

**BUILDING A  
COMMUNICATIONS  
STRATEGY**



## DISCLAIMER

- Each affiliate is different
- Contact Wikimedia Foundation Communications team for regional help
- There are ways to do communications as a volunteer group

## TERMINOLOGY

- Journalist
- Communications
- Media / press
- Public relations
- Marketing
- Social media
- Press release

## WHY HAVE A STRATEGY OR PLAN?

- Prioritize "core" vs. "strategic" communications work
- Better prepared to handle "surprises"
  - Clarity on roles and process
- Opportunity to learn and improve
  - Takes abstract concept of "communications" and makes it more measurable

## Manchester City

# Manchester City stadium now 'owned by Jürgen Klopp', claims Wikipedia page

- Entry edited to suggest ground renamed Liverpool Under-19 Training Ground
- Roberto Firmino named ground's operator on edited page

- Shared on social media 4,498 times.
- Yet within minutes – before the story ever appeared online – the vandalism was reverted.
- Within an hour it was protected.
- 1,541 articles reported the vandalism, including The Mirror and BBC News Online.

COMMUNITY, EDITOR ENGAGEMENT, WIKIPEDIA

## *Inside the game of sports vandalism on Wikipedia*

By [Jeff Elder](#), Wikimedia Foundation

January 6th, 2016

*Sports fans vandalize Wikipedia articles, and sports bloggers write about it—often. But what really happens behind those headlines? A vandal, an editor, and the surprisingly short lifetime of a highly publicized incident.*



## WHAT IS A COMMUNICATIONS STRATEGY / PLAN

- Timeline
- Channels
- Audience
- Smart goals
- Evaluation
- Team (but individual capacities too)

## TIMELINE

- Wikimedia events
- Outside events
  - Global events
- Organization development
- Product / program announcements
- Planned issues

## COMMUNICATIONS AUDIT

- Review goals for past year
- Assess press coverage and impact
  - Assess media channels
- Assess marketing efforts and impact
- Identify common narratives or questions
- Opportunity to identify focus areas for upcoming year



## DEVELOPING RESOURCES

- Press kit
- Web page for press releases
- Blog
- Social media presence
- Press release template
- Communications team mailing list

EVENTS, FEATURED, WIKIDATA, WIKIPEDIA

## Europeana Art History Challenge begins

By [Liam Wyatt](#), Europeana

April 19th, 2016

*With 40 languages, 30 countries, and hundreds of artworks, the Europeana Art History Challenge has now begun—the largest ever GLAM-Wiki competition and the first to highlight Wikidata.*



Of the 40 Wikipedias being tracked as part of the challenge, *Femmes de Tahiti* by Paul Gauguin (1891), currently only exists in 7. [Painting by Paul Gauguin](#), public domain/CC0.

# Anatomy of a blog post

- Clear objective
- Audience
- Timely
- Outreach
- Support disseminating

MOVEMENT  
RESOURCES &  
NETWORKING

- Communications Resource Center
  - [m:CRC](#)
- Wikimedia Foundation Communications
  - [m:Communications](#)
  - [communications@wikimedia.org](mailto:communications@wikimedia.org)
- Communications Committee
  - [m:ComCom](#)
- Social Media
  - [m:Social media](#)
- Fellow affiliates
  - [m:AFF](#)

**IDEA AND EXPERIENCE  
SHARING**

