

MTP Priority slides



WIKIMEDIA
FOUNDATION

Overview

- MTP Brand Awareness
 - Brand concept work complete
 - Movement Brand Project timeline shifted 4 weeks
- Department Slides
 - Wikipedia unblock in Turkey
 - #WikiForHumanRights
 - Market research
 - Foundation response to COVID-19

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 & Challenges

We are developing a new brand identity system by June 2020 that satisfies community brand criteria and reflects the perspectives of 40+ nations from our movement.

We began the collaborative design work this quarter. And we completed our work despite considerable community discussions on Meta-Wiki and on mailing lists that required time and staff to answer actively. Clarity in communications, in responsibilities, and in timing are even more important to success. Given the impact of global COVID-19 response, we also anticipate a drop in community guidance and participation that requires timeline modification.



Key Deliverables

Evolved identity system

Actions

- Improved community communications with Elena Lappen directing approach with Chris Koerner, Samir Elsharbaty, & Rupika Sharma
- Adding a formal “affiliate representative” role so we have point of contact for all engaged community groups
- Recognition that naming is most sensitive part of project and requires more time for discussions
- **Project timeline extended by 4 weeks (pushing naming discussions into May, design discussions into June)**

Brand Awareness: Community direction

**8 Workshops, 97 Participants =
23 Concepts, 1300 Concept endorsements**



Oslo, Norway



Bengaluru, India



Online



Department:
Communications

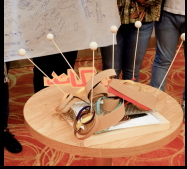
Movement Brand Project



41 nations



23 Concepts for the Wikimedia Movement



تنگاتف



Garden



Universe



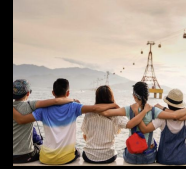
Galaxy



Ocean



Fire



Together



Sum



בעבודה



Builders



Beehive



Connections



Rayonnement



وحدة



Public.Good.



Nurturing



Mosaic



Galaxy



Expand



Particle



Ocean



Honeycomb



Collaboration

People



نثاكاتا - Nathakata



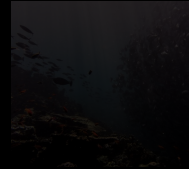
Garden



Universe



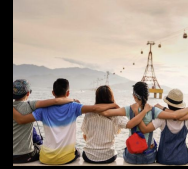
Galaxy



Ocean



Fire



Together



Sum



בעבודה - Be'avoda



Builders



Beehive



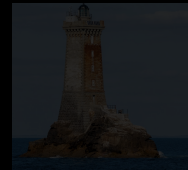
Connections



Rayonnement



Unity



Public.Good.



Nurturing



Mosaic



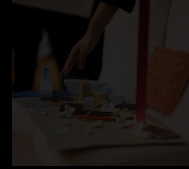
Galaxy



Expand



Particle



Ocean



Honeycomb



Collaboration

Collective



Nathakata



Garden



Universe



Galaxy



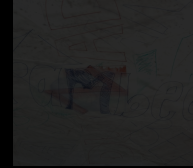
Ocean



Fire



Together



Sum



Be'avoda



Builders



Beehive



Connections



Rayonnement



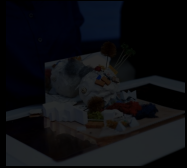
وحدة - Unity



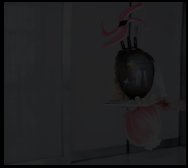
Public.Good.



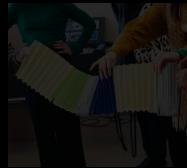
Nurturing



Mosaic



Galaxy



Expand



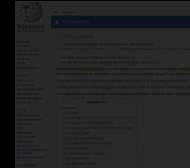
Particle



Ocean



Honeycomb



Collaboration

Systems



Nathakata



Garden



Universe



Galaxy



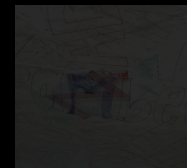
Ocean



Fire



Together



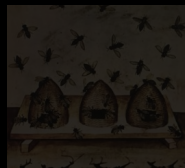
Sum



Be'avoda



Builders



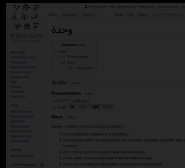
Beehive



Connections



Rayonnement



Unity



Public.Good.



Nurturing



Mosaic



Galaxy



Expand



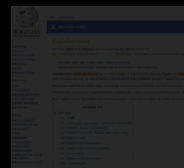
Particle



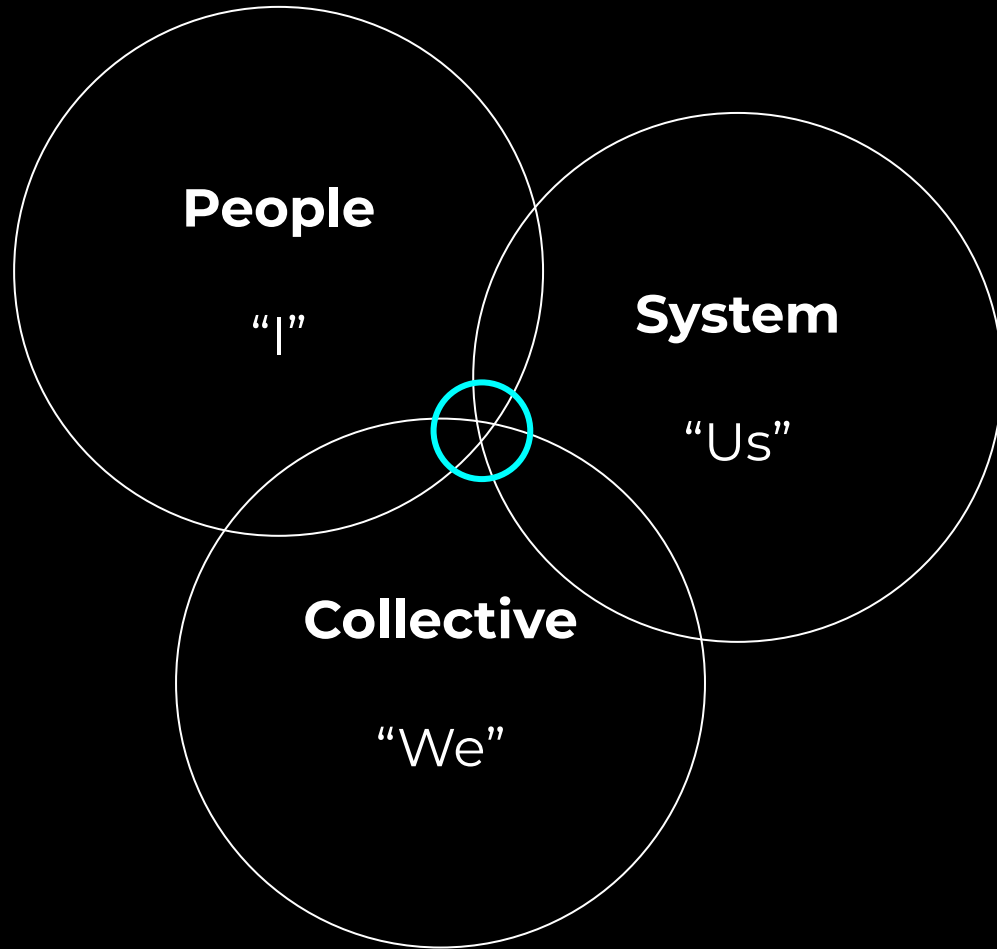
Ocean



Honeycomb



Collaboration



* OUR CONCEPT

Not a vote, but ...

Numbers from March 20, 2020 at 14:50 (GMT+1)



Connections
111



Public. Good.
84



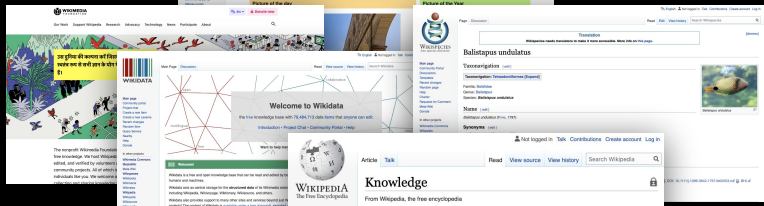
Particle
81



Universe
80



Mosaic
68



Knowledge
From Wikipedia, the free encyclopedia

"Know" redirects here. For the Jason Mraz album, see Know (album). For other uses, see Knowledge (disambiguation).

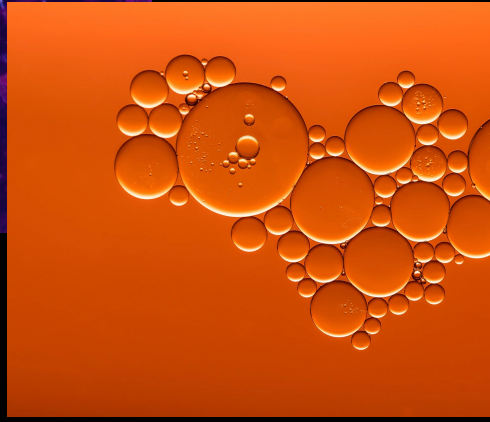
Knowledge is a familiarity, awareness, or understanding of someone or something, such as facts, information, descriptions, or skills, which is acquired through experience or education by perceiving, discovering, or learning.

Knowledge can refer to a theoretical or practical understanding of a subject. It can be implicit (as with practical skill or expertise) or explicit (as with the theoretical understanding of a student). It can be more or less formal or systematic.^[1] In philosophy, the study of knowledge is called epistemology; the philosopher Plato famously defined knowledge as "justified true belief", though this definition is now thought by some analytic philosophers^[1] to be problematic because of the Gettier problems, while others defend the platonic definition.^[2] However, several definitions of knowledge and theories to explain it exist.



Our brand concept

Interconnection



Brand Awareness: Community debate



**“Should the Foundation
call itself Wikipedia?”**

+39

-390

THEMES IN COMMENTS

*Sensitivity around
Movement naming*

*Uncertainty of Board's
alignment with project*

*Worry that brand changes
are set and unilateral*

*Concerns over 2019 community
review conclusions*



Brand Awareness: Community interest



“Should the Foundation call itself Wikipedia?”

+39

-390



616 people from 83 countries joined brand working groups



Brand concepts received 1300 visits and 1,200 endorsements



Brand Awareness



MTP Outcomes

Clarify and strengthen brand architecture

Increase global outreach where awareness is below 50%

Strengthen brand affinity with existing audiences for a sustainable future

MTP Metrics

Build brand recall in areas with high internet access but low Wikipedia awareness

Baseline: N/A

Clarify and strengthen Wikimedia brands

Baseline: Brand strategy by Wolff Olins

Y1
Goal

Q1
Status

Q2
Status

Q3
Status

N/A

N/A

N/A

N/A

Develop a system that follows the brand strategy and reflects 40 nations

Hiring staff, planning and scouting a design agency

Hiring design agency, Planning 6-month process, Recruiting community "brand network" working group

Draft and refine brand concepts with community Brand Network, Snøhetta, AffCom, Board, and Foundation staff



Department:

Key Deliverable slides



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Evolve identity system for Wikimedia



Objective:

Clarify and strengthen the global perception of Wikimedia and our free knowledge mission

The Communications department began our global design collaboration in Q3, launching the project and collaborating with Movement representatives. We are still on track for completing this project by January 2021 (Q3 FY20/21) for Wikipedia's 20th birthday.

Some of the work accomplished includes:

- **8 brand workshops with 97 Movement representatives from 41 nations including 90% of the Board of Trustees**
- **23 Movement-created concepts for “who we are” as brand in the world**
- **More than 1,300 engagements on the 23 concepts to guide project team towards 1 final concept**

The project also faced concern and scrutiny on Meta-Wiki and mailing lists resulting in 80+ hours of additional communication work with aid from Community Relations specialists. Elena Lappen has been formally assigned to continue improving community communications and consultation.

Target quarter for completion: Q3 FY20/21



Evolve identity system for Wikimedia



Key Results

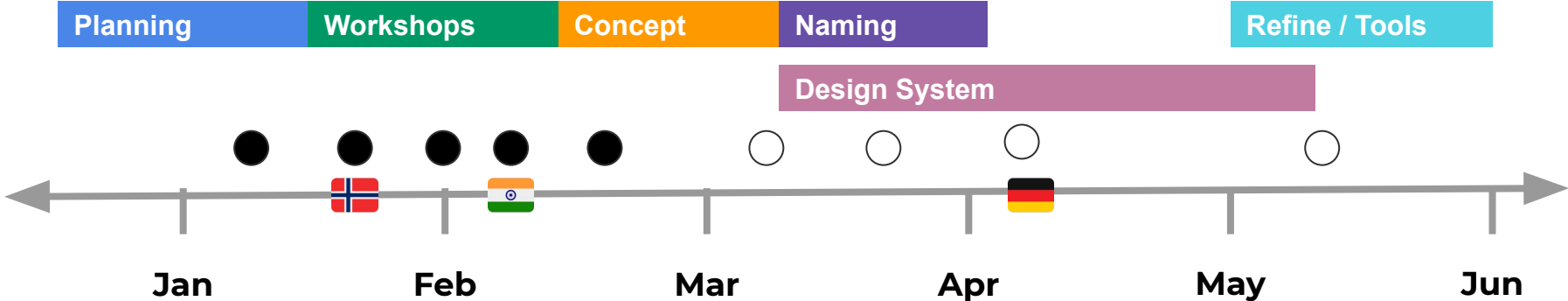
Develop a new brand identity system by June 2020 that satisfies community brand criteria and reflects the perspectives of 40+ nations

Baseline: 2 milestones

Y1 Goal	Q1 Status	Q2 Status	Q3 Status
10 milestones as explained [link]	2 milestones achieved (2/10 total)	2 milestones achieved (4/10 total)	1 milestone achieved (5/10 total)



Movement Brand Project Timeline

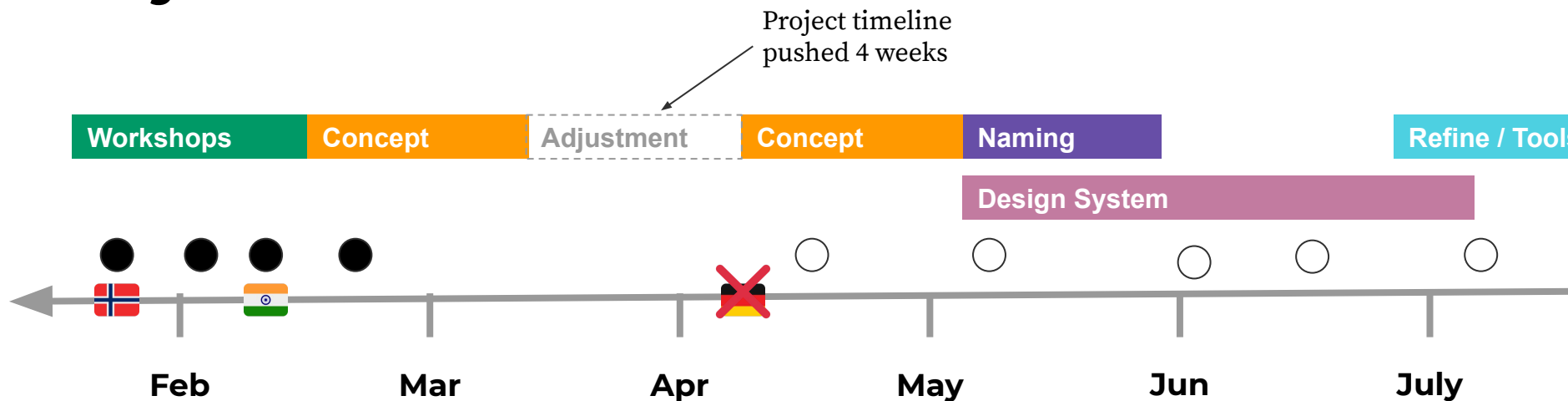


● Community collaborations



Movement Brand Project Timeline

COVID-19 Adjusted



● Community collaborations



Drill down: Evolve identity system...



The situation

The outbreak of COVID-19 made “collaboration-as-normal” with our communities impossible.

Some community groups want to pause collaboration until pandemic ends, while others have asked for us to make the most of this “indoor” time.

Recognizing the intent to complete brand system evolutions for our 20th birthday, we have limited room for flexibility.

The impact

The project team has added 4 weeks to our timeline. This is our immediate update, intended to respond to the uncertainty of the immediate moment.

But this may not be the only pause required for successful and meaningful collaborations with our communities. Thinking about branding and where we want to direct the movement towards for 2030 is far from mind in these urgent, alarming times.

Recommendation

Plan for worsening scenarios, while hoping for the best.

The Movement Brand team is working with Legal, Tech, Product, Finance, and Fundraising to sync our work in FY20/21. If conditions worldwide remain unsettled, adoption plans for the new branding should be pushed back from our 20th Birthday milestone.

Department slides



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New colleagues!



Khanyi



Chantal

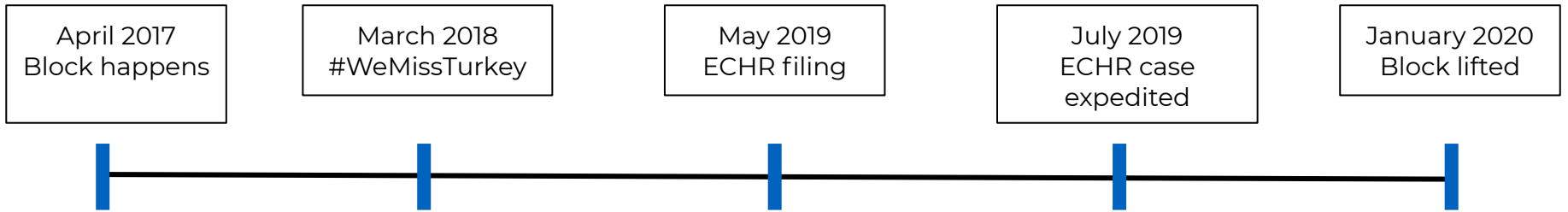
Restoring access to Wikipedia in Turkey

Wikipedia has been blocked
in Turkey for more than two
years. Free knowledge is a
fundamental human right.
Set knowledge free.

#UnblockWIKIPEDIA



A brief history



Ongoing community engagement

- Engaging the Turkish community as collaborators
- Providing support to EU affiliates to manage ECHR response
- Consistent, sustained engagement with updates over time



Measuring success

MAIN OBJECTIVE - Lift the block in Turkey



KEY OBJECTIVE - Action toward advancing the filing/other movement from courts



SUCCESS INDICATORS

Top tier European media placements with quotes from spokespeople

Reach and engagement on social media with campaign messages

On-message press coverage of announcement in Turkey

Influencers amplify and support our message in press and social media



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Recommendations

1. Work locally to tell the story globally.
2. Use a single clear and compelling message.
3. Success is not a straight line in advocacy campaigns
-it's critical to have clear outcomes and indicators to
understand progress or need to course correct.

#WikiForHumanRights

“All human beings are

To claim your rights.

#WikiForHumanRights

- **721 articles** edited in more than **12 languages** by **210 editors**
- **8 events** in **6 countries**
- **588 social media posts** using #WikiForHumanRights
- **14,326,962 potential people** reached on social media
- **Most engaged countries:** USA, Netherlands, Uganda, India, Ghana

Audience Engagement

Growth Market Research Update



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Audience engagement team

The purpose of the audience engagement team is to provide a clear and innovative strategy to optimize global growth, engagement and retention for the Foundation and its products.

We accomplish this through:

- Researching global market potential
- Developing predictive growth models
- Providing audience insights and segmentation
- Creating life cycles to help our audiences navigate the end-to-end experience successfully
- Designing marketing campaigns and content strategies that maximize awareness and engagement
- Measuring the effectiveness of our campaigns through reporting and dashboards



