WIKIMEDIA FOUNDATION

Gender Gap

Celebrate Women 2024
Learning Debrief
Campaigns

Campaigns Programs Conversation Hours
June 27th, 2024
12 pm UTC

We will be recording today!

We plan to record this presentation today. When we publish it we will only leave in the first part of the recording (including the presentations).

If you say something aloud during the first section or are on camera, it will like be in the recording.

If you share something in the chat or in the Q&A section, that will not be shared in the recording

UCOC applies for this conversation and this safe and friendly space. Please DM Tila Cappelletto if you have any concerns/questions.

WIKIMEDIA FOUNDATION **Gender Gap**

Learn about new tactics, tools and lessons from campaigns to improve your campaign organizing.

Connect with experienced and new community organizers and learn from their experiences and experiments.

Share your findings and experiences with the rest of the community.

What are campaign's conversation hours?

WIKIMEDIA FOUNDATION ♀ **Gender Gap**

Agenda today

- Welcome & Introductions (2 mins)
- Celebrating Community Efforts (30 mins)
  - ESEAP
    - WMID - Wiki Women's Month - Dian Agustín
  - SSA
    - CodeforAfrica, Wikipedian Alliance - Empower Her campaign - Bukola James
    - Africa Wiki Women - Inspire Inclusion Campaign - Ruby-D Brown
  - LAC
    - Halt! Women Making History - Vic Sfriso on behalf of 21 organizations from LAC, Portugal and Spain
  - Q&A (5 minutes)
- Sharing the learning from WMF (30 mins)
  - Wikipedia Needs More Women outcomes by Olga Spingou, ExtComms
  - Update from Masana on WMF data
  - Event registration tool and PE Dashboard
- How do we want to work together for next year's campaign? (20 minutes)
  - Support needed from communities
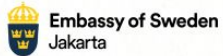 - WMF campaign engagement
- Next steps and close (3 minutes)

Wiki Women's Month

an initiative to celebrate women on International Women's Day in Indonesia

Dian | User:Dian (WMID)
dian.agustin@wikimedia.or.id

Bulan Wiki
Perempuan

Access this slide here:

🔗 bit.ly/wmid-wwm24

Four years of Wiki Women's Month!

- an initiative to close the gender gap content in Wikimedia projects by Wikimedia Indonesia

- a collaboration between Wikimedia Indonesia and the Swedish Embassy, UNFPA Indonesia, and the Faculty of Medical and Health Sciences of Udayana University

- part of a global initiative, **WikiProject Women's Health**

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Wiki Women's Month 2024

"By this year, we tried to work on gender-related topic areas **beyond the biographies** ."

For more:
Bulan Wiki Perempuan 2024 on Meta | Articles

Bulan Wiki
Perempuan

Our series of event

WOMEN'S TALK

Bridging the gap in women's health information on the internet

A gathering aims to encourage public participation in bridging the information gap on women's health topic by contributing SRH information to the digital space, including social media and Wikimedia projects.

This session can also be found on YouTube.

COMMUNITY MEETUPS

An online and offline thematic meetups organized by our community to celebrate women by editing articles about women and women's health on our local Wikipedia. We supported **10 communities** for organizing these meetups.

WIKILATIH & EDITATHON

Wikipedia editing training (**WikiLatih**) held on both online and offline events for beginners to edit women's health topic, particularly SRH, on Indonesian and Balinese Wikipedia. Several public health students and Balinese native speakers participated to edit women's health articles on Wikipedia.

WIKIDATA CLASS & DATATHON

An online Wikidata editing training (**Wikidata Class**) for beginners followed by datathon to edit data about women's health in Wikidata.

Pendidikan Wikimedia・kurang dari

Bulan Wiki Perempuan 2024

Denpasar, Kota Denpasar, Bali
Denpasar, Kota Denpasar, Bali

Sleman, Daerah Istimewa Yogyakarta
Sleman, Daerah Istimewa ...

Pamekasan, Kabupaten Pamekasan, Ja...
Pamekasan, Kabupaten ...

Bangkalan, Kabupaten Bangkalan, Jawa ...
Bangkalan, Kabupaten Bangkalan, ...

Banjarmasin, Kota Banjarmasin, Kalimant...
Banjarmasin, Kota Banjarmasin, ...

Jakarta, Daerah Khusus Ibukota Jakarta
Jakarta, Daerah Khusus Ibukota ...

Bandung, Kota Bandung, Jawa Barat
Bandung, Kota Bandung, Jawa Barat

Palembang, Kota Palembang, Sumatera ...
Palembang, Kota Palembang, ...

Medan, Kota Medan, Sumatera Utara
Medan, Kota Medan, Sumatera ...

