Us:

- I edited Uncyclopedia, she taught me about Wikipedia.
  - In 2005!
- Board members of Wikimedia Argentina.
  - Since 2007!
  - (she's a founding member!)
- Married!
  - Since 2014!
- Wikidata enthusiasts!
- Promoters of Wikidata related events in our local community
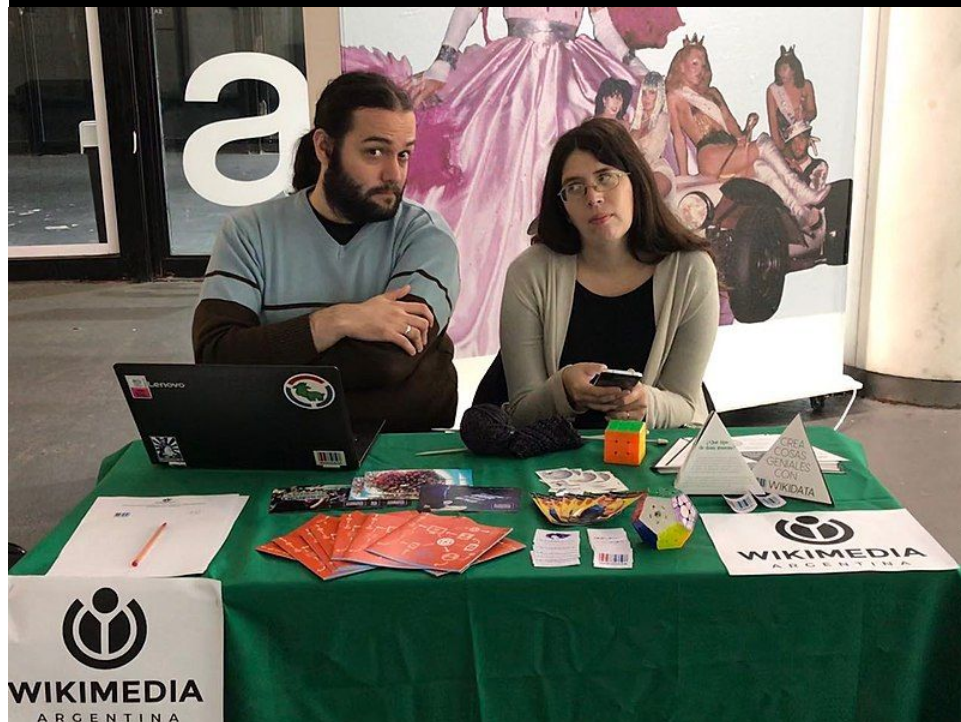
"WMAR_en_FLISoL_CABA" by Constanza Verón (WMAR). CC-BY-SA 4.0 (Link)

We are from Argentina

- Lots of territory
  - Not all editors are in the same city! Sometimes 800+ Km. appart
- "Open data" is not very open, nor very data-ish
  - Many GLAM orgs and public institutions don't use databases. Good old spreadsheets (or in paper, even)
- Wikidata and the other projects are not well known.
- "Developing country"
  - Tomorrow is the presidential election...wish us luck

How can we approach people about Wikidata?

Start with "Hello!"

- With "Editors" (people that use Wikipedia):
  - Editors might not know how to use Wikidata…or why.
  - Integrate Wikidata on edit-a-thons, Wiki Loves Monuments, etc.
  - No "formal" event in sight? propose one!
- With non-users (people that only read Wikipedia):
  - Try to find people that works with knowledge databases (librarians, teachers…)
  - Many people can find Wikidata useful: Lots of new ways to access data (SPARQL…)
  - Scrape the data, scrape **the world**.

Our local community

- Someone has the data, and somebody has to upload it.
- Main focus:
  - Toolforge? what is that?
    - Many (old timers too!) users don't know about Toolforge and many of its tools
    - Teach each other about tools. Mix n' Match, OpenRefine, OSM…
    - Sometimes, the party splits in two: newcomers and advanced users
      - We try to teach at least something to everyone
        - Sometimes not even Wikidata related!
- Pro Tips: **Monthly** (i.e. frequent) meetups.

"Espacio de edición Wikidata mayo.jpg" by Constanza Verón (WMAR).
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How about institutions?
GLAM and beyond

Not just GLAM, Death Metal too (and Black Metal, and Power Metal, and Trash ...

Sometimes the data comes in **mysterious ways**

What we did

- Get in touch with sports teams / sports regulation institutions to get databases to liberate.
- Approach NGO's tracking politicians informations to integrate their info to Wikidata.
  - Open Data in Goverment is kinda new.
- Talk to other communities that share similar goals (i.e. Open Street Map groups)

What are we hoping to do next

- More technical events.
  - Approach programmers, devops.
  - Tech Storms.
- More Wikidata in large events.
- Integrate more Open Data in our local chapters key topics (Human Rights, Education, Diversity)
- Work with the Government to integrate their data to Wikidata (maybe teach them to use Wikibase?)

So how can I start?

So how can WE start?

Building a community

- Approach users from other projects.
- Go to your local open source community and show them the Works.
- Local Chapters and local groups are your friends.
- Just like starting a glee club, but with databases!

In person is better than online

"Espacio de edición Wikidata 2019 01" by Constanza Verón (WMAR). CC-BY-SA 4.0 (Link)

What about Founding?

- Ask for help on your local chapter o group.
  - Funds or helping hands in organization / reaching for institutions
- Grants from WMF
- Many users really don't know that they can ask for help. Reach out.
- Slow and steady. Small events teach you a lot about how to interact with people, and you gain experience for more bigger events.
  - Just like starting a garage band, but with databases!

So why don't we start?

The secret of a long marriage is separate bathrooms. And open data.

Thank you!