Elena Lappen: [00:00:00] Sessions of our annual Plan Conversation series, we're closing the series today, talking with the communications department and we have a number of people from the department joining us to bonus guests for a total of four leaders from the communications department. And I'll have them all introduce themselves in a minute. As for me, I am Elena Lappen, senior movement communications specialist at the Wikimedia Foundation based in the San Francisco Bay Area. I'll be facilitating today, as always. Hello to those of you who are here with us in the Zoom room and to those streaming live on YouTube and of course, to anyone watching the recording in the future. My quick spiel about why we're here today. Today's session is part of a series of open conversations between executives and senior leaders at the foundation and the rest of the movement to talk about the Foundation's annual plan. The annual plan was finalized and released earlier this month, and it's on Meta available for review for anybody. In this session, you'll be able to ask questions about what's in the annual plan, share comments and ideas and get aligned for your work on the year ahead. This meeting is covered by the friendly space policy, and so we welcome any and all questions you might have that are asked with curiosity and asked with civility. In terms of how today's hour will be structured:

Elena Lappen: [00:01:34] first, I'll ask the four speakers that we have to introduce themselves, and then we'll watch a few minutes of the Communications Department's annual planned video. And that'll give an overview of the topic of the work of the communications department under this annual plan. And then we'll have the rest of the time for open conversation. We have some questions that were submitted ahead of time. And I'll also be taking live questions from resume chat and from the YouTube chat. Anyone in the Zoom room is welcome to add themselves to the Speaker's queue in order to unmute and ask a question live, add yourself to the Q and chat using this using this rather than using the handraise feature so that we can keep everything organized and chat. This meeting is being recorded and it will be posted on the annual plan MedPage afterwards. I'll also be posting a transcript. And if there are questions that we don't get to during the session, I'll make sure to provide answers to those on the annual plan MedPage as well. I want to invite everyone in the Zoom room to make sure that your screen name is what you'd like to be called during the session.

Elena Lappen: [00:02:53] You can change your name by clicking on the three dots in the top right corner of your square and clicking rename. Add your pronouns if you feel comfortable with that. Great. OK, so now let's let the speakers introduce themselves. If each of you could say your name where you're based and what your title is. That would be great. We'll start with Anusha.

Anusha Alikhan: Thanks a lot, Elena. I'm super happy to be here with
everyone, I'm Anusha Alikhan, Senior Director of Communications at Wikimedia Foundation. My pronouns are she her hers. And as many of you may have heard from the note that went out, Heather Walls recently left the Foundation. So for the moment, I'm taking on responsibilities of leading this incredible department across its movement, communications, brand, marketing and communications functions, both internal and external. My primary role as senior director of the communications team is to oversee communications strategy for ensuring that Foundation work across partnerships, technology, policy and Wikimedia projects are known and most importantly, of course, understood throughout the world so that we can strengthen trust and invite people to really engage and connect with the free knowledge movement.

Elena Lappen: Thanks so much, let's go to Nino next.

Antonino Hemmer: [00:04:31] Everyone, my name is Antonino Hemmer or just Nino for short. I am the Senior Insights Manager currently leading the Marketing Team here in the Communications Department. Originally from Indonesia, but I'm based in Berlin, Germany.

Elena Lappen: Thanks, Zack!

Zack McCune: [00:04:49] Hi, everyone. Zack McCune here, Director of Brand, fantastic to be with you all my pronouns are him and I am joining you from a garden in Newport, Rhode Island. This flag is not a flag. It's a crab flag. You put it up that you're going fishing for crab, you might see it flap around. And I'm really delighted to be with you all.

Elena Lappen: [00:05:16] Thanks, and hi to the crab flag too. Mayur?

Mayur Paul: [00:05:22] Hi, everyone, I'm Mayur Paul, I'm the Director of Movement Communications, I put in the Zoom chat, my Meta page. I'm hoping my colleagues will copy it over to YouTube as well. So you can see it. Movement Communications is a new team in the Foundation, so I'm hoping some of you are going to ask me a question about it and then I'll tell you a bit more about what does the team do later on. Oh, and I am based in the UK. I'm originally from India and my pronouns are he and him.

Elena Lappen: [00:05:59] Thanks so much. Great. And Anusha mentioned she forgot to say she's tuning in from Miami where she's based. Welcome, everybody. OK, good. So we will turn now to the annual planet segment of the annual planned video. As a reminder, all of the videos from all departments are posted on the annual plan Meta page and we have subtitles in seven languages. So please, if you find them interesting, share them with your communities.

