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WIKIMEDIA CEE MEETING 2024
Istanbul

A bridge to Knowledge

Promotion and engagement of volunteers for an international project: *Wiki Loves Earth practices*

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Wiki Loves Earth 2024

the biggest International photo contest devoted to picturing natural heritage sites

- **56** participating countries and territories – each with its own volunteer team;
- Uploaders – **3 851**;
- Uploads – **79 764** images;
- Top countries with the most number of uploads: **Germany, Ukraine, Senegal;**
- We already received all the **local winners** and the **international evaluation process** is starting very soon;
- The **final results** will be announced **in November**.

Image: Gito Plateau, Rize, Turkey. Refik Demir, CC BY-SA 4.0

Number of participating countries is growing each year

2021	2022	2023	2024
35 countries	40 countries	50 countries	56 countries

How did we achieve this growth?

social media promotion

contest representation

ambassadors engagement

personal invitations and touchpoints

WLE promotion methods

- **Ambassadors and volunteers engagement:** since the last year we gathered a team of WLE regional ambassadors and volunteers, who helps us with translations and sharing the relevant information among the communities. Some of the organizers are not fluent in English, that's why we didn't consider their participation – the point that they now can be understood even without English made them join to organize. As a result, we achieved strong growth when we expanded for non-English support.
  E.g.: *one of our French-speaking regional ambassador Georges Fodouop through promotion and constant personal communication helped us to actively engage new participating countries in African region.*

- **Personalized support:** each year we inviting the previous year's participating countries, the countries that took part some years ago and stopped and the countries that never participated + sending follow-ups.
  This helps us to raise participation capacity for the next years and to create new personal touchpoints, where we supporting new local teams on the early preparation stage beforehand.
  E.g.: *the previous year we conducted around 30 personal interviews with the local teams, trying to understand their needs, feedback and intention to join again.*
  E.g.: *this year we created WLE Resources Center, which consist of different useful instructions, which also can help potential organizers to understand that their preparation and participation will go easier.*

WLE promotion methods

- **Social media promotion:** social media posts for Instagram, Facebook, Twitter pages and internal groups. Showcasing the uploaded images, different headings, interviews, meetings, special days, reminders, engaging with local WLE pages – helps to raise visibility and desire to participate among the community, organizers, participants and externals.

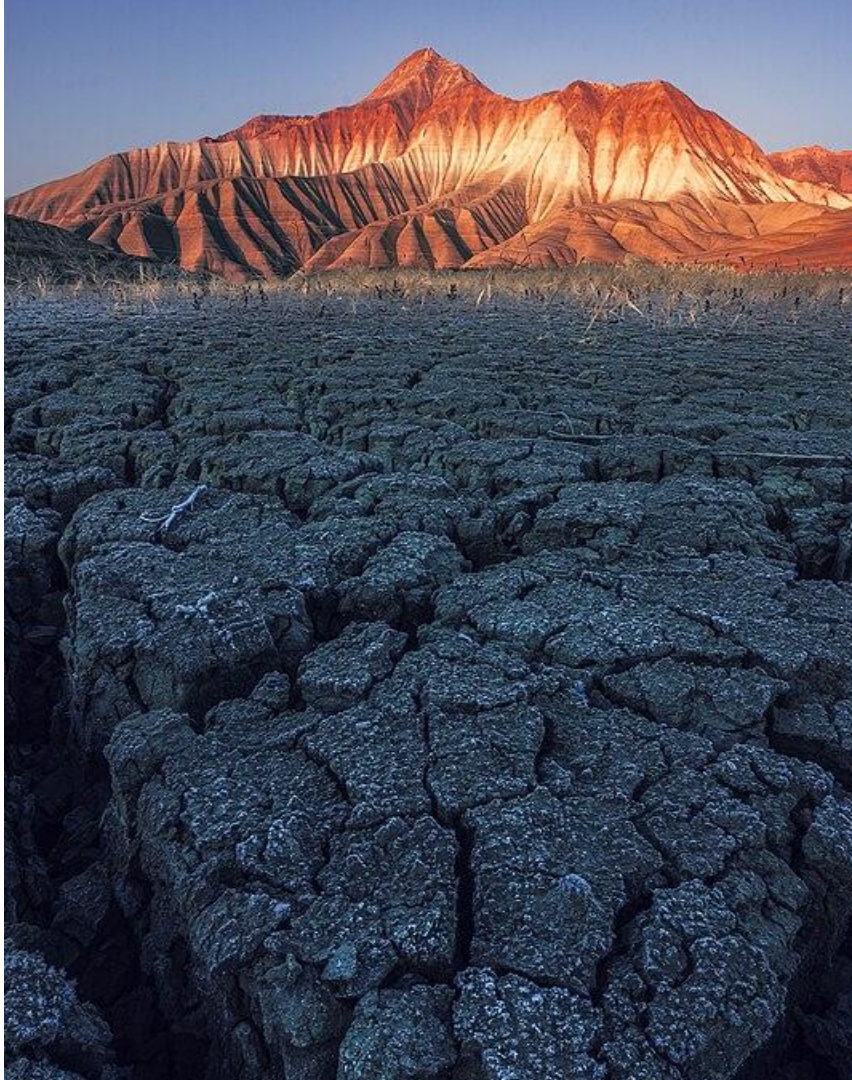
- **Contest representation:** in-person, online, formal and non-formal representations of the contest during the Wikimedia conferences, events, etc. helps to raise awareness about the competition and make new people think of organizing (such as Wikimania, CEE Meeting, ukr. WikiConference, etc.)
  E.g.: *we organized open office hours for the teams interested to participate and for this year planning to organize a set of exchanging experiences call.*

- **Additionally: working with previous year's winners:** showcasing their images, conducting and publishing interviews with them, inviting them to the jury team, etc.

Local perspective

insights from the organizers

- Central Notice Banners
- Social media and paid ads
- Media coverage
- Award ceremony and rewards
- Trainings for participants



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Thanks!

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