**
- **updated sidebar**
- **new social buttons**

Questions

Here are some open questions to discuss.

- **Wikis** - how can we integrate the blog with Wikipedia and other projects?
- **Tools** - what tools are needed to engage our community as authors?
- **Languages** - how do we make it easy to translate in more languages?
- **Mobile** - how do we provide a better experience for mobile?
- **Email** - how do we provide a better experience via email?

Links

Here are links to related documents about our blog development.

- [Survey Report](#)
- [Wikimedia Blog](#)