

Communications Tuning Session Q1 FY20-21



WIKIMEDIA
FOUNDATION

MTP Priority Update



WIKIMEDIA
FOUNDATION

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

Elevate Brand was advanced through a far-reaching media campaign in India alongside fundraising efforts that helped to clarify the work that the foundation does, and where fundraising dollars go, while further underlining how projects like Wikipedia work. We secured several thought leadership opportunities to reach new audiences. Our media impact increased, as did our social media and Medium following.

Celebrate Wikipedia 20 is on track. The project is shifted towards virtual-only celebration planning, with online event guides and digital swag in production for January.

Activities to **evolve the Movement Brand** were paused through March 1 based on advice from project staff and a Board resolution on Sept. 24.



OKRs

Elevate Foundation brand	
Celebrate Wikipedia's 20th Birthday	
Evolve Movement brand	

Actions

- Finalize communications campaign around WHO partnership (The campaign will launch by the end of October)
- Finalize launch plans for Wikipedia 20 (kick off is January 15)
- Support ad-hoc Board committee on Movement Brand project (Q2 - Q3)

Department:
Communications

Brand Awareness



MTP Outcomes

Clarify and strengthen the 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

Clarify and strengthen Wikimedia brands to maintain awareness of 70% and above.
Baseline: 2020 Global market research.

Invest in localized efforts designed to maintain awareness and use of Wikipedia where brand awareness is below 70%.
Baseline: 2020 Global market research

Y2 Goal

Maintain brand awareness of 70% and above in core readership growth markets

Maintain brand awareness below 70% in core readership growth markets

Q1 Status

Wikipedia awareness:
GERMANY - 80%
US - 74%
—
Wikimedia Foundation awareness
34% across 10 markets

Wikipedia awareness in growth regions:
BRASIL - 62%
NIGERIA - 40%
S. KOREA - 38%
INDIA - 31%

Q2 Status

-

-

Q3 Status

-

-

Q4 Status

-

-



Drill Down: Brand Awareness



The situation

The Audience Engagement team has been doing research into our brand awareness and global markets that they will be sharing with you soon. We will be revising the MTP metrics for Brand Awareness and making them more specific. This new information presents us with a different picture of the future protect and growth audiences compared to previous estimates.

The impact

With more accurate data, we're better positioned to establish clearer, more accurate goals. This revision will, in turn, clarify the picture of global awareness and provide specific goals for growth and protect efforts. However, this fiscal year's yellow budget scenario only provides for a focus on protecting awareness in limited markets.

Recommendation

Thanks to updated data on brand awareness, we're recommending that the FY24/25 MTP metrics be updated to more accurately reflect realistic goals:

1. High awareness core readership markets = 72% -75% Brand
2. Global average awareness in 58 core readership markets = 64%



MTP Priority OKRs



WIKIMEDIA
FOUNDATION

Elevate Foundation Brand



Objective:

Strengthen the worldwide narrative of the Wikimedia Foundation to educate people about our projects and how they work and raise our exposure globally as leaders on open internet and free knowledge issues.

-
- We saw increases in social media following across our channels. In terms of gender demographics, we started the quarter with a combined (Facebook and Twitter only) audience breakdown of 34% female and 66% male. At the end of the quarter, this had changed to be 43% female and 57% male.
 - In response to the India fundraising campaign, a proactive media relations approach helped secure 13 pieces of positive coverage reaching a potential audience of 149 million+. This not only allowed us to shift the narrative around the donation ask that had generated some negative press, it enabled us to use the fundraising campaign as a platform to underline our brand values and educate people about what we do.
 - We supported several thought leadership opportunities including those for Katherine, Janeen, Grant, and Toby, that reached new audiences and helped to bring visibility to the Foundation in key areas including disinformation, diversity in tech, open source, and the role of Wikimedia in the classroom.
 - The Diff blog was launched in July and has become an asset for movement storytelling with more than 50 stories published to date.

