

# How to Design a Successful Virtual Edit-a-thon

... a Lightning Talk

... using the example of an event which ran for 31 days, attracted 71 participants, generated ~839 articles, and cost \$0


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This is not a  
virtual  
editathon



# DESIGN STRATEGY - KEY POINTS

- 
1. Determine objective(s)
  2. Define scope
  3. Sort out the \$
  4. Organize people
  5. Affiliate with a partner?
  6. Optimize timing
  7. Pre-event deliverables
  8. Choose tools
  9. Project management
  10. Post-mortem evaluation

1. Branding
2. Theme
3. Meetup page
4. Redlists
5. Comm Plan



# OBJECTIVE & SCOPE

## Determine Objectives(s):

- Support for a ground event?
- One time or multi-event?

## Define Scope:

- How broad?
- How narrow?
- Problems with setting boundaries? What do you do?


# MONEY




- What will it cost to run this event?
- Where will you get the money?
- Grant?
- Contest? Amazon gift vouchers?

- Be creative!
- It can be done for \$0!

# PEOPLE

- 
- Identify Event Facilitator(s)
  - Engage with your editor base
    - Recruit Event Coordinators
    - MassMessage to your initial Participants' List
    - Hand deliver invitations to later editors
    - Non-invited Participants will also want to participate
  - Differentiate between Contributor and Participant
  - Negative Nellies

# PARTNER?

- 
- If applicable to the objective or scope, align with a partner org
  - Allot enough time (weeks/months) in advance of the event to develop a plan which you can both agree to
  - Identify best communication channel with the org's liaison
  - Identify liaison, project timelines, and deliverables

# TIMING

## When:


The timing has to work for the facilitator + the partner organization (if applicable) + your volunteer editor base

## Duration:

3 days? 2 weeks? 1 month? 9 months?



# PRE-EVENT DELIVERABLE #1: BRANDING & THEME

- 
- Brand awareness
  - Logo(s)
  - Look/feel
  - Colors
  - Images

# PRE-EVENT DELIVERABLE #2: MEETUP PAGE

- Hashtag
- Authority control
- Stub options

- Event template
- Wikiprojects

## Infobox:

- Dates
- Host, Facilitator, Sponsor
- Hashtag
- Social media
- Concierge Button

- Header
- Participants' List
- Redlist(s) & redlinked images
- Outcomes
  - New articles
  - Improved articles
  - New images
- Newbie How-To
- Add these to articles
- Add these to article talkpages
- Press
- External links
- Navbox
- Categories

# PRE-EVENT DELIVERABLE #3: REDLISTS

- **Definition:** a redlist is a list with redlinks\*
- **Objectives:**
  - Identify redlinks in a sortable list
  - Turn redlinks into bluelinks
- **Development:**
  - Curated by an expert
  - Crowd-sourced
  - Meta-data-generated
- **Intertranswiki:** Some redlinks have an article in other language Wikipedia; others don't

\***Note:** not all redlinks meet Notability policy.

# PRE-EVENT DELIVERABLE #4: COMMUNICATIONS PLAN

## Templates:

- Invitation
- Thank You
- Specialized Barnstar
- Talkpage Event Banner

## Social Media:

- Twitter
- Facebook
- Pinterest



Don't  
forget:

- Project talkpage
- Chapter email list
- Hashtag
- The press

This is a Twitter banner for  
Women in Red's virtual  
editathon in March 2016

area  
Dame Elizabeth Violet Maconchy Le F...  
DBE (19 March 1907...  
an En...  
Early development and artistic training



The animal painter **Rosa Bonheur** was born on 16 March 1822 in Bordeaux, the child in a family of artists.<sup>[4]</sup> Her mother was Sophie Bonheur (née Marquis), a pianist and teacher; she died when Rosa Bonheur was eleven. Her father was **Oscar-Raymond Bonheur**, a landscape and portrait painter. The Bonheur family adhered to Saint-Simonianism, a Christian-socialist sect that promoted the education of women and men. Bonheur's siblings included the animal painters **Auguste Bonheur** and **Jules Bonheur** and the animal sculptor **Isidore Jules Bonheur**. Francis Galton used the term "Hereditary Genius" in his 1869 essay of the same name.

@wikipwomeninred



## TOOLS

- Lots of choices
- What works for you?
- Try something new; if you don't like it, switch.



## PROJECT MANAGEMENT

- Learn the basics
- Rely on others
- Anticipate that you'll need to make changes along the way

# POST-MORTEM

- Article clean-up:
  - Add stub tags, Authority Control, etc. to article
  - Add Event Talkpage Banner, and project banners to talkpages
  - Rescue what can be rescued from AfD
- Conduct a lessons-learned with the coordinators and/or sponsor
- Survey the participants and the contributors
- Debrief on the talkpage - seek feedback - don't steer the conversation.
- Develop and/or append a "Tasks" list for your next event

# NOTES

## Image credits:

- [https://commons.wikimedia.org/wiki/File:Editatón Mujeres en el arte y la cultura de Uruguay 3.JPG](https://commons.wikimedia.org/wiki/File:Editatón_Mujeres_en_el_arte_y_la_cultura_de_Uruguay_3.JPG) (slide 2)
- [https://commons.wikimedia.org/wiki/File:Pencil Tip Macro.jpg](https://commons.wikimedia.org/wiki/File:Pencil_Tip_Macro.jpg) (slides 3-15)
- <https://commons.wikimedia.org/wiki/File:Socialmedia-pm.png> (slide 12)
- [https://commons.wikimedia.org/wiki/File:Rosabonheur 16 March.png](https://commons.wikimedia.org/wiki/File:Rosabonheur_16_March.png) (slide 13)
- [https://commons.wikimedia.org/wiki/File:Women in Red logo.svg](https://commons.wikimedia.org/wiki/File:Women_in_Red_logo.svg) (slide 13)

## Virtual editathon example:

- [https://en.wikipedia.org/wiki/Wikipedia:Meetup/Women\\_in\\_Red/8](https://en.wikipedia.org/wiki/Wikipedia:Meetup/Women_in_Red/8)



Thank You

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