From local edit-a-thons to international writing campaigns — a case study of Wikimedia Serbia

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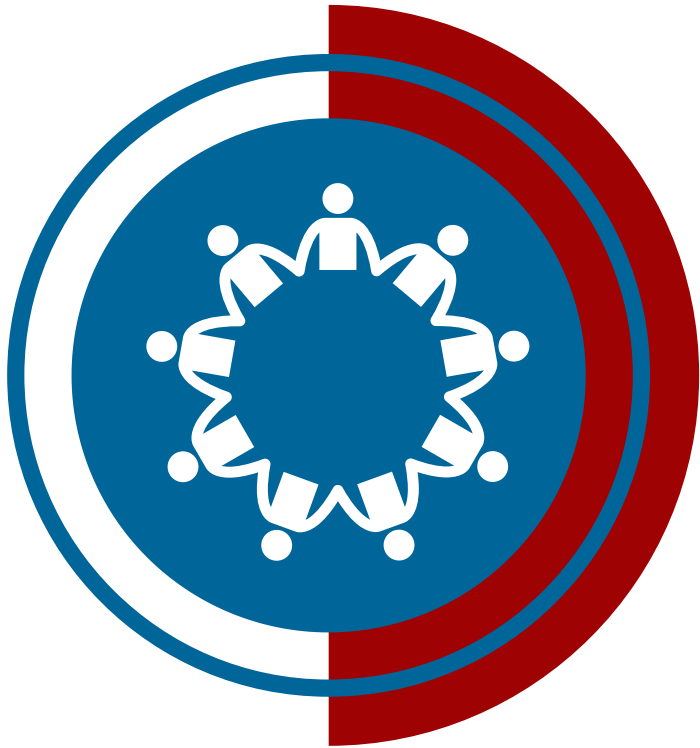Filip Majković (user name: Dungodung)

Wikimedia Serbia

Why Edit-a-thons?

- Excellent way to increase editors' motivation, and enrich the content on Wikipedia about a myriad of topics.

- Less intimidating for new editors than other writing campaigns (e.g. competitions).

Wikimedia Serbia's Journey

Local edit-a-thons

Regional collaborations

International writing campaigns

Local Edit-a-thons

1 **One day local edit-a-thons**

Offline events in which editors from Serbian Wikipedia gather to write about certain topics.

Goal: increase the editors' motivation while offering editors the opportunity to network and learn from each other.

2 **Partnerships with cultural and educational organizations and NGOs from Serbia**

Wikipedia editing workshops + edit-a-thons.

Goal: establishing new partnerships while empowering newcomers to edit Wikipedia.

3 **Online events that last for a week**

How to Organize Local Edit-a-thons
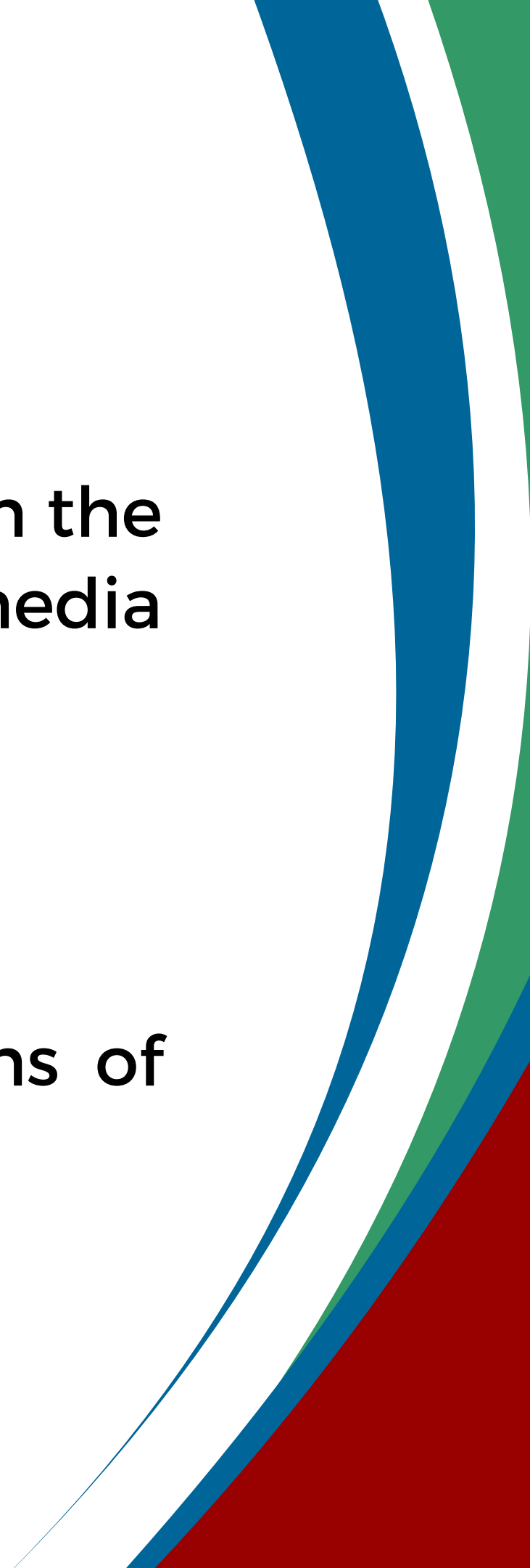
01 **Think about potentail topics**

The topics should be specific enough to catch the attention of Wikipedia editors and partnering organizations, but broad enough to create a comprehensive list of articles that.

02 **Call for action**

Call editors from your community to join edit-a-thons through communication channels.
Establish communication with partnering organizations.

03 **Promote the event on social media**

Regional Collaborations

- Goal: Establishing and strengthening cooperation between the affiliates and Wikipedia User groups of the Wikimedia Foundation.

- Wiki Camp, Wiki Expedition, Wiki4MediaFreedom.

- Working together on enriching various language versions of Wikipedia.

International Edit-a-thons

International Roma Day

A writing campaign that gathers Wikipedia volunteers from around Europe who write and improve articles on Roma minorities, their identity, history, and culture. This event celebrates Roma culture and raise awareness of the issues Roma people face daily.

International Refugee Day

An event focused on writing and improving articles on topics related to the ongoing refugee crisis, the rights of refugees, movies, and books about the experiences of refugees, etc. The goal of this event is to raise awareness about issues refugees face daily.

Wiki Loves EuroPride

A campaign focused on topics about members of the LGBTIQ+ community, organizations, festivals, books, films and all other topics that support human rights and differences.
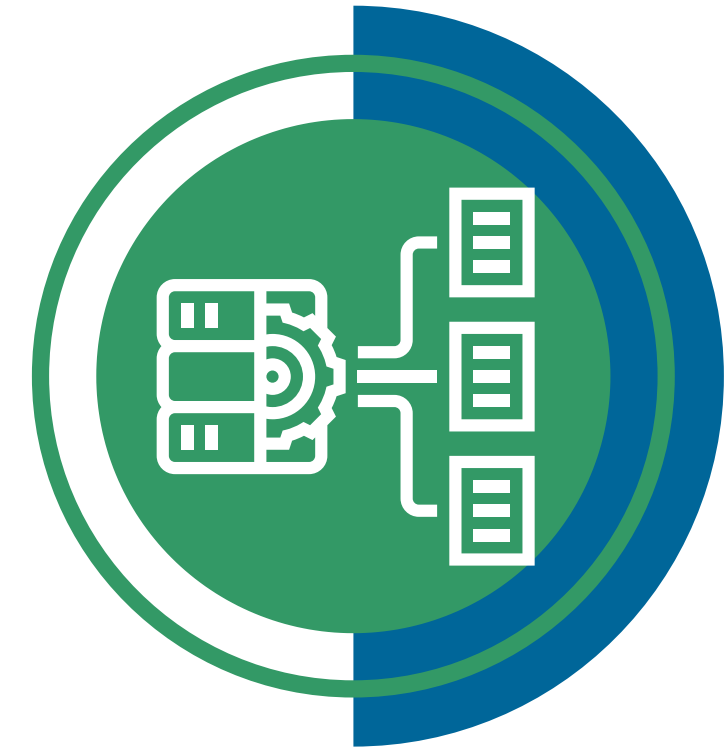
Results

Wikipedia Articles

1,169 new articles were written and 95 articles improved. For instance, during one International Roma Day Edit-a-thon, 279 new articles were written.

Number of Participants

350 editors from more than 30 language versions of Wipedia.

Wikidata Items

285 added or improved items.

How to organize international edit-a-thons

01 **Create a page for the event on Meta**

Create a Meta page for your event. Focus on the table containing a list of articles showing whether they exist in other language editions of Wikipedia or not. If possible, divide the list into specific subcategories.

02 **Invite other affiliations and user groups to join**

Be patient and persistent.
Personalize your message as much as you can.

Thank You
For Your Attention!

Any questions or comments?