

# Communications department FY21/22 Q3



**WIKIMEDIA**  
FOUNDATION

# MTP Priority slides



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# 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 and Challenges

This quarter we:

- Launched two major brand awareness campaigns - Wiki Unseen and Project Rewrite - reaching global audiences in three regions and more than 10 countries.
- Completed [Brand Health Tracker](#) establishing brand benchmarks for Wikipedia & Wikimedia across 11 markets

## OKRs

Brand Awareness	
Celebrate Wikipedia's 20th Birthday	

## Actions

- Fundraising campaign media support in India



# Brand Awareness



## MTP Outcomes

Clarify and strengthen brand architecture

Protect brand affinity with existing audiences for a sustainable future where brand awareness is **70% and above**.

Increase brand awareness in markets where brand awareness is **below 70%**.

## MTP Metrics

Assess and establish Wikimedia brand health levels

**Baseline:** In Progress

Increase global brand awareness of Movement and projects

**Baseline:** [Above]

Increase participation in our Movement by reaching our global volunteers authentically

**Baseline:** No plan or pathway to engage

## Y2 Goal

By Q2, establish Wikimedia movement brand and mission awareness definitions, and baseline levels among global internet users

By Q4, increase understanding of Wikimedia by 5% in at least 3 emerging markets

By Q4, strengthen the brand through adoption of new brand guidelines, event and contest engagement, and improvement of messaging, translations and distribution channels.

## Q1

**On track:** Brand Health strategy developed

**On track:** South Africa brand awareness campaign launched

**On track:** Wikimania '21 complete, translations in 7 languages on website

## Q2

**Complete**  
Brand Health benchmarks established

**On track:** South Africa brand campaign completed.

**On track:** Diff the movement blog- 364,980 pageviews<sup>1</sup>.  
**Complete**  
Brand guidelines updated<sup>2</sup>

## Q3

**On hold**

**Complete**  
OKR complete and work will continue to normalise new practices developed.

## Q4

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1) Over calendar year 2021.  
2) Trainings to begin in Q3



# OKR slides



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# Brand Awareness



**Wikipedia Brand Health**

Wikipedia outperforms traditional knowledge content platforms but is outranked by rich media giants

Brand awareness for Wikipedia vs competition (based on awareness by the Wikimedia and competing brands)

Brand	Awareness (%)
Google	92%
Facebook	89%
YouTube	89%
Instagram	84%
TikTok	83%
Twitter	76%
Wikipedia	76%
Quora	28%
Britannica	23%
Khan Academy	14%

**Wiki Unseen**

Wiki Unseen is more than a project — it is a promise.

promise to show the world the people who have shaped the world, but systematically erased from knowledge spaces. People whose images were taken out of the picture.

In Wiki Unseen, our goal is to *redraw* those within the global majority including Black people, people of color, and Indigenous peoples — back into history, one image at a time.

**Announcing the Wikimania 2022 Core Organizing Team**

## Objective:

**Strengthen the worldwide narrative of Wikipedia; And increase brand awareness of our projects and our social good mission in new markets so people join our movement.**

*We've laid out details on each of our KR's on the following slides.*

**Target quarter for completion: Q4 FY21-22**

Department Communications:

# Brand Awareness



## Key Result #1:

**By Q2, establish Wikimedia movement brand and mission awareness definitions, and baseline levels among global internet users**

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- Completed surveys in 11 countries (US, Germany, India, Indonesia, Nigeria, Mexico, South Africa, Brazil, Philippines, South Korea, Russia) with 11,000 respondents
  - Established Movement brand and mission awareness baseline levels from these 12 indicator countries
  - Determined marketing, communications, and overall movement awareness context for Annual Planning and future project prioritization

**Target quarter for completion:** Q2 FY21-22

[Executive Summary of Research](#)



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## Key Result #2:

**By Q4, increase understanding of Wikimedia by 5% in at least 3 emerging markets.**

- With Wiki Unseen, Wikimedia saw coverage in three regions: Africa, North America & the Caribbean. The campaign had a global reach of **48,981,344** from **35 media outlets**. Close to 90% of the coverage was on the **African continent** with positive or neutral sentiment. Social posts reached ~one million people.
- In one month the [Project Rewrite landing page](#) received almost **30,000 views**. In comparison to last year's landing page views during, there was a **30% increase** in traffic this year. Social posts were **viewed** more than **630,000 times, reached over 285,000 individual people**, and generated more than **7,000 engagements** - including likes, comments, and shares. The Wikipedia iOS app of the day card resulted in **daily app downloads** increasing to 3 times **its normal weekday rate**. This led to about **4,000 app downloads**, translating to **\$14,000 in free installs**.
- On the thought leadership front, despite competing with a hectic news cycle around the one-year anniversary of the January 6th insurrection, Maryana's official welcome to Wikimedia was covered in [Politico](#) and [Axios](#). She also published [Puzzles and Priorities](#) on Diff with a reach of 760+ and did a [Q&A interview with the Signpost](#).
- We also collaborated with the Public Policy and Advocacy team on thought leadership around recent policy developments and current events: [SOPA and PIPA anniversary](#), panel for [State of the Net policy conference](#); [op-ed](#) authored by Rebecca that was placed in Tech Policy Press and quotes in outlets like [Politico's newsletter](#).

**Target quarter for completion:** Q4 FY21-22



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# Brand Awareness



## Key Result #3:

**By Q4, strengthen our brand through adoption of new brand guidelines, event and contest engagement, and improvement of translations and distribution channels.**

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- From January to March, 2022, we provided strategy, guidance, and support on movement communications for at least 20 major requests from every department at the Foundation, not counting many cross-departmental requests. While some requests are triaged quickly or one time only, most become ongoing and evolve in nature over time.
  - For Wikimania 2022, a new COT was formed. We then worked closely with the Wikimania COT, to agree a design, format and dates for Wikimania 2022 over this quarter.
  - This quarter different models being used for translations at the Foundation were mapped. As part of next year's annual plan, we will work on an initiative to 'connect the dots' internally, with a focus on increasing effectiveness. Language support is already being provided by most teams. Yet, this happens through an array of external vendors, contractors, and volunteers. Time frames, languages, and technical expertise will not allow for a one-size-fits-all model, but a more connected approach will enable us to identify better ways to expand our language support in line with the values of a global community.

**Target quarter for completion:** Q4 FY21-22



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# Appendix



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# Acronyms

**COT:** Core Organizing Team

**SOPA:** Stop Online Piracy Act

**PIPA:** Personal Information Protection Act