Malang, Kota Malang, Jawa Timur
Malang, Kota Malang, Jawa Timur

Gorontalo, Kabupaten Gorontalo, Goront...
Gorontalo, Kabupaten Gorontalo, ...

Makassar, Kota Makassar, Sulawesi Sela...
Makassar, Kota Makassar, Sulawes...

**Running for 4 years.
In 2024, we run
16 programs in 12 cities
900+ new/edited articles
in
9 languages
220 enlisted editors
87k page views**

Empowering Women Through Knowledge: A Successful Wiki Women's Month in Indonesia

2 May 2024 by Sakti Pramudya, Dian Agustin (WMID) and UNFPA Indonesia

🅰 Translate this post

In March 2024, Wikimedia Indonesia marked a significant milestone. In collaboration with the Swedish Embassy and UNFPA Indonesia, Wikimedia Indonesia celebrated Indonesia Wiki Women's Month 2024, coinciding with International Women's Day. This year, the focus of Wiki Women's Month shifted to the vital topic of Sexual Reproductive Health (SRH), addressing the pressing need for reliable SRH information in Indonesia, particularly for girls and young women. Based on the Indonesian Demographic Health Survey 2017, only 12% of girls and 6% of boys aged 15-24 know where to find SRH information and services; and only half can identify the risks of pregnancy.

Half of young people consider the internet and social media as crucial sources of information on SRH, underlining the necessity of making SRH information readily available online (UNFPA Asia Pacific, 2021). However, alongside this imperative, there is a pressing need to

Our story on the internet

UNIVERSITAS UDAYANA
Unggul, Mandiri, dan Berbudaya

FACULTY OF MEDICINE
UDAYANA UNIVERSITY

HOME   WHY FK UNUD ?   PROFILE   PPID   ACADEMIC   RESEARCH AND COMMUNITY SERVICE

Talking about Women and Media, FK Unud Collaboration with Wikimedia, Swedish Embassy, and UNFPA

Posted by: Admin - Senin, 18 Maret 2024 - Has been read 115 time(s)

Talking about Women and Media, FK Unud Collaboration with Wikimedia, Swedish Embassy, and UNFPA

Bincang Perempuan is a talk show session that aims to increase public understanding and awareness about the urgency of bridging the gap in women's health information on the internet. Apart from that, this session also aims to encourage public involvement in providing vital information in the form of articles on the topic of women's health that are not yet available on Wikipedia. This activity is one of a series of events

Bulan Wiki Perempuan 2024

On 30/04/2024 / No Comments / in Berita, Pendidikan / by Ines Nurlaeli

Bulan Wiki Perempuan adalah rangkaian kegiatan kontribusi di proyek-proyek Wikimedia mengenai topik perempuan. Proyek-proyek Wikimedia, seperti Wikipedia dan Wikidata telah menjadi sumber informasi yang mudah diakses secara gratis oleh masyarakat. Namun, masih terdapat bias gender dalam proyek-proyek Wikimedia, baik dari segi konten maupun kontributornya. Bulan Wiki Perempuan menjadi momen yang tepat untuk memperkuat peran dan kontribusi perempuan dalam dunia digital.

Bulan Wiki Perempuan 2024 mengangkat topik kesehatan perempuan. Tujuannya untuk memastikan tersedianya informasi yang akurat dan komprehensif mengenai

The Swedish Ambassador to Indonesia via a post @swedenjakarta spoke about Women's Talk

swedenjakarta
and 2 others
Universitas Udayana

swedenjakarta ✔ Today I attended Bincang Perempuan, a public discussion on women's health, at Fakultet Kedokteran Universitas Udayana (FK UNUD) in Denpasar, Bali.

Wikipedia has billions of views every month, so it is important to close the gender gap there as well. This can be done by making sure that there are more articles about women and their achievements. It is equally crucial to add articles about issues that are important for women and girls in particular, such as women's health, and sexual and reproductive health and rights (SRHR).

This is why the work that is being

Liked by **wikimediaid** and **202 others**

16 March

Add a comment...   Post

Our challenges

- Most of the participants **were not confident** to write articles about women's health (SRH issues) on Wikipedia.

- Since our participants came from diverse background of study, they **were not familiar with the terminology** used in the articles.

  - the CoP of UNFPA also helped us by providing the glossary as guidance, but we still need to deal with the unfamiliar terms, like Hiperemesis gravidarum, Dismenorea, or Dispareunia.

- **Lack of credible references** about women's health in Indonesian.

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Gallery

CC BY SA Eka343

CC BY SA Eka343

Find out more in [Commons](#)!

