Creating campaigns on Wikimedia Commons

A how-to guide

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Wiki World Heritage User Group is a Wikimedia affiliate initiated by wikimedians interested in the documentation of UNESCO World Heritage around the world through Wikimedia projects.

It was officially recognized by the Wikimedia Affiliates Committee on 22 October 2020.

**Goals:**
- Ensuring the full coverage of World Heritage on Wikimedia projects
- Catalyzing dynamic synergies around World Heritage

**Approach:**

We design and implement our projects through a fully collaborative approach, through partnering with local Wikimedia affiliates or/and relevant organizations in the target countries.
Creating campaigns on Wikimedia Commons

A how-to guide
Step 1: Request an “Upload Wizard campaign editors” right.

In order to create an Upload Wizard campaign you need to have the right to do that.

You need to open this page: Commons:Requests_for_rights and under the section “Upload Wizard campaign editors” submit a request to have the right to create a campaign as per the below screenshot:

https://commons.wikimedia.org/wiki/Commons:Requests_for_rights
Step 2 : Upload the campaign logo on Commons

A logo will be needed when creating the campaign templates. Make sure that the logo is available on Commons in order to be used.

Example: logo used for the campaign Told Cities:
https://commons.wikimedia.org/wiki/File:Told_Cities_Logo.png
Step 3 : Create categories to be used by the campaign templates

In the next step we will create the templates to be used by the campaign and these templates will reference some categories that we will need to create.

These categories are:

<table>
<thead>
<tr>
<th>Category Name</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Category:TemplateName</td>
<td>This is the main category of the campaign</td>
</tr>
<tr>
<td>Category:Images from TemplateName</td>
<td>To be placed under the main category of the campaign and will contain the sub category related to the uploaded photos.</td>
</tr>
<tr>
<td>Category:Uploaded via TemplateName:TemplateName</td>
<td>To be placed under the main category of the campaign and will contain all the photos uploaded.</td>
</tr>
<tr>
<td>Category:TemplateName Templates</td>
<td>To be placed under the main category of the campaign and will contain all the templates used by the campaign</td>
</tr>
</tbody>
</table>

Example: categories related to the campaign Told Cities:

https://commons.wikimedia.org/wiki/Category:Told_Cities
https://commons.wikimedia.org/wiki/Category:Images_from_Told_Cities
https://commons.wikimedia.org/wiki/Category:Uploaded_via_Campaign:Told_Cities
https://commons.wikimedia.org/wiki/Category:Told_Cities_Templates
Step 4 : Create the campaign templates

Before creating the campaign, you will need to create the different templates that will be used by the campaign. Basically we will need 10 templates (please replace the text in red by the name of your campaign):

1. Template:CampaignName

Link to create the template:
https://commons.wikimedia.org/w/index.php?title=Template:CampaignName&action=edit

Content:
{{Autotranslate|1=|base=CampaignName}}

<includeonly><!--
-->{{#ifeq:{{NAMESPACE}}|File|{{{category|[Images from CampaignName|{{PAGENAME}}]}}}}><!--
-->{{#ifeq:{{NAMESPACE}}|File|{{{category|[Uploaded via Campaign:CampaignName|{{PAGENAME}}]}}}}><!--
--></includeonly><noinclude>
{{In category|Images from CampaignName|Uploaded via Campaign:CampaignName}}

"This template is added by the campaign [[Campaign:CampaignName]]"

[[Category:CampaignName Templates]]
</noinclude>

Example: https://commons.wikimedia.org/wiki/Template:Told_Cities
Step 4: Create the campaign templates

2. Template: CampaignName/header

Link to create the template:
https://commons.wikimedia.org/w/index.php?title=Template: CampaignName/header&action=edit

Content:

{{Autotranslate |base=Upload campaign header CampaignName}}<noinclude>

== Translate ==
<inputbox>
type=create
break=no
width=100
buttonlabel=Add a translation
default=Template:Upload campaign header CampaignName/<enter a language code here>
edittintro=Template:Upload campaign header CampaignName/en
preload=Template:Upload campaign header CampaignName/en
</inputbox>

== Current translations ==

{{Special:PrefixIndex/Template:Upload campaign header CampaignName/}}

[[Category: CampaignName Templates]]
</noinclude>

Example: https://commons.wikimedia.org/wiki/Template: Told_Cities/header
Step 4 : Create the campaign templates

3. Template: CampaignName/layout

Link to create the template:
https://commons.wikimedia.org/w/index.php?title=Template: CampaignName/layout&action=edit

Content:
{| {{Partnership-Layout|lang={{{lang|}}}}}
| style="width:60px;" | [[File: CampaignName_Logo.png|90px]] | link={{Smartlink|m: CampaignName_LinkOnMeta|{{{lang}}}|CampaignName}} | {{lang|{{{lang|}}}|{{{text|empty}}} }} |}

---
{{CampaignName/lang}}
| style="width:60px;" |

[[Category: Layout templates|{{PAGENAME}}]]

[[Category: CampaignName Templates]]

Example: https://commons.wikimedia.org/wiki/Template:Told_Cities/layout
Step 4: Create the campaign templates

4. Template: CampaignName/lang

Link to create the template:
https://commons.wikimedia.org/w/index.php?title=Template:CampaignName/lang&action=edit

Content:

| [{{fullurl:Template:CampaignName/en}} English]| {{edit|Template:CampaignName/lang}} |

[[Category:Language link templates]]

[[Category:CampaignName Templates]]
</noinclude>

Example: https://commons.wikimedia.org/wiki/Template:Told_Cities/lang

Template: Told Cities/lang

Categories: Language link templates | Told Cities Templates

From Wikimedia Commons, the free media repository

English |
Step 4 : Create the campaign templates

5. Template:CampaignName/thanks

Link to create the template:
https://commons.wikimedia.org/w/index.php?title=Template:CampaignName/thanks&action=edit

Content:
{{Autotranslate |base=CampaignName/thanks|1={{{1|}}}|2={{{2|}}}}}<noinclude>
== Translate ==
<inputbox>
type=create
break=no
width=100
buttonlabel=Add a translation
default=Template:CampaignName/thanks/<enter a language code here>
editintro=Template:CampaignName/thanks/en
preload=Template:CampaignName/thanks/en
</inputbox>

== Current translations ==
{{Special:PrefixIndex/Template:CampaignName/thanks/}}
[[Category:CampaignName Templates]]
</noinclude>

Example: https://commons.wikimedia.org/wiki/Template:Told_Cities/thanks
Step 4: Create the campaign templates

6. Template: CampaignName/thanks/layout

Link to create the template:
https://commons.wikimedia.org/w/index.php?title=Template: CampaignName/thanks/layout&action=edit

Content:

```
{{{1}}}<br>{{{2}}}<noinclude>
[[Category:Layout templates|{{PAGENAME}}]]
[[Category: CampaignName Templates]]
</noinclude>
```

Example: https://commons.wikimedia.org/wiki/Template:Told_Cities/thanks/layout
Step 4: Create the campaign templates

7. Template: CampaignName/thanks/en

Link to create the template:
https://commons.wikimedia.org/w/index.php?title=Template:CampaignName/thanks/en&action=edit

Content:

{{CampaignName/thanks/layout
|1=Thank you for submitting your photos to CampaignName.
|2=Our volunteers will add photos to the relevant articles and lists.
|lang=en
}}

[[Category:CampaignName Templates]]

Example: https://commons.wikimedia.org/wiki/Template:Told_Cities/thanks/en
Step 4: Create the campaign templates

8. Template: Upload campaign header CampaignName

Link to create the template:
https://commons.wikimedia.org/w/index.php?title=Template:Upload_campaign_header_CampaignName&action=edit

Content:

{{Autotranslate |base=Upload campaign header CampaignName}}

{{Translate}}

{{Current translations}}

Example: https://commons.wikimedia.org/wiki/Template:Upload_campaign_header_Told_Cities
Step 4 : Create the campaign templates

9. Template:Upload campaign header CampaignName/layout

Link to create the template:
https://commons.wikimedia.org/w/index.php?title=Template:Upload_campaign_header_CampaignName/layout&action=edit

Content:
{| {{Partnership-Layout|lang={{int:lang}}}}
| style="width:100px;" rowspan="3" | [[File:CampaignName_Logo.png|90px|link=m:CampaignName_LinkOnMeta]]
| {{{1|}}}
| style="width:90px;" rowspan="3" | [[File:CampaignName_Logo.png|90px|link=m:CampaignName_LinkOnMeta|right]]
|<noinclude>
[[Category:CampaignName Templates]]
</noinclude>

Example: https://commons.wikimedia.org/wiki/Template:Upload_campaign_header_Told_Cities/layout
Step 4: Create the campaign templates

10. Template: Upload campaign header CampaignName/en

Link to create the template:

Content:
{{Upload campaign header
|1="Welcome to CampaignName campaign Upload Wizard!"<br />
"Remember to only upload your own photos!"
|CampaignName description<br />
|lang=en
}}{{translate tag|header}}

[[Category:CampaignName Templates]]

Example: https://commons.wikimedia.org/wiki/Template:Upload_campaign_header_Told_Cities/en
Step 5: Create the campaign

Link to create the campaign:
https://commons.wikimedia.org/w/index.php?title=Campaign:CampaignName&action=edit

Content:

```json
{
  "enabled": true,
  "title": "CampaignName",
  "description": "Welcome to wikimedia Commons\\u003Cbr\\u003E[[File:CampaignName_Logo.png|frameless|center|200px]]",
  "display": {
    "headerLabel": "{{CampaignName/header}}",
    "thanksLabel": "{{CampaignName/thanks}}"
  },
  "defaults": {
    "categories": [
      "Images from CampaignName to check"
    ]
  },
  "autoAdd": {
    "wikitext": "{{subst:CampaignName/en}}"
  },
  "licensing": {
    "ownWorkDefault": "own",
    "ownWork": {
      "licenses": [
        "cc-by-sa-4.0"
      ]
    }
  },
  "tutorial": {
    "skip": true
  }
}
```
Step 5 : Create the campaign

Example:

https://commons.wikimedia.org/wiki/Campaign:Told_Cities
Step 6 : Create the campaign landing page

Link to create the campaign landing page:
https://commons.wikimedia.org/w/index.php?title=Commons:CampaignName&action=edit

Content:

In the campaign landing page, you can input your own design and you will need to add the button(s) to upload the photos using the campaign created.

In order to add one button in order to upload photos into a subcategory, you will need to add the below content:

```wiki
{|width="100%" align="center"
|width="1%" valign="top"
|width="8%" valign="top" align="center" style="background:#9a6542"
|<div style="color:white">'''<big>SubCategoryName</big>'''</div>
{{UploadWizardPrefill/CreateUploadButton
|descriptionlang=en
|category1=CampaignName SubCategoryName
|campaign=CampaignName
|id=CampaignName
}}
```

Example:

https://commons.wikimedia.org/wiki/Commons:Told_Cities
https://commons.wikimedia.org/wiki/Commons:Told_Cities/Africa
Thank you!

WIKI WORLD HERITAGE

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Twitter: @WWH_UD

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