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SWOT Analysis – Wiki Loves Monuments

<i>Strengths</i>	<i>Weaknesses</i>
<ul style="list-style-type: none"> • Easy to present, easy to participate; • Large media coverage of the WLM competition; • Increasing participation over the years (7,000 uploaded photos in 2012, 8,000 in 2013, 21,000 in 2014); • • Improved networking over the years (contact people are now available in many municipalities; a good know-how was developed among staff as to relating to public institutions); • Good collaboration with municipalities and associations in promoting the competition; • WLM can be connected to other WMI initiatives (e.g. OSM mappings, Wikigite), thus contributing to its own success; • Ability to attract sponsors in 2012 (Gruppo Sorgente and ENI) and partners over the years. 	<ul style="list-style-type: none"> • Decrease in the number of volunteers involved; • The judging phase is arduous, , especially photo selection, due to the lack of volunteers and to the huge number of pictures; • The tool for selecting photos is not very effective; • Lack of a dedicated resource for communication (in 2012, a person delivered ad hoc, capillary communication, both online and offline); • Poor cross-media approach (WLM is on Facebook but not on Instagram or Twitter; FIAF uses Instagram massively); Google+ was updated in 2013 but abandoned in 2014; • Difficulties in the follow up and closure of the previous editions; • Lack of coordination for local communication (in 2013 and 2014 local communication was mainly entrusted to single municipalities who didn't always properly advertise the initiative); • Lack of an official national monuments list (very time-consuming task for staff); • Abundance of images for a limited number of monuments; • The relationships with partners (e.g. WWF, FIAF, etc.) have not been cultivated and fully exploited (Legambiente, Touring Club); • In 2013 and 2014 there were no financial revenues (financial and technical sponsors need ad hoc projects based to be attracted); • ; • Lack of a comprehensive and coordinated editorial plan coordinated (e.g. press releases).
<i>Opportunities</i>	<i>Threats</i>

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| <ul style="list-style-type: none">• There is a number of other WMI projects (e.g. OSM) which could be exploited to give WLM more visibility;• Wikimania 2016 will be held in Esino Lario. This could be an opportunity to give light to WLM Italia;• Museums (see Convention with ICOM museums and Museimpresa) host a large number of events over the year. These are opportunities to showcase WLM; | <ul style="list-style-type: none">• Current legislation (No freedom of panorama in the Urbani Code);• No list of Italian monuments exists;• Possible media saturation in promoting the contest;• The authorization process is rather complex for municipalities (they do not understand why that must authorize and how);• Many photographers have a hard time with the list of monuments and/or Wikimedia Commons: frequent questions, emails, and phone calls on how to load, participate;• Media visibility does not always correspond to actual participation (2012: 700 people with 7,000 photos; 2013: 600 people with 8,000 photos; 2014: 1,000 people with 21,000 photos);• Some municipalities do not renew or change authorizations from year to year;• WLM International is losing attractiveness; this decreases the appeal in volunteers and, consequently, generates more work for the staff. |
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