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"Thank you for the collaborative efforts with the Swedish Embassy, UNFPA Indonesia, especially the CoP, and Udayana University. For us it's such an amazing achievement in regards to our attempt to improve the women's health information in our local Wikipedia, particularly in Indonesian Wikipedia."

THANK YOU

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TERIMA KASIH

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�‌ကျေးဇူးတင်ပါတယ်

Code for Africa
EmpowerHer Campaign
Bukola James

EmpowerHer Campaign

Amplifying African Women's Voice on Wikipedia and in Africa

2024-06-08
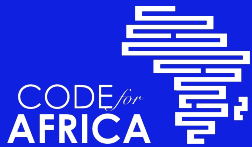
CODE *for* AFRICA

BUKOLA JAMES

Bukola is Code for Africa's African Wikipedian Alliance (AWA) Community coordinator. She spearheads the Anglophone and Francophone networks, consisting of 267 members in 30 African countries.

Find me on META @User:Bukky658, LinkedIn @Bukola (Olutola) James

Code for AFRICA

Contents

- Brief introduction to AWA
- Content and Gender bias statistics
- Campaign Launch and objectives
- Training and participation
- Achievements and milestones
- Testimonies and strategies
- Conclusion and next steps

Continental Footprint

Code for Africa (CfA) is the continent's largest **indigenous** network of civic technology and open data / data journalism labs, underpinned by **110** full-time staff (analysts, technologists & digital creatives) in **26** African countries.

Our network includes the **African Wikipedian Alliance** community, the **WanaData** community of women data scientists/storytellers, the **africanDRONE** network of civic drone operators, the **sensors.AFRICA** coalition of air/water/radiation sensor communities, our **PesaCheck** fact-checking initiative in **15** countries, the African Fact-Checking Alliance (**AFCA**), and the **iLAB** forensic analysis unit in our **African Network of Centres for Investigative Reporting** (ANCIR) which supports newsrooms in **22** countries.
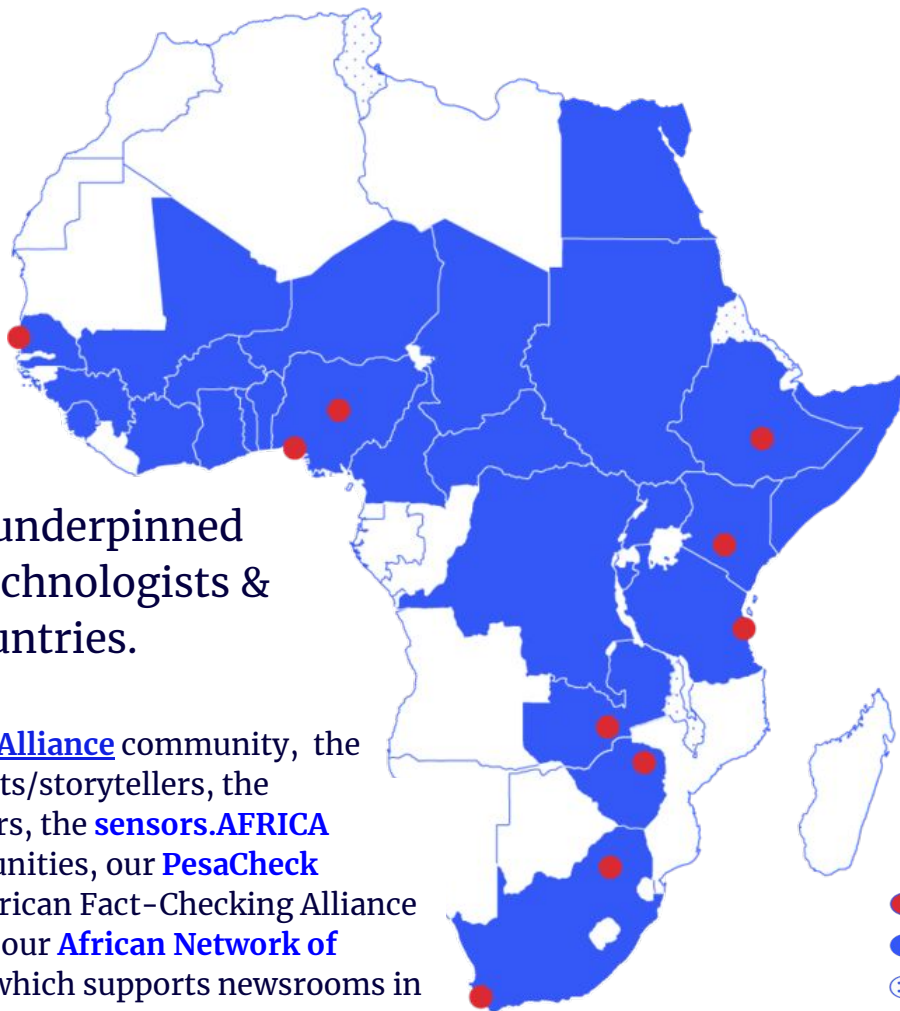
🔴 Main offices
🔵 Our presence
⊡ Our partners

African Wikipedian Alliance (AWA)

About AWA

African Wikipedian Alliance

- The <u>African Wikipedian Alliance (AWA) community</u>, is an initiative of Code for Africa, made up of a network of Anglophone and Francophone Wikimedians working collaboratively to improve Wikipedia and its sister projects in Africa through cross disciplinary content development, and fact-checking of information (on Wikipedia).