Market Growth



Audiences and
Insights



Market and
Audience Analytics



Growth Marketing



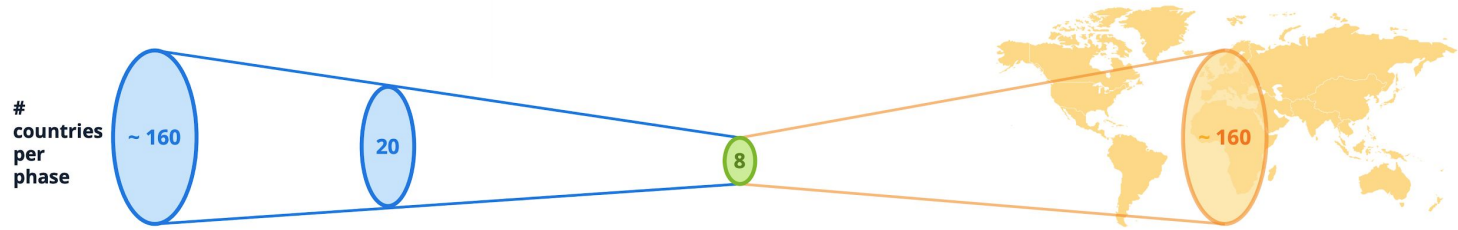
Audience
Retention

Understanding Wikipedia and the Wikimedia Foundation's global market growth potential and key audience segments

Global growth potential model

Project Plan - Status

 Phase completed  Phase started



We started with 161 countries to develop the potential modelling.

From the top 20, together we will choose the 8 most insightful markets to be surveyed.

We'll extrapolate the insight back into the 161 countries to create the final global growth market potential model.



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Social listening insights

The audience engagement team uses social listening tool to monitor online conversations. In the past 4 months, we were able to use Brandwatch to identify key insights; which in turn, helped us make decisions.

- **Users on Twitter advocated for ApplePay to be an option.**
- **Wikipedia mentions during quarantine**
- **We caught a payment functionality issue for the fundraising team.**
- **No detection of correlating Wikipedia to WT:Social**
- **UP NEXT: COVID-19 campaign and the Swedish Fundraising Campaign**



 **MARIA** 
@mariarad17

Day 1 of quarantine: I'm reading Wikipedia articles to my boyfriend over the phone



El Bizcocho Borracho
@holdthemilk

Day 1 of quarantine: My girlfriend is reading me Wikipedia articles over the phone.



 **nikolajht (Nikolaj Hansen-Turton)** @nikolajht

Hey [@Wikipedia](#) I would have donated so many times if you supported **Apple Pay!!**



Sulphurcocky
@Sulphurcocky1

...So I tried to donate - Both methods !
Pay-pal & Mastercard(Debit)card **#failed**. I've never had a problem with eg [#Bandcamp](#) or [#Amazon](#)

Paypal required I be a member, maybe Wiki isn't; &
I use a post office Mastercard debit card could be a reason the other method failed 😞

- **42 articles** in prominent media outlets for a combined **780+ million** reach
- **14,343 views** and **2,115 social shares** for Katherine's Medium post on workplace response
- **434,359 impressions** for content shared through the Wikimedia Foundation social media accounts (**doesn't include content shared by others*)
- New COVID-19 response interactive web page:
wikimediafoundation.org/covid19/data
- **6MM incremental reach** with our trust Wikipedia campaign - paid media and organic



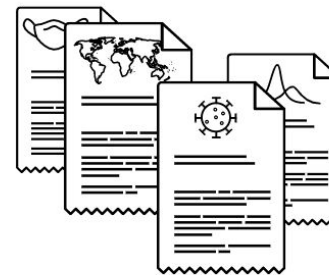
EXPLORE THE DATA

Wikipedia and COVID-19



Since the start of COVID-19, a dedicated global network of volunteers has been creating, updating, and translating Wikipedia articles with vital information about the pandemic. These articles have been viewed more than 240 million times by people around the world. Explore the data to see how people are using Wikipedia to share and find reliable information during this unprecedented time. The data below are for strongly-related COVID-19 articles only.^[1]

 **3,372 Wikipedia Articles**
have been created about COVID-19



 **143 Languages**

in which COVID-19 articles exist

 **340,137 Edits**

in total have been made to COVID-19 articles, an average of **117 per hour** since December 2019

 **34,832 Editors**

have contributed to COVID-19 articles ^[2]

Many of the volunteer editors who create, review, and improve Wikipedia articles about COVID-19 have professional expertise in medicine and science. They often collaborate through groups such as [WikiProject Medicine](#) and a new offshoot specifically dedicated to the pandemic: [WikiProject COVID-19](#)

Data current as of March 30, 2020