Target quarter for completion: Q4 FY20-21



Department:
Communications

Elevate Foundation Brand

On July 28

Negative press coverage had a total readership of **79 million** and an average **impact score of 56**



Coordinate with Advancement to actively monitor media coverage of the Fundraising program in India to understand local perceptions

Develop messaging to address the public's questions; who we are, why we fundraise, and how we operate; Launch blog and local media outreach

Elevate brand by securing 13 pieces of original coverage

Wikimedia Foundation kicks-off fundraising campaign in India

ADVANCEMENT

FOUNDATION

Earned coverage impact

Positive coverage with a total readership of **149 million+** and an average SEO **impact score of 75**

Wikipedia explains why it's asking Indian users for donation

1 min read · Updated: 06 Aug 2020, 08:32 PM IST

Business

Wikipedia counts on Indian readers with first fundraising campaign

Updated · August 11, 2020 08:33 PM IST

Explained: Why is Wikipedia asking users for donations?

The fundraising drive sparked heated debates amongst social media users — some of whom questioned whether one of the world's most popular websites really needed donations to stay afloat.

Department:
Communications

Elevate Foundation Brand



Thought Leadership highlights from FY20/21 Q1

- Expanding the role of execs as thought leaders on free knowledge, representation, and innovation
- Exploring new virtual events landscape and finding impactful opportunities
- Proactively pitching conferences that allow us to reach new audiences

HOW I GREW THIS
POWERED BY branch

How I Grew This

Follow Share

In How I Grew This, Mada Seghete dives into the stories behind the World's top companies and the leaders driving their growth from campaigns, measurement and tests to their personal journeys becoming growth leaders.

< All Episodes

CTO @ Wikimedia: Grant Ingersoll - Knowledge Equity and Navigating Career
Through Identity
July 23, 2020 • 45 min

COMBATTING DISINFORMATION REQUIRES COOPERATION AND TRUST

Digital Disinformation, Cybersecurity, Defending Digital Democracies



MVSchneider
@MVickySchneider

So inspirational and poignant [@janeenuzzell](#) [#vGHC2020](#) talk on 'who tells your story' "information builds bridges across languages and borders" 'knowledge equity' 'we cannot confuse being open to being equal' [#WhoTellsYourStory](#)

Department: Communications

Elevate Foundation Brand



Key Results

Increase engagement and social media following for foundation accounts on Twitter, FB and Instagram by 30% and our Medium audience from 19K to 30K followers in the next year. Progress will be tracked per quarter.
Baselines: Social Combined Total - 86,748 /Medium 19,000

Engage new audiences and create strong brand associations between our projects and our social good work by developing proactive communications campaigns; impact will be measured by tracking social media, press, and community engagement by campaign.

Raise Wikimedia's media impact score by 12% (judged on the basis of the number of influential publications that highlight our work). Progress will be tracked per quarter with approximately 3 percent growth in each.
Baseline: 117.91 Media Impact Score

	Year Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
	Increased engagement on Medium and social media	3.4% increase in social media audience (now 89,700); 1% rise in Medium audience (now 19,225)	-	-	-
	Engage new audiences and forge strong brand associations	Completed a wide-reaching campaign around India fundraising effort and thought leadership, Diff blog launched.	-	-	-
	Raise Wikimedia Foundation's media impact	Impact Score is now 123.36, representing a 4.6% increase	-	-	- Department: Communications

OKR Changes: Wikipedia's 20th Birthday



Original

Objective: Increase the public's support for our movement by changing the perception of Wikipedia from being seen as a website, to a movement, and celebrate how humans made Wikipedia what it is.

↳ **Key Result #3:** Increase understanding that Wikipedia is more than a website by 10% among existing site users

Proposed

Objective: Increase the public's awareness of our movement ecosystem, and celebrate how humans made Wikipedia what it is.

↳ **Key Result #3:** Increase understanding that Wikipedia forms part of a movement 10% among existing site users.



Wikipedia's 20th Birthday



Objective:

Increase the public's awareness of our movement ecosystem, and celebrate how humans made Wikipedia what it is.