- The goal of the AWA is to grow a pan-African network of Wikimedians who are expert fact checkers, editors, and creators of verifiable and factual content across various Wikimedia projects.

CODE*for*
AFRICA

About African Wikipedian Alliance (AWA)

- AWA organises meetups, quarterly online conferences, edit-a-thons and campaigns for its Anglophone and Francophone Community.
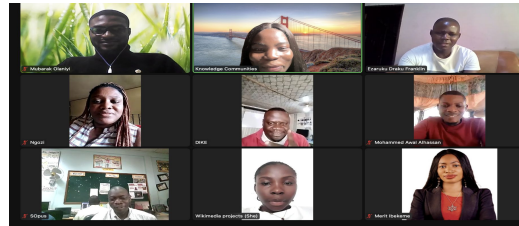
Content Bias Statistics

Gender bias on Wikimedia project is seen in the disparities in content and editor representation.

Content:

- **Humaniki data:**
  - 834,000 female-related articles vs. 3.6 million male-related articles
- **English Wikipedia:**
  - 19% female content, 80% male content
- **French Wikipedia:**
  - 20% female content, 80% male content
- **Wikidata:**
  - 33% female data, 67% male data

Humaniki provides statistics about the gender gap in the content of all Wikimedia projects

For example, as of Jun 2024, only 18.826% of content in all Wikimedia projects including biographies on Wikipedia are about women.

Global Gender Gap
Distribution of content of humans in all Wikimedia Projects

837.7k	3.6M	Σ Other Genders Content (sum)
Female Content	Male Content	3.8k

All time, as of Jun 2024

Visualization Collection
Humaniki allows you to explore the gender gap by several dimensions:

Gender by Country
What is the spatial distribution of gender data?

Gender by Wikimedia Project
How do different language Wikimedia projects compare in terms of gender diversity?

Gender by Date of Birth
What is the temporal distribution of gender data?

Gender Bias Statistics

Gender bias on Wikimedia project is seen in the disparities in content and editor representation.

Editor representation:

- Merely 13% of Wikipedia editors identify as women.

- While women constitute 49% of all Wikipedia readers, only 20% of new Wikipedia editors identify as women.

Only **23%** of all Wikimedia content related to the sub-Saharan Africa region is about women

Campaign Launch and Objectives

- The African Union wants to change this narrative using the African Charter on Democracy, Elections, and Governance to promote gender equity on Wikimedia projects.

- The Charter Africa and AWA launched a month-long editathon from March 22nd to April 23rd.

Objectives:

- To increase editing skills of AWA Wikimedians in editing articles related to African Women on Wikipedia and Wikidata.
- To provide access to Charter Africa Knowledge research as reliable sources for closing gender gap on Wikipedia and it's sister's project.
- To increase female representation in content, readership, and editorship.
- To amplify African women's voices in politics, journalism, and government.

EmpowerHer Edithathon Description

Sarah Gowon
Project manager on CfA's
New Initiatives Team

Bukola James
Community Coordinator
African Wikipedian
Alliance(AWA)

Christelle Pandja Data
Analyst, Academy trainer
and Community
coordinator AWA

Peninah Kimiri
co-founder and
co-president of
gender.jobs.

Laura Eboa
PR & Strategic Communications
Advisor & Consultant at the UN.

Muib Shefiu Founder of
AfroDemics and
Anglophone Wikipedia
Trainer

Rhoda James Creative
Director for the WUGN
and Anglophone
Wikidata Trainer

Barakat Adegboye
Intern at WUGN &
Anglophone Reviewer

Emmanuelle Kakou
Project Manager
Wikimedia Côte
d'Ivoire, & Francophone
Wikipedia trainer

Keita Aboubacar,
President
Wikimedia Guinée
Conakry & Francophone
Reviewer

Minette Lontsie
Project Manager
Wikimedians of
Cameroon &
Francophone
Wikidata Trainer

CODE for AFRICA

EmpowerHer
2024 Team | Project manager, Coordinators,
Keynote Speakers, Trainers, and
Reviewers for the Anglