

Wikimedia Foundation metrics meeting

23 March 2017



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Agenda

- Welcomes, theme introduction
- Movement update
- Wiki Women's History on social media
- Wiki Indaba update
- Movement strategy update
- Questions and discussion
- Wikilove



Welcome

Requisition hires:

- Gregory Varnum - Comms - MI (conversion)
- Sydney Poore - Community Engagement - KY

Contractors, interns & volunteers:

- Jason Sherman - Community Engagement - OK

Anniversaries

Asaf Bartov (6 yrs)

Lisa Gruwell (6 yrs)

Pau Giner (5 yrs)

Dan Foy (5 yrs)

Daniel DeJarnatt (5 yrs)

Ellie Young (4 yrs)

Meron Kristos (4 yrs)

Adam Baso (4 yrs)

Chase Pettet (3 yrs)

Kacie Harold (3 yrs)

Anna Stillwell (3 yrs)

Kevin Smith (2 yrs)

Michael Holloway (2 yrs)

Jan Gerlach (1 yr)

Angel Lewis (1 yr)

Rita Ho (1 yr)



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Movement update



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Wiki Loves Africa 2016









Intercultur



**The women you have
never met**



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Wikimedia Foundation highlights

- The Analytics team finished rebuilding our pageview API for resiliency, doubling capacity in terms of storage and greatly reducing latency. This rebuild also addresses one of the most requested items on community wishlist last year.
- As we prepare for the movement strategy discussion, we need everyone's feedback on: basic discussion premises [1], and briefing document [2].
- The Wikimedia Foundation has an updated, more inclusive, non-discrimination policy [3].

[1] <https://meta.wikimedia.org/?curid=10191140>

[2] <https://meta.wikimedia.org/?curid=10184031>

[3] https://wikimediafoundation.org/wiki/Non_discrimination_policy

Upcoming this month

Consultations & discussions

- Wikistats 2.0 Design: Round Two
- Movement strategy: Cycle 1 discussions begin

Events

- Wikimedia Conference 2017

WikiWomen's History on social media



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We have a gender gap

March 2015: Gender gap grew by 54,615

March 2016: Gender gap grew by 9,573

Rosie showed us the way

Promoting her as Wikipedia's Facebook profile picture drew over 1,600 women to like the page at 4 cents apiece.



Photo CC by SA 4.0, Rosie Stephenson-Goodknight,
frame, public domain

We've adapted that strategy



We added fans where we need them

COUNTRY	NEW FANS WHO IDENTIFY AS WOMEN	COST PER FAN
India	35,968	\$.01
Indonesia	35,577	\$.01
Egypt	7,252	\$.01
Nigeria	3,426	\$.01
Others	22,334	\$.01
Total	104,557	\$.01



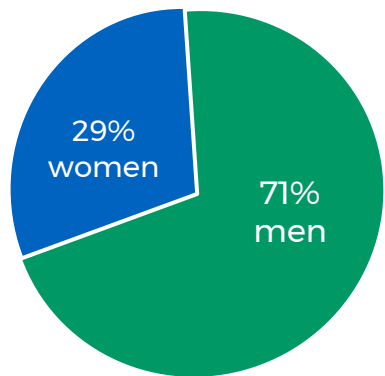
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Change the conversation.

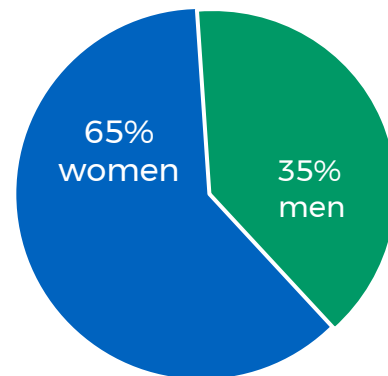
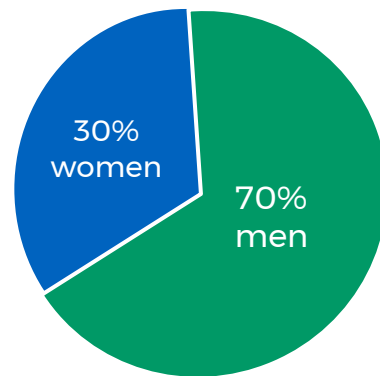
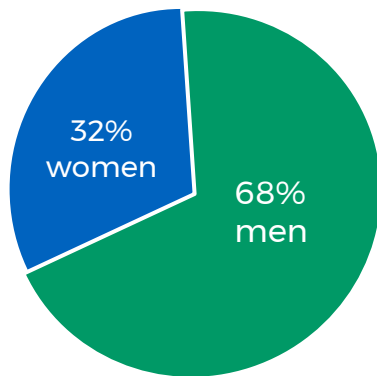
March 2015: Gender gap grew by 54,615

March 2016: Gender gap grew by 9,573

March 2017: Gender gap *shrank* by 100,224



Overall fan base



Engagement





WikiIndaba 2017

What is Wiki Indaba?

- It is the biannual regional Conference for African Wikipedians/Wikimedians.
- Wikimedia ZA initiated and held the first Wiki Indaba in Johannesburg in June 2014.
- Funded with a Wikimedia Foundation conference grant.



2017 Applications



49 participants



72 applications



18 countries

3 continents



42 scholarship

Why Indaba?

Creating a unified voice to share the unique problems pertaining to the continent and establishing a chance **to be heard as a unified body.**

Building capacity for African Wikimedians to ensure **sustainable Wikimedia communities** on the continent and to ensure the **posterity of the movement in Africa.**

Forging partnerships to foster continental and diasporan collaborations, in the quest of **scaling up projects** and promoting growth of the movement goals in partner regions.



Lessons learned

-

- Approvals take quite some time.
- Passing on of resources from one organising team to another was a problem.
- Inconsistent logos and brand items for the conference.

+

- Fun activities rejuvenate participants :-)
- Create a sense of belonging for the conference, and participants will do their bit to make the conference a success
- Have a solid team and clearly assign roles
- Don't wait for grant approvals, plan ahead!
- Insist on what you want because the status quo does not work for every country
- It's never too late to make a change
- Support from foundation staff was just awesome

Next steps

- Letter to Katherine (L2K)
- Sparking Communities of Editors and Affiliates
- Increase representation from the region in movement roles
- Increase participation at movement events (Wikimania, Hackathon, WMCON, etc.)
- African Wikimedian Developers Programme
- Grow more African languages Wikipedia
- Remote meeting to discuss failures and successes



Movement strategy update



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**What do we want to
build or achieve
together over the next
15 years?**



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Launch of Track A & B



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#1: Create statements and keywords

1. Become a Discussion Coordinator.
2. Organize your group's or community's discussion (on- or offline).
3. Discuss the future of the movement and generate a list of theme statements and keywords.
4. Submit these statements and keywords to Meta for inclusion in the overall discussion.
5. Follow what others are discussing.

A large, diverse group of people, likely conference attendees, are gathered outdoors. Many are wearing lanyards with badges. They are all smiling and waving their hands towards the camera. The background features a vibrant, colorful mural with abstract shapes and figures. The overall atmosphere is energetic and positive.

Wikimedia Conference: Strategy Track

WMF as an Organized Group

2030.wikimedia.org

Questions and discussion



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wikilove
LIVE

Appendix

Wiki Loves Africa 2016

- Multimedia contest to capture the rich African heritage through dance, music and movement.
- 3rd issue of the contest in a row.
- 10 participating countries, almost 8,000 media uploaded through the campaign.
- International winners are still to be announced.
- More:
https://commons.wikimedia.org/wiki/Commons:Wiki_Loves_Africa_2016



Intercultur

- An editing challenge with focus on Spain's 8 spoken languages: Aragonese, Asturian, Basque, Catalan, Extremaduran, Galician, Occitan and Spanish.
- 22 participants, 278 articles edited
- More information: <https://meta.wikimedia.org/wiki/Intercultur>



The women you have never met

- A global writing contest with a focus on women's biographies.
- March 4 - April 9, 2017
- 18 participating countries so far, from 7 different regions in the world. You can join as organizer, too!
- More information:
https://meta.wikimedia.org/wiki/The_Women_You_Have_Never_Met

Podemos [editar] !