I am Heather Walls Chief Creative Officer of the Wikimedia Foundation
and head of the Communications Department. This year's annual plan, we are formalizing and growing the Movement Communications Team. They are tasked with holding the important connection between the Wikimedia Foundation and our communities around the world. We hope to begin putting in place regional representatives, connections, the ability to understand nuance and culture across our movement, to provide a platform on Diff for people to share their information in many languages and to just give just get better to increase trust between the Wikimedia Foundation and the community. It is so important to us to do that.

Elena Lappen: So I want to open the question and answer session with the same question that I am fielding to everybody in these sessions. The annual plan video gives them like high level conceptual ideas about what we're working on under this annual plan. But I'd like to know from each of you, if you all would like to share under this annual plan concretely what's one priority or project or initiative that represents a big change? And why is it relevant for the movement? We can start with Anusha.

Anusha Alikhan: [00:08:20] Absolutely. So, yeah, you know, I think Mayur can probably say more about that, but I would say that probably the biggest change this year is that we have a newly constituted movement communications function at the Foundation, and we plan on being very thoughtful and deliberate around our plans to make sure that the community understands our work and is connected with us. And we're really trying to build a strong base here for storytelling in the movement as well. With platforms like Diff, we're also and this is actually true not just of the movement communications team, but I think all of the teams in the Communications Department, we're trying to expand our presence with regional representatives in each area who are going to be better at having their ear to the ground, especially amongst community, and bring their perspectives on local issues and also as well as fundamentally speak the language. So I think, in my opinion, that's the biggest change and Mayur may want to say more there, because I know everyone's very excited about Movement Communications.

Mayur Paul: [00:09:32] Thank you Anusha, that covers a lot of it. I suppose, just to give people kind of practical example of what what is this new team doing: we do the things you know and love. So Wikimania, the team is supporting our core organizing team of volunteers that are kind of running Wikimania and putting it on. But we provide the sort of support to them to make the event happen. Things like Wikimedian of the Year, you know, this is a kind of shameless plug on for Wikimania. Make sure you register. This year will be bigger and better. We want to celebrate our movement. We want to celebrate the work that so many volunteers are doing across the world. And this year, you heard it here first. There won't be just one Wikimedian of the Year. There'll be many. So read more about it. I
will actually put a link about that in the chat. So we do things that
you know and love. We're also doing things kind of new things to help
the Foundation connect with the movement and for every team in the
Foundation to be able to talk to the movement. So this conversation
right now is being brought to you by members of the Movement
Communications team. So have all the different annual plan
conversations and we hope to do more. I often say to people, if this
team was a Wikipedia article, we'd be a stub. So we need your help to
to kind of make it better. You know, have have more things we can do. So
so please do feel free to get in touch about what else we can do. And
actually, hopefully my colleague Mehrdad has just put in the chat the
link to finding out more about the Wikimedian of the Year. So, yeah,
and I hope that's shared in the YouTube chat as well.

Elena Lappen: [00:11:33] Thanks for that, Zack, do you have anything
that you want to spotlight under this year's annual plan that that'll
be a big difference for your team? And what does that mean for the
movement?

Zack McCune: [00:11:43] Oh, yes, so in the last fiscal year, we
focused on celebrating the movement as a global entity and that really
came through in the Wikipedia 20 celebrations. In this year, we're
going to be focusing more on regional promotion of the Wikimedia
movement and the Wikimedia projects. So we're actually planning some
outreach campaigns along with Nino and Nino's team. We're planning to
do three. And these will be collaborations with our community to help
the movement show up in new visible ways within a region which could
be a country, it could be a set of language speakers could be a set of
Internet users. We've only decided on one of these. The first, which
is a collaboration with Wikimedia South Africa. So our first awareness
campaign is going to be in South Africa and we are planning two more
after that, all in the effort of promoting our movement on a regional
level. So, again, I think you're hearing that across my colleagues,
right. We want to be more authentic and relatable at the regional
level. We know that a lot has been done globally. But sometimes when
you think just kind of in a broad sense, you miss the nuance, the
opportunity and the ability to kind of start the really incredible
work that happens every day within communities. So that's what we have
planned on the Brand Studio side of things.

Elena Lappen: [00:13:18] Thanks for that. Nino, do you want to talk
about your team and what you'll be up to under this annual plan.

