

Webinars are great, aren't they?

- During the pandemic, webinars instead of offline training is an obvious path
Contributing to Wikipedia is an online activity, why not teach it online?
- However, it's not as easy as one could think.

Problems with online webinars

- People are overwhelmed by the amount of great (and free!) stuff online
- Some are just too busy to learn a (random?) new skill without clear benefits
- Attention span is shorter
most people won't sit behind a laptop for three hours straight & remain focused

Our solution: Events with partners

- We get access to a specific, engaged audience => events are easier to promote.
- We benefit from the partners' expertise.
- Examples: Creative Commons Ukraine, MFA of Ukraine, GLAM institutions.

Case study: events for journalists



WIKIMEDIA
УКРАЇНА

Anton Protsiuk

Events for journalists

- We partnered with a prominent Ukrainian media watchdog “Detector Media”
- 5 joint events — 3 workshops/discussions for wikimedians by journalists, 2 events for journalists by wikimedians
- Plus a jointly organized writing challenge on UkWiki

Events for journalists

- Events held on Zoom & streamed on YouTube or Facebook
- 580 views on YT, 3k views on FB*
Dozens* participated in real time
- Notes published as articles by WMUA blog & Detector Media

Case study: Events for GLAM in the Kharkiv region



WIKIMEDIA
УКРАЇНА

Serhii Petrov

Events for GLAM in the Kharkiv region

- A series of webinars on request by Korolenko Kharkiv State Scientific Library
- 2 online webinars and 3 practical training sessions offline in the library
- Topic: Wikipedia editing and image uploading to Wikimedia Commons



Practical training in the
V. H. Korolenko Kharkiv
State Scientific Library
Photos: Serhii Petrov, CC BY-SA 4.0

Events for GLAM in the Kharkiv region

- About 10 librarians got skills of editing Wikipedia
- Approximately 10 articles were created or contributed
- 10 images uploaded

Events for GLAM in the Kharkiv region

- A series of webinars requested by Kharkiv Regional Universal Scientific Library
- Topic: uploading images to Commons and adding images to Wikipedia articles
- Focus on the photo contest “Wiki Loves Monuments”

Events for GLAM in the Kharkiv region

- Events held on Zoom & streamed on YouTube
- Over 60 participants, mostly librarians.
- Several libraries were actively participating in the WLM contest
- > 200 views on YouTube

ПРОЄКТ «ВІКІХАРКІВЩИНА»

10 ЛИПНЯ
11:00

ВЕБІНАР ДЛЯ БІБЛІОТЕКАРІВ ТА ВСІХ ОХОЧИХ

ВІКІСХОВИЩЕ: ЯК ПРАВИЛЬНО ЗАВАНТАЖУВАТИ ФОТОГРАФІЇ



ХОУНЬ

СЕРГІЙ ПЕТРОВ

ДОПИСУВАЧ УКРАЇНСЬКОЇ ВІКІПЕДІЇ,
АВТОПАТРУЛЬНИЙ ВІКІСХОВИЩА

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Events for GLAM in the Kharkiv region

- Detailed presentations (handbooks for beginners) with step-by-step instructions on article editing

Handbooks are very useful in the contest “WikiKharkivshchyna” for librarians of the Kharkiv region

- It is difficult to have effective practical training for newcomers online



Thank you!

Get in touch:

- anton.protsiuk@wikimedia.org.ua
- kharkivian@wikimedia.org.ua