-
- Reflecting budget constraints, Wikipedia 20 is focused on celebrating the *community* that has made Wikipedia a beloved global resource. The project team is focusing all event messaging and art work on the *humans* of Wikipedia.
 - **KR1** - Press planning and message development underway. Sam Lien and Lauren Dickinson coordinating messaging closely with Creative Director Khanyi Mpumlwana. First messaging document shared in September to staff & community reviewers.
 - **KR2** - Hired two renowned designers to develop a unique, *human* look for the birthday. South African Karabo Poppy was recently nominated for a GRAMMY for her design work in a Jain music video, and LeBron James wore her Nike designs during the NBA playoffs. EL BOUM is a Moroccan-German illustrator who has done major projects for Google, the Goethe Institut, and Girls Globe. They had never worked together before until staff designer Blanca Flores hired them for this project.
 - **KR3** - Benchmarking awareness levels for public awareness of broad movement ecosystem *in progress*.

Target quarter for completion: Q3 FY20-21 launch, continuing through Q4 and into next FY.



Wikipedia's 20th Birthday



Key Results

	Year Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
Earn press coverage for the Wikipedia movement in 50 nations (priority: emerging markets) resulting in more than 60% positive sentiment Baseline: <i>To be established in Q3</i>	Press coverage in 50 nations	-	-	-	-
Support community celebrations in 40 nations by February 2021 to increase sense of movement interconnection Baseline: 0 community celebrations to date, <i>events for Q3 & Q4</i>	Community celebrations in 40 nations	-	-	-	-
Increase understanding that Wikipedia is more than a website by 10% among existing site users" Baseline: <i>In development with Audience Engagement team, expected Q2</i>	10% increase in awareness	-	-	-	-



Wikipedia's 20th Birthday



The situation

Update to OKR: The current Birthday Objective frames efforts as a chance to show that Wikipedia is “more than a website.”

Central Notice banners on Wikimedia sites represent the single largest channel for informing our readers about the birthday. In 2016, we earned 1.9 billion impressions on birthday banners in 1 week.

The impact

This phrase “more than a website” misplaces our emphasis, failing to foreground the humans (volunteers, donors, and readers) who have made Wikipedia a beloved global resource.

Requesting banners is a collaboration with community volunteers that is very time and relationship intensive for a few key staff (Joe Seddon, Greg Varnum, Nick Wilson).



The recommendation

Adjust and simplify OKR language to “Increase the public’s awareness of our movement ecosystem, and celebrate how humans made Wikipedia what it is.”

Further development recommended: More staff specialists and/or more staff training to make successful Central Notice usage easier. In addition, Communications would like to help develop branded banner “templates” to improve usage easier for this high-visibility tool

Evolve Movement Brand



Objective:

Adopt and advance evolved Movement brand identity system (from FY19-20) to increase global understanding, support, and participation in our projects.

- Last quarter (Q4 FY19-20), this OKR was **RED**. Recovery on project has been made in reviewing community concerns, identifying areas for revision, and developing a new plan that meets both Board and Community requests.
- Core changes to project include:
 - **A pause** - allowing time for revision and improvement that de-escalates conflict and sets up other Foundation + Community collaborations for good faith collaboration
 - **A Board committee** - Reviewing process & decision-making from the Foundation's highest corporate authority
- **Two key results- documenting Foundation brand change points and completing 70% brand system adoption- are now postponed beyond the scope of the current FY.**
- The Board of Trustees resolution has indicated the project should be complete “ideally by the end of 2021”

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



Evolve Movement Brand



Key Results

	Year Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
<p>[CONTINUED FROM FY19-20] Develop evolved Movement brand identity system by October 2020 that satisfies 6 qualities of community brand criteria and reflects the perspectives of 40+ nations</p> <p>Baseline: 0 of 6 brand criteria met</p>	Evolved brand system meets 6 community criteria	1 of 6 brand criteria met (Branding should grow movement)	-	-	-
<p>Establish list of Foundation branding points with input from 100% of Foundation departments, and complete phased plan for brand identity system adoption by December 2020.</p> <p>Baseline: 0 department brand change lists collected</p>	List for Foundation rebranding touchpoints developed by Q2	POSTPONED Until KRI is completed (expected Q4)	-	-	-
<p>Adopt evolved Movement brand identity system across 70% of Foundation branding points and with 10 affiliates by June 2021.</p> <p>Baseline: 0% of Foundation branding points updated / 0 affiliates committed to adoption</p>	70% adoption of new brand into Foundation + 10 affiliates adopt new brand	POSTPONED Until KRI & KR2 are complete (expected Q1 FY21-22)	-	-	-



Drill Down: Evolve Movement brand

The situation

The project to evolve Movement Brand was formally paused by Board resolution on September 24.

This pause was recommended by Project staff after reviewing 1,000+ community survey responses on naming conventions and the Community Open Letter on Renaming which explicitly requested a change to the project's timing.

The impact

Changes to the movement brand were long-planned to coincide with Wikipedia's 20th birthday, allowing the high visibility moment to show off the entire movement with a unified brand.

The planned changes also mean that current staff have been in a "holding pattern" on brand materials, avoiding updates to standard staff materials like stationary, templates, and swag.

Recommendations

1. Foundation staff should embrace Wikimedia Foundation branding materials for the next 3 quarters (through Q1 FY21-22).
2. Foundation brand team will increase staff training and update templates based on staff feedback to ensure brand consistency and functionality.
3. Birthday messaging will connect Wikipedia name with movement to increase ecosystem visibility.

Department Update



WIKIMEDIA
FOUNDATION

Communications Department

welcomes



Tas Elias
Brand Collaborations Lead



Diff

diff.wikimedia.org

News from across the Wikimedia movement, including the Foundation. Our goal is to share lessons, celebrate community successes, strengthen relationships and support our identity as a movement.

We are inviting volunteers to share their stories, translate them, and join the editorial process. We want to collaborate with messengers who bring news from the communities to Diff and vice versa. We all share a motivation to promote the movement in all its diversity.

Launched July 15. Averaging four posts per week in Q1, 40% by volunteers. Posts mainly in English, and we have our first contributions in Spanish and Italian. Our aim is to increase translations in support to our equity and representation goals.

News from across the Wikimedia movement



Welcome to Diff, a community blog for the Wikimedia movement

July 14, 2020 by Adora Svitak and Chris Koerner

Introducing a new blog for the Wikimedia community to connect and share learnings, stories, and ideas from across the...

[Read more](#)



One year of Small Wiki Toolkits initiative—and more to come!

September 30, 2020 by Sriшти Sethi



New main page for the Northern Sámi Wikipedia

September 29, 2020 by Jon Harald Sæby (WMNO)



Wikipedia is getting a new look for the first time in 10 years. Here's why.

September 23, 2020 by Olga Vasilieva



Tech/News/2020/39

September 22, 2020 by Johan Jönsson



The First Step Together – Implementing the Movement Strategy recommendations

September 22, 2020 by Mehrdad Pourzaki



Celebrating Free and Open Source Software with Google Summer of Code and Outreachy

September 21, 2020 by Pavithraes

Wikimedian of the Year

The 2020 Wikimedian of the year is Sandister Tei, community organizer and co-founder of the Wikimedia Ghana User Group.

This year the WotY committee aimed for casting a more equitable net to find suitable candidates. We organized a public call for community news stories that provided good suggestions about 40 potential candidates.

Due to the cancellation of Wikimania, we faced the challenge of organizing the first WotY announcement online ever. On October 15, WotY 2020 was awarded in a live broadcast with Sandister Tei and Jimmy Wales and 160 live viewers.



Questions



WIKIMEDIA
FOUNDATION

Appendix



WIKIMEDIA
FOUNDATION

Acronyms

PII: Personally Identifiable Information

SEO: Search Engine Optimization

