

# Communications department FY21/22 Q1



**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:

- Concluded work to “**Celebrate Wikipedia’s 20th birthday**” with talks, celebrations, and a co-branded visual style for the Wikimania event.
- Launched a Brand Awareness campaign in South Africa.
- Co-created initiatives including Wikimania and Wikimedian of the Year.
- Announced Equity Fund grants publicly with global press pickup.

## OKRs

Brand Awareness	
Celebrate Wikipedia’s 20th Birthday	

## Actions

- Wrapped celebrations of Wikipedia 20 with our entire Movement as part of the Wikimania event proceedings
- Supported the Wikimedia Foundation Board of Trustees in their resolutions to unpause brand development work starting Sept. 15, 2021



# 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 Status

**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 Status

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## Q3 Status

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## Q4 Status

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# OKR slides



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# Brand Awareness



## 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.**

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We've laid out details on each of our KR's in the below slides.

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

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Department:

# Brand Awareness



## Key Result:

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

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- In August, we collaborated to complete [a new approach to Brand Measurement](#) that will provide holistic understanding of Movement, Foundation, and project (especially Wikipedia) brand awareness
  - In September, we established the survey questions, survey partner, and 7 survey regions for this first iteration of the Brand Health tracker
  - Survey collection and analysis is expected in October & November 2021

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

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# Brand Awareness



## Key Result:

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

- Launched South Africa Brand Awareness campaign engaging South African writers, filmmakers, fashion designers, artists and thought leaders to reflect the importance of free knowledge through their own creative mediums (in-progress).
- Announced the first round of grantees for the [Knowledge Equity Fund](#), a new approach to support external organizations that are working at the intersection of racial equity and free knowledge in ways to increase access to knowledge for all. The six grantees are across the Middle East, Africa, and North and South America that focus on issues of access, education, and equity within the regions they support. The announcement of the first round of Equity Fund grantees was covered in Reuters and Inside Philanthropy, and reprinted in regional publications in 6 countries; combined reach of the coverage was 300M.
- On September 14th, we announced our new CEO, Maryana Iskander. Through targeted pitching, we generated [nearly 40 pieces of coverage](#) globally, including Washington Post, BBC, Reuters and AP.
- Two of the top three highest reaching organic posts from the Foundation's Facebook channel were published this quarter: A [post](#) featuring five Latinx Wikimedia contributors (74,801 reach), and a [post](#) announcing the Equity Fund (61,829).
- We published a total of six blogs to Medium during Q1 with a total of 2,782 views.

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





# Brand Awareness



## Key Result:

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

- Results for Wikimania broadly exceeded our targets around awareness and engagement. 2021 was our biggest **Wikimania** with over 1700 participants (93% increase / almost double of the 879 participants from 2019).
- 2021 was our most inclusive Wikimania ever with participants from all over the world—the biggest growth came from Africa (23% of total) and Asia (23% of total) with the Americas (25% of total), Europe (26% of total), and Oceania (2% of total)<sup>1</sup> making up the rest of the increase. The vast majority of attendees at Wikimania 2019 came from Europe (68%).
- Wikimania resulted in an [op-ed](#) from Jimmy in Al Jazeera and [21 media articles spanning 8 countries](#). There were 2,100 social mentions during Wikimania (Aug. 13 -17) and 3,300 overall. 635 mentions came on Aug. 15 - day of Wikimedian of the Year. People from 91 countries took part in social media discussions with the USA, UK, Ghana, Tunisia & Mexico in the top 5.
- Over the quarter, work was done to ensure all major communications to the movement were translated into 7 languages. We are working to develop foundation-wide processes to enable all foundation communications to be multi-lingual in the long-term.
- Over the quarter we have begun the process of mapping all the Foundation's organisational information on Meta & 90% of Foundation announcements were on Diff. We also launched the [Diff Calendar](#) bringing together all events in one place.
- Finally, with the [Board's resolution on branding](#) (dated September 15) the Foundation has formal direction to act on brand development and stewardship including the pursuit of new brand guideline resources to be drafted in Q2.

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

<sup>1</sup> Further regional breakdown of participants will be available later.



# Appendix



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