Antonino Hemmer: [00:13:24] Yes, thank you Elena. Not to talk too
long, but I just wanted to be in agreement here with both Anusha and
Zach. A lot of exciting things coming up this year. We had marketing
support all these initiatives by starting word that we did last year
in terms of understanding the makeup of our global audience by
conducting our global market research last year. And finally now, we
are in a position to help the other teams like Brand Studio, Movement
Communications and Communications through data to understand, be more informed about the different communities and the makeup of one of many countries around the world. We're very excited about it.

Elena Lappen: [00:14:16] Thank you. Great. Yeah, we have a submitted question also that asks a little bit more about marketing. We'll get to that in a bit. But I will take next the question from the YouTube chat. What is the planned launch date for the calendar on Diff? And I think before answering the planned launch date, if Mayur if you could explain what what is going on with the calendar on Diff and then talk about where we're at.

Mayur Paul: [00:14:42] And so one of the kind of key problems people have often flagged to us, and I should say actually earlier in the year, to help improve the stuff that is Movement Communications, we actually did a bit of research that Elena actually worked on, talking to over 100 Wikimedians across the movement, asking them what are the kind of key challenges and how the Foundation communicates with the movement, how could we be better, etc.. The big feedback that kind of came back was around, you know, how many different channels, places, etc. you have to watch to make sure you kind of find everything out. Something might come to you on a Meta page, something might something else might come to you on a Village Pump. That might be something said in a conversation like this. Like you have to be present in so many places and it makes it really hard to keep track of sort of what is going on. So in order to sort of simplify and give people a sort of a single place where any event being run by the Foundation conversation like this, other events and obviously movement members are welcome to put their own events as well. So when will it be launched? Something we're working on. We were hoping actually to have a sort of beta launch this week, but we're still struggling with some technical hiccups. So so, yes, I hope to have maybe in the next week or two have the calendar live. Early on, we'll focus on trying to kind of get good events on there, etc., before we share with people to follow. But it should be available publicly on the blog in the next few weeks.

Elena Lappen: [00:17:09] Thank you. Great. So I have a submitted question that actually touches on the same idea of how many things we have going on across the movement at once and how it's hard to keep track of. There's been ongoing concern from communities with how many concurrent events and processes are going on, particularly from the Foundation. What are you doing to address this concern? I imagine the calendar is part of it, but do you want to speak about other things
that the Communications Department is doing to help manage the timing of different opportunities?

Mayur Paul: [00:17:46] We are and and it's a problem we're aware of, and I think as the Foundation has grown and the desire to make sure we are working closely and co-creating with the movement, that desire sort of meets, you know, there's just so much going on. And if you want to co-create with everyone on everything, then suddenly there's a lot going on. So one of the things we're doing internally is a colleague of mine is helping different teams in the Foundation coordinate so that we don't launch two things on the same day or have two calls on the same day. Stuff that can seem simple, but, you know, in a growing organization with processes that aren't sort of defined in advance, because when you're co-creating with people, you don't really know what the next stage looks like till you've gotten through to stage one. So all these kind of different variables can make it really hard to have like a year in advance, like, here's what we're going to do when so we're trying to do that sort of live. And this calendar will give you a view into that so that you can be and we're doing more to be more organized. I do want to make a shameless plug, all of this is being driven by stuff you have told us, and I'll pop in there, chat, hear a link to the Insights Report, one of whose findings was for the Foundation to coordinate better internally, to make sure that when we communicate, we're all in line. And I wonder whether one of my colleagues wants to also talk about internal comms here.

Anusha Alikhan: [00:19:28] Absolutely. Thanks, Mayur. Yeah, just to put a fine point on a few things that Mayur said, part of what we're trying to do is essentially establish best practices for the Foundation in terms of connecting with community, but also for staff to connect with each other. We have two new terrific colleagues that have recently joined us that have a specialty in internal communications in particular. And so that will definitely, I think, help with the staff to staff communications piece so that we're coordinating better across the organization as well. And we hope that will spill into the movement world. The other thing that I wanted to highlight is, again, coming back to the regional presence. I think that the regional representatives that we're establishing are also really going to help us in order to reach communities where they are. And again, you know, let us know about some of those cultural nuances, like how to better communicate, how to better connect with people about the information we want them to have instead of this being just like a heavy tide of information that no one can find the relevant pieces. And people are sort of constantly looking for things. So we definitely hear you as Mayur said that Insight's city was was in part everything that you told us. And so we want to help fix that.

Elena Lappen: Thank you. Great, I want to take another question from the YouTube chat, which is about open source communication tools. Do you have any plans to help the movement communicate using open source
tools to become less dependent on things like Zoom, Remo and other proprietary tools?

