

Communications department FY21/22 Q2



WIKIMEDIA
FOUNDATION

MTP Priority slides



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Brand Awareness



Overview

Brand Awareness is important to our strategic direction because we intend to grow around the world, and you cannot join a movement you do not understand. Our objective is to clarify and strengthen the global perception of Wikimedia and our free knowledge mission.

Progress and Challenges

This quarter we:

- Co-created and completed a Brand Awareness campaign in South Africa.
- Collaborated with the Policy team on a strategic campaign to influence a critical vote in the EU on the Digital Services Act.
- Established new brand health benchmarks for Wikipedia and Wikimedia across 12 countries
- Drafted new Brand Guidelines to support the Wikimedia Foundation and Movement volunteers in quickly creating new, on-brand materials



OKRs

Brand Awareness	
Celebrate Wikipedia's 20th Birthday	

Actions

- India awareness campaign is in planning stages and will launch in Q3
- Media campaign on UCoC Enforcement is upcoming
- Over the rest of the current FY we will explore scaling our translations work to support all foundation announcements from next FY (currently it is just major announcements).
- Planning for Wikimania 2022 is underway.
- Recommendations from the movement communications insight research continue to be implemented.
- DEI audit of social followers is on track for delivery.

Brand Awareness



MTP Outcomes

Clarify and strengthen brand architecture

Protect brand affinity with existing audiences for a sustainable future where brand awareness is **70% and above**.

Increase brand awareness in markets where brand awareness is **below 70%**.

MTP Metrics

Assess and establish Wikimedia brand health levels

Baseline: In Progress

Increase global brand awareness of Movement and projects

Baseline: [Above]

Increase participation in our Movement by reaching our global volunteers authentically

Baseline: No plan or pathway to engage

Y2 Goal

By Q2, establish Wikimedia movement brand and mission awareness definitions, and baseline levels among global internet users

By Q4, increase understanding of Wikimedia by 5% in at least 3 emerging markets

By Q4, strengthen the brand through adoption of new brand guidelines, event and contest engagement, and improvement of messaging, translations and distribution channels.

Q1 Status

On track: Brand Health strategy developed

On track: South Africa brand awareness campaign launched

On track: Wikimania '21 complete, translations in 7 languages on website

Q2 Status

Complete
Brand Health benchmarks established

On track: South Africa brand campaign completed.

On track: Diff the movement blog-364,980 pageviews¹.
Complete
Brand guidelines updated²

Q3 Status

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Q4 Status

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1) Over calendar year 2021.
2) Trainings to begin in Q3



OKR slides



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Brand Awareness



Objective:

Strengthen the worldwide narrative of Wikipedia; And increase brand awareness of our projects and our social good mission in new markets so people join our movement.

We've laid out details on each of our KRs on the following slides.

Target quarter for completion: Q4 FY21-22



Department:

Brand Awareness



Key Result:

By Q2, establish Wikimedia movement brand and mission awareness definitions, and baseline levels among global internet users

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- Completed surveys in 12 countries (US, Germany, India, Indonesia, Nigeria, Mexico, South Africa, Brazil, Philippines, South Korea, Russia) with 11,000 respondents
 - Established Movement brand and mission awareness baseline levels from these 12 indicator countries
 - Determined marketing, communications, and overall movement awareness context for Annual Planning and future project prioritization

Target quarter for completion: Q2 FY21-22



Brand Awareness



Key Result:

By Q4, increase understanding of Wikimedia by 5% in at least 3 emerging markets.

- Launched a paid media campaign in South Africa between October and November 2021 with the objective of increasing the understanding that Wikipedia is a champion for all knowledge not just a website. Results: 1 Million total video views; 22k clicks to our microsite; 12 broadcast media interviews, 25 media hits with a total reach of 2,337,954, and the primary audiences being youth, women, and men from the age of 18 to 45.
- Our media and PR efforts around the Digital Services Act (DSA) helped drive a successful December 13th vote in the Internal Market Committee of the EU Parliament, resulting in amendments that addressed all of our major concerns with the DSA. Campaign efforts led to: 3 key media stories about the DSA (including [an op-ed](#) in TechCrunch); 3 new influential reporter relationships; over 197k reached on social media; more than 20 affiliates shared our posts on social media; more than 2,700 views on our news post; four EU affiliates engaged to coordinate campaign efforts.
- Announced official launch of Wikimedia Enterprise in October 2021. Six articles were published in tech news portals, reaching 8.23 million unique monthly visitors, in line with our strategy to push this in business press.

Target quarter for completion: Q4 FY21-22



Brand Awareness



Key Result:

By Q4, strengthen our brand through adoption of new brand guidelines, event and contest engagement, and improvement of translations and distribution channels.

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- Launched the Foundation's first-ever Messaging Guide as a resource for staff and the Board to use to promote better understanding of the Foundation with external audiences by using consistent language and speaking in one voice.
 - Initiated and completed technical improvements to Governance Wiki; [Governance Wiki](#) is now more usable by wider Wikimedia movement - talk and user pages can now be edited with a registered SUL account from any other wiki. Also, volunteers with a registered SUL account can now engage in translating content on Governance Wiki beyond English.
 - Over the calendar year 2021, [Diff](#) - the movement blog saw 342 blog posts by 167 authors. We also gained 450 email subscribers.
 - Posts on Diff received 364,980 page views from 236,053 visitors over the calendar year. With the exception of North Korea, Western Sahara, and Svalbard (a Norwegian archipelago between mainland Norway and the North Pole) this traffic included someone, at least one person, from every country.
 - We worked closely with Community Affairs Committee (CAC) of the Board to host a "[Conversation with Trustees](#)" live Q&A session with the movement. We intend to continue working with the CAC on more such events and engagements.

Target quarter for completion: Q4 FY21-22



Appendix



WIKIMEDIA
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Acronyms

CAC: Community Affairs Committee

DEI: Diversity Equity & Inclusion

DSA: Digital Services Act

EU: European Union

FY: Fiscal Year

KR: Key Result

UCoC: Universal Code of Conduct

