Let's talk about content campaigns and contests!

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What is a content campaign?

Campaigns summon contributors and focus them on a topic or means of contribution for a window of time.
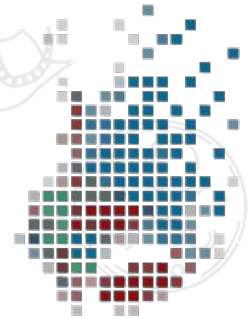
Contests or challenges are a type of campaign, typically more focused on established Wikimedians, primarily focused on quality content, and usually with a reward.

We see lots of active campaigns for
- Wikidata
- WikiSource
- Wikipedia
- Commons

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You are probably familiar with at least one!

WIKI LOVES AFRICA

#VISIBLE WIKI WOMEN

CEE SPRING

WIKIPEDIA ASIAN MONTH

[1] LIBRARIAN REFERENCE

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WIKI loves monuments

Campaigns have the most consistent track record for movement growth!

Movement Growth

Organizer capacity
Content Growth
Contributor Growth

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As an organizing activity, different campaigns frequently require similar approaches.

Movement Growth

Organizer capacity

Content Growth

Contributor Growth

Idea Generation

Gather allies and partners

Build worklist and design participation tools

Develop messaging and timeline

Package activities for communities to replicate

Targeted contribution

Comms for engaging contributors

Monitoring participation

Followup and reengage contributors

Evaluate and report

Campaign Preparation

Campaign Engagement

Campaign Followup

Meta Organizers working with local organizers

Local organizers working with partner organizers

Local and meta organizers working with online contributors and supporters

Developing content campaigns

for **growing the Wikimedia Movement**
Note: this is a draft for communications purposes and has not been tested against community practice
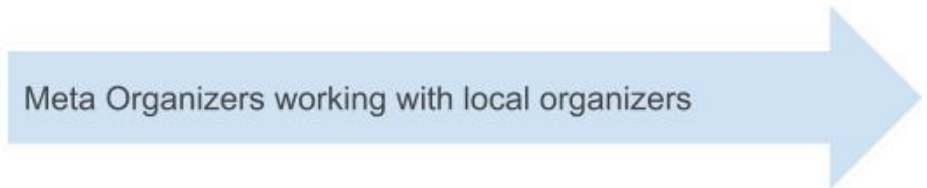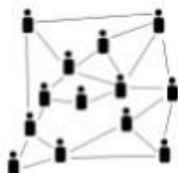
Where do you have questions?

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Preparation

Idea Generation
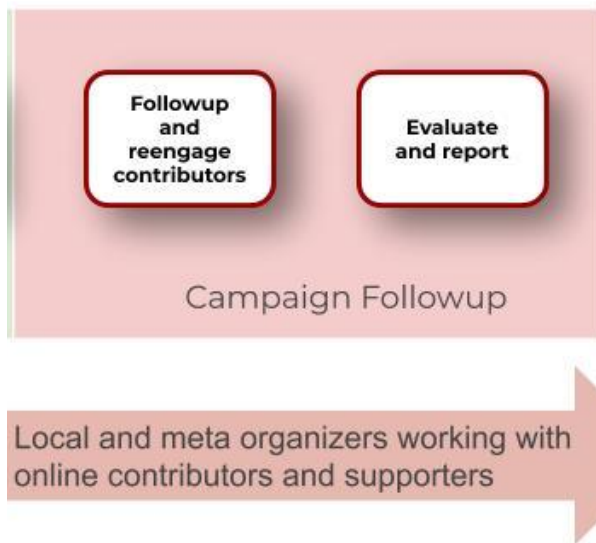
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Campaign Engagement

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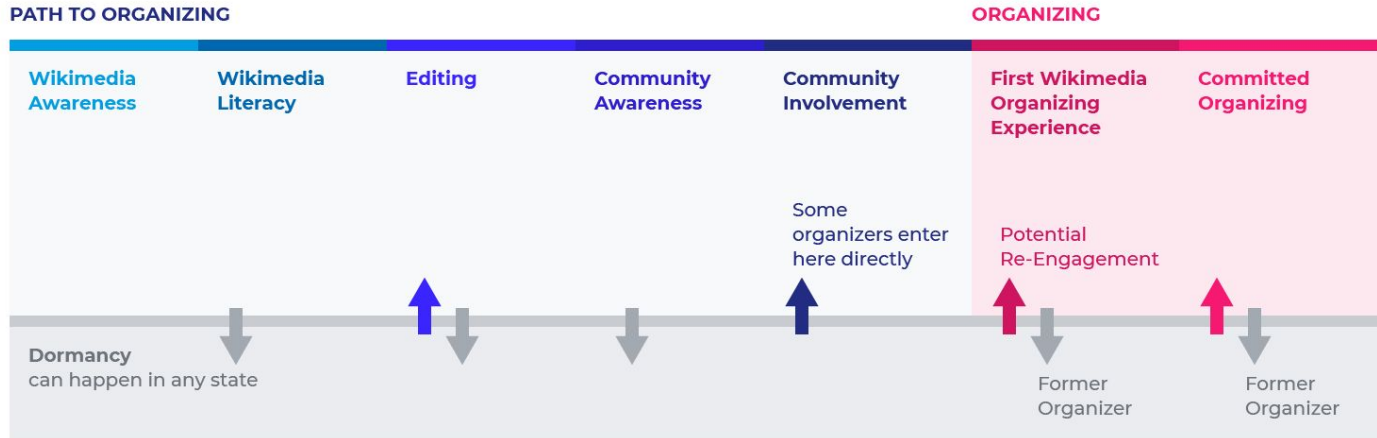
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Things we would like to explore this year...

- **Building Worklists & Contribution tools**
- **Communication and Tracking Practices**
- **Identify most challenging parts of starting campaigns**

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Focus on Movement Organizer Recommendations

Meta:Campaigns