Mayur Paul: [00:21:23] I can come in and maybe others might want to add to this, and I want to say upfront, you know, our preferred medium where possible is open source tools and it is a challenge we have to manage every day where there are sometimes things we want to do, where the best technology fit isn't open source. This conversation right now, by doing it through Zoom, we're able to have people join us in the room. We're able to share it live on YouTube, where you can run auto translations. And I know some people do that with things like this. It's not perfect, but it's a term I've learned since I've joined at the Foundation: a polarity. Like so it's something we're trying to manage: the kind of ease of use so that people can engage with us, with wanting things to be open source. So I want to say we don't pick these tools just because, like, there's a lot of thinking that goes on. Often there's like special contracts that are negotiated. Again, I don't know if people know that, but often when the Foundation kind of gets a new tool or is using a tool on behalf of the movement, we negotiate special contracts that are more respectful of privacy than kind of the generic boilerplate you would get on their website. So, yeah, it's one of those things where we're trying to manage a polarity between making it easy for people to engage versus wanting to support kind of open source tools and using them ourselves. Yeah, I'll hand over to anyone. I think Zack has a point to add.

Zack McCune: [00:23:25] Yeah, I wanted to add that the Brand Studio team, in making design items or video items or audio items, we try to always make sure that we release everything created in an open source format. And that means that regardless of what design tool you're using, you can make use of it. And a good example would be the recent materials created for Wikipedia 20. And again, that's that's a situation where if you're using an Adobe Design product, you can open it if you're using Figma you can open it or you could be using GIMP or Inkscape. There's a lot of programs that are free to use and open source. So that's one way that I'd say this department does work to engage a variety of open source communities is that we make things available in easy to use open source formats. And it's also even a design constraint. When we select fonts, typefaces, colors, things for events like Wikimania, we're always trying to make sure that these materials can be easily accessed, reused and remixed.

Elena Lappen: [00:24:38] Thank you. Great, so let's turn to some of the some of the textbooks in the annual plan that falls under communications, one of the objectives listed in the annual plan this year is about strengthening the narrative of Wikipedia globally. And this question is, just what does the narrative of Wikipedia mean?

Anusha Alikhan: Yeah, I'm happy to take that. And I'm sure my colleagues have thoughts here, too. So one of my favorite authors,
John Steinbeck, said that a great and interesting story is about everyone or it will not last. So for us, the narrative of Wikipedia is really simply about showing the world in interesting ways through storytelling or visuals or opinion and thought pieces or even like a fun and quirky or serious social media post with Wikipedia's personality and how it connects to their everyday lives. That that's essentially how I would describe narrative. But I don't know if other folks have thought.

Elena Lappen: Well, as a quick follow up, what why do we care about that? Exactly why is why is connecting Wikipedia to people's lives important for what we're trying to accomplish as a movement?

Anusha Alikhan: Absolutely. So, you know, I think this really goes back to the way that we're trying to build a brand in the world and that can be taken from so many different angles. So it's really aligned with the work we're already doing to make sure that the foundation work and the work of our projects is known across the world. And just as communications examples for of that, we're publicizing how volunteers are helping to get more people, more trustworthy knowledge around the pandemic so that more people can turn to Wikipedia as a resource and understand our work better. The partnership we did with WHO back in the fall and the communications around that partnership is another example. Project Rewrite, which is bringing more attention to the work that volunteers are doing around the gender gap or others. And we're also working really hard with our policy team to make sure that Wikipedia is seen as influential amongst decision makers and partners so that they can work to protect free knowledge from things like censorship and privacy issues and copyright and regulation. And so strengthening the narrative is really about protecting the infrastructure of free knowledge worldwide and in the future. That's why it's critically important.

Zack McCune: [00:27:44] Could I add, Elena?

Elena Lappen: Yes, please.

Zack McCune: I think these are such critical points. So it's like I think a lot of times we should remember as a movement that our our reputation precedes us in a lot of conversations. And we want to make sure that that reputation is strong, that it's favorable, that it reflects our values and that it's accurate. I think many community members have approached the Foundation's Communications team in years past and told us about scenarios where they've approached press, government, sometimes other nonprofit grant making bodies, and heard concerns about Wikimedia or Wikipedia. Right. That's a situation where the work we do in Communications is meant to be a lifting tide for every effort we make, people think of our organization as standing for the right things, being concerned about human participation and respect to our users, for example, around topics Anusha mentioned like
privacy. So we really want to make sure that when we strengthen worldwide narrative, it's really about saying people have heard the right things about Wikimedia and Wikipedia so that when we start conversations or start initiatives, people are already thinking the right things about us, the things we want them to think about, and we spend less time settling misunderstandings.

Elena Lappen: [00:29:18] Thank you. So I have another question pertaining to the vocabulary that we use and we'll plan and helping community members decode that. What does increasing brand awareness mean? So that term shows up in our objectives. And I think that's a recurring objective that we have and a priority, obviously, from the Medium Term Plan. So what does it mean to increase brand awareness? And then the second part of this question is about the brand project specifically: that the community expressed serious concerns with and even opposition to rebranding. Why is a priority around brand awareness still there?

Antonino Hemmer: [00:30:05] Zack, you wanna take this first?

Zack McCune: [00:30:08] I'm ready. Yeah, let's talk about it. So when we say brand awareness, we're really talking about awareness of the Wikimedia movement and the Wikimedia projects. That's really what we're talking about. And that's different than making changes to names or logos, which would be a part of the brand project. Right. So we want to increase global understanding of our movement. We want to increase global familiarity with our projects and global care, like positive feelings for the work we do so that you want to join our movement and be a contributor to free knowledge, possibly a donor or a funder. Right. There's just so many ways we want to bring people into the movement. And so we use brand awareness as a phrase to refer to awareness of the movement and our values and the projects that express these values. The brand project has been paused now for about one year. It was a project that sought to adjust and change some of our branding materials, and that's been paused for a year now. Our board has convened a reconsideration of that project and brought in community advisors from across the movement to think about how that should be shifted and it will be shifted that I can I can definitely say so. It's been paused. The project, its and its outputs will be adjusted and changed based on feedback. And we're expecting that there'll be a resolution on this from our board in the second quarter of the year, which is the September October timeframe. Do you want to add in on this?

Antonino Hemmer: [00:31:53] Yeah, thanks. I want to weigh in a bit on the first part of the answer on brand awareness and how we are conducting that measurement. Since last year, we have started running some surveys in some markets in order to measure awareness and just explain it. This includes both data and awareness in some markets. And the reason behind this is that historically we have not conducted the,
let's say, comprehensive study, which can produce a comparable benchmark. What this means is that previously we couldn't make an informed comparative analysis as to why certain things are happening and how they relate to one another. So enter the brand awareness measurement project, which currently we are in the process of evolving, evolving the way we measure awareness by expanding the parameters beyond awareness only, as awareness itself is just one parameter, and looking directly into perception of values. Our hypothesis here is that the more we can connect our values and mission to our audiences in these countries, the deeper involvement and efficacy can be. But obviously, first, before we can get there, we need to track these parameters. What are the current pulses and perceptions? What are people already know about us? How does that resonate with them, and so forth? We are committed to sustainably track this over the next year, or few years, to create a much better pictures and we are starting this work this quarter.

Elena Lappen: [00:33:36] Thanks as a follow up to that, do you already have particular markets that you're focusing on as the initial markets for understanding awareness of values of Wikimedia?

Antonino Hemmer: [00:33:55] Yes, yes, we do so currently we have several focus markets across all regions of the world. In Africa, we are focusing in Nigeria, South Africa and in Egypt. Obviously, we we can argue here or there of the region groupings here, but in Asia: India, Indonesia, Philippines and South Korea. In Europe and North America: Russia, Germany and the United States, and in Latin America, Brazil and Mexico.

Elena Lappen: [00:34:37] Can you share a little about how those were selected? I'm personally curious.

Antonino Hemmer: [00:34:41] Yeah, of course. So this relates to how we approach focus markets. In general when you approach new countries to focus on we primary refer to our 2020 Global Market Research, which the marketing team conducted last year. This research looked to understand the brand's relation with the world today. And by looking at the makeup of our global readership, the readership sizes and extent, and how that relationship might look like a near or mid-term future, the research give us the research that was done gives us obviously a much more informed picture. And it was important to note that it was done from a more purely numbers point of view. This brought in some of these challenges to the table, such as there is a certain bias in the countries that have a much larger population and that tends to skew things, the order of things. This is where we then mix the data that we have with other external data sets, such as community data points of the number of articles or edits languages to editors, community size, etc.. This then gives us more, much more considerate global picture. We also realize that, of course, numbers alone cannot make some of these decisions. There are plenty of other
softer considerations, such as diversity, equality and inclusivity factors. This is why our focus this coming year in this area is to enrich our data with such data points to ensure that it is as complete as possible. Only then can we be as informed as possible.

Elena Lappen: [00:36:35] Totally answers it. Fascinating. Thank you. Great. I want to take another question from the YouTube chat, which is about readership. Can you share about knowledge as a service and what the foundation does in terms of increasing site utility for readers?

Mayur Paul: [00:37:05] I'm going to hazard a guess that the Communications Department may not be the best place to answer this. There is a lot of work done through other departments, and maybe we need to take this question away and come back to you on our talk page unless any of my colleagues can speak to it. But I think this is sort of beyond our, another term I learned at the Foundation, wheelhouse.

Zack McCune: [00:37:33] I agree.

Anusha Alikhan: [00:37:35] I was going to agree with you, Mayor, but I did at least want to do in reference to Product a plug that the Communications Department is going to be working very closely with Product this year. And you may have already seen from some of the great stories that came out on Diff on our desktop refresh. And when that essentially becomes official, which is all about, of course, product and platform evolution, we are going to be using our communications half to make sure that people around the world understand that Wikipedia is being refreshed in order to essentially go with the evolution that we've seen and heard again from both our movement community and from some of the research that Nino's team and marketing has surfaced about what Wikipedia should look like next.

Antonino Hemmer: [00:38:35] If I may quickly just to add into that one hundred percent correct, Anusha, and we in the marketing team, surely in terms of data and market insights for the different countries that we have, we are working very closely with product teams on the finding out what is the next possible look and feel and to the question that directly increases site utility amongst leaders globally.

Elena Lappen: [00:39:06] Thank you. Another question from the YouTube chat. Sometimes the Foundation mentions the sustainable development goals and their importance. The question is, are you using those goals internally in kind of a systematic way at all, or has it been more of an ad hoc approach so far?

Anusha Alikhan: I would say so, first of all, the first Wikimania that I ever attended in Stockholm. The SDGs played a starring role because, of course, the theme centered on the SDGs. I think that what we're doing on the communications front when it comes to those is really trying to make the connection with one free knowledge and human rights
and free knowledge as a human right in particular, and also connect what the UN essentially has identified as goals that people worldwide care about. Some of them, we have more overlap than others. Of course, all of the work that volunteers in particular are doing with gender equity, those are things that we're trying to highlight and showcase and send out into the world. Similarly, internally, we have taken a big look at climate change and how our own practices and sustainability are either helping or harming worldwide efforts around climate change. And I know that there is also a recent partnership we did directly with the UN Human Rights that in particular highlighted climate change as a priority for the Foundation, again, in partnership with an outside entity. I really think that the, and I could be editorializing here a little bit, so bear with me. But I really think that our connection with the SDGs is going to be increasingly more important as we connect with civil society groups, as we connect with other UN groups as partners and basically making the connection that the SDGs are all the more successful when people know about them. And so I think that there's tremendous overlap with our social good work and the potential we have for sort of underlining that through communications campaigns and larger awareness campaigns.

Elena Lappen: Thanks, I have a question that touches on communications campaigns generally and this idea of elevating community spokespeople, which you touched on in your last answer, and just how does communications balance elevating community spokespeople and community achievements with using Foundation spokespeople? Are there kind of internal ideas or guidelines that you use to strike that balance?

Anusha Alikhan: Absolutely. So it does depend on the issue. But as folks I'm sure can see from our 20th birthday work, we were very focused on including community voices and our articles and particularly on work, like closing the gender gap that we know is really directly being led by incredible community groups. One of the articles that stands out is an article in Glamour. I'll drop the link. And after I finished speaking, where four different community members were essentially profiled for the work that they were doing in that area. We also did that for our recent work in the MENA region. And also, if we get a question about how content is built or governed, often we're going to pull in a volunteer to answer those questions. Of course, as long as it's a friendly inquiry, because we do want to protect our and our volunteers from sort of press that we can get on the on the sort of negative end. We also are really working hard to balance protecting the privacy of our volunteers and their time and of course, getting their full buy in first before proceeding with any of those types of connections. But overall, our priority from the perspective of the Comms team, and I'm sure the whole department, is really pushing forward movement voices on movement led projects. And so we do that as far as we can.

Elena Lappen: Thanks, I have a question also related to that about
equity around the type of movement voices that get amplified on Foundation channels. What is the Foundation doing to help improve and engage with smaller Wiki communities that may not speak English, that don't typically get featured on Foundation social media or on the Foundation blog. If we're going to be elevating people in an equitable way? Seems like there's improvement room for improvement in that realm. What are we going to do under this annual plan?

Anusha Alikhan: I was just going to again highlight that that's why the regional officers are a huge priority for us. But I'll pass to Mayur to say more and more deeply answer that question.

Mayur Paul: [00:44:34] I think that question really surfaced as a real big issue for a global movement like ours. Traditionally, most of the work we do is in English. Conversations are like this are in English, which means if you speak English, then you're more likely to get featured in things, et cetera, because people in the Foundation know you. And we want to move to a place where, you know, the foundation has multilingual, multicultural communications. Agar aap hume se hindi mein baat karna chahen, toh hindi mein baat karen. Punjabi vich galla karna chahen toh Punjabi vich galla karen. Urdu mein koi massala hoi. So for those who don't understand those three, if you want to come talk to us in Hindi, we should be able to talk to you in Hindi, if you want to discuss something in Punjabi or bring to us a problem in Urdu we should have that capability. And that's what Anusha was talking about previously in the department. We want to build, you know, a kind of a global team that speaks different languages, is based in different parts of the world, understands the context that Wikimedians are working in. And, you know, they understand the wiki way of approaching and highlighting issues, et cetera, so that we want to be closer to our movement in that way. And, you know, whether it's Movement Comms or in the Comms team or other parts of the Brand team, etc., that's what we're aiming for. So I now kind of circle back to the actual questions and, you know, by doing that, we will be then able to engage with kind of smaller communities, profile their work, because we'll have a better understanding, because we'll speak those languages, understand those issues, and be able to amplify and promote the incredible work that is already happening. So we need to catch up.

Elena Lappen: [00:46:38] Thank you. OK, great. I want to turn actually back to marketing as a topic quickly, and Nino I think you you partially answered this question already, but I think that there's more in there to answer. Just generally, what kind of marketing does the Foundation do and why is marketing important for a social movement? And I know that you already talked about, like understanding levels of brand awareness in our target markets and specifically understanding the levels of awareness around Wikimedia's values. But I think there's more that you could probably say about why marketing, how does it serve the movement?
Antonino Hemmer: [00:47:15] Where do I start? Yeah, a great, great question, and I'm glad you asked. Thanks for the opportunity to explain a bit more. So marketing here is definitely not a comparable function as you would have in most, if not all other workplaces or companies. The way we approach marketing here is to use the function to better understand the communities within the countries that we are serving globally. We use data both qualitative and quantitative, to deepen our understanding of the different values that countries have. And use that to understand the gaps of knowledge that exist between them and why. With each additional data point, we can then paint a better picture of where we can deliver impact most efficiently. Impact will be different from country to country, as from community to community. In this sense, marketing is an outreach tool for us to better serve our mission. Tell people what we are doing, get messages to people who don't know us and get people excited about our work. I'll stop there.

Anusha Alikhan: [00:48:27] I think I can add a little bit here, too, just to play off of some of what Nino was saying. You know, we're really in an environment where any purveyor of knowledge or information is coming under scrutiny because of the problems with trust that we are having right now. Marketing is really helping us to gauge essentially where those trust problems lie and also in what communities they lie. So part of, of course, the work that all of us are doing as a movement is really to elevate equity and make sure that people that are unrepresented across our projects can actually be part of them and engage with them and we can welcome them in and invite them in. And so we need to determine essentially the gaps that we are seeing in different regions when it comes to women, when it comes to people from the LGBTQ plus community, when it comes to people of color and black people. These these are questions that we need to essentially answer with the right tools. And that's what marketing is allowing us to do. In order to fill the gaps, we need to essentially see exactly what those gaps are and determine where we're missing people. And so, again, marketing is helping with that really important function. Also, that essentially then helps us as the Communications team, see how we want to structure our campaigns, the audiences that we need to engage in particular regions, ones that know about us, ones that know that Wikipedia is run by a nonprofit. There's a lot of people that don't know that. So these are the questions that we're sort of answering together in order to develop smarter communications campaigns and smarter communications strategy. So, yeah, I think I think it's brought a lot basically to the department and the work that we're doing.

Elena Lappen: Thank you. I'm going to take another question from the YouTube chat. What is the best place for affiliates to collaborate with the Foundation on social media campaigns that they want to launch? Is it a page on Meta, an email or other place? Where is the best place to connect and collaborate on social media campaigns?
Antonino Hemmer: [00:50:59] I think I can take this question. We don't currently have a set of best practices for the current kinds of future campaigns that we've been running, but I think this is something that moving forward marketing and what you're seeing in the communication and find a framework Mayur, would you like to see maybe a couple of interviews.

Anusha Alikhan: [00:51:24] I just had a clarifying point, though. Elena, are you talking about specifically on social media, like organic social media? I'm not sure. Or you're talking about larger campaigns that are connected to save some of the awareness campaigns that Nino and Zach were talking about earlier. I just just want to clarify.

Elena Lappen: I think that it's campaigns that affiliates would be looking to run in their local context to promote the work that they're doing on social media. My guess and if this is not correct, please, please correct me in the YouTube chat, but my guess is kind of like, how do we get as an affiliate? How do we get the Foundation to amplify our voices on their channels?

Anusha Alikhan: Yeah. So for organic in particular, we do have a form that you can fill out that essentially will tell us what the opportunity is about the audiences that you're trying to reach and exactly essentially what the ask is for the Communications team. I don't have that link right on me right now, but again, I will drop it in the chat as soon as I get a chance to. The other way that they can, of course, reach out is if they tag Wikimedia on any of our social media channels, our digital team will actually see that and they will either reach out for more information or they'll amplify it right away by retweeting or sharing on Facebook even.

Elena Lappen: [00:52:47] Do you know off the top of your head if the form is something that's submitted via email or is it something that lives on Meta Wiki?

Anusha Alikhan: Actually, it's a Google form.

Elena Lappen: OK, great. Yeah, if you find that and drop the links and we'll share that and YouTube as well. I know we also have some kind of ad hoc processes for this. It's not uncommon that I will get emails directly from community members like, hey, we want to run this, can you pass it on? And of course, any one of us from the Communications team is happy to pass that along. But to Nino's point, I think an important body of work in the coming years will be systematizing this little bit more and figuring out how we can more effectively amplify people's voices in different corners of the movement. That's a big goal of the Movement Communications team. OK, great. Next question from the YouTube chat. Is there an organizational diagram for the
Communications department?

Anusha Alikhan: That is a really good question, and my answer is, I don't know. In fact, I feel like I just actually made a request to update our staff page on our website. So I'm not sure if there's like an updated organizational chart at the moment.

Mayur Paul: [00:54:02] I can take part of this Anusha. So the single place where the Foundation attempts to keep attempts to keep like all staff and kind of who's where doing what up to date is on our website. It is here. It gets updated once a month, so. Hence the attempt, and so often it'll be a month out of date. Sometimes it can be a little bit longer if someone's left and their manager didn't notify the right people, et cetera, et cetera. There's many things that can go wrong in an organization the size, but this is there. So I've put in the chat and it can be shared on YouTube is the single place where the Foundation does try and keep up to date kind of who sits where in which department, but with the caveat that it will sometimes be out of date because it only gets updated once a month. People can be missed or sometimes people get moved. Teams might be moved here or there, and then that can be missed, etc. So, yes, we need to do better is actually my answer is making me think.

Elena Lappen: [00:55:22] Related to the organization of the department, there have been a number of questions recently about what it will mean for the Communications Department that the chief creative officer has left as the four people right now who are in charge of the department and will be really spearheading this year's annual plan, what does that mean for you all and what do you anticipate it will mean for the work ahead this year?

Anusha Alikhan: I would just start by saying that we have a really strong annual plan in place with core objectives that you've heard us describe obviously over the course of this call. So I think that we are extremely well positioned to basically carry out what we set out to do. We have an expanding team in Communications. Obviously, you heard about our new internal communications folks and of course, the regional staff that we're adding in Movement Communications. We're also adding people with knowledge of different media markets. One of the staff members that recently joined us is based in South Africa, a new staff member that will be joining us shortly. Fingers crossed, is based in India. So the fact is that even as there was definitely a bit of a transition on the Communications team, we're strengthening other muscles this year as we seek to carry out those goals that we set for ourselves in the annual plan.

Elena Lappen: [00:56:59] Thank you. All right, well, that pretty much brings us to the top of the hour. Thank you for for joining us. And thanks everybody who has tuned in all the questions in the YouTube chat. We really appreciate that. We've shared a number of links here
and chat that have made it to you in YouTube. This conversation, obviously, it's been recorded. It's going to be posted on the Meta page, the annual plan Meta page. So please share it if you'd like. And yes, I think we got to all of the questions today, but if there's any follow up, we will be watching the annual plan talk page. I know the banner right now says that we stopped actively watching on Friday, but we're going to be actively watching throughout the rest of the week in case there any follow up clarification questions coming as a result of this conversation. Thank you so much, everybody, for bringing your energy and excitement and curiosity to this conversation. And we'll see you all soon.

Anusha Alikhan: Thanks, everyone.

Antonino Hemmer: [00:57:59] Thanks, everyone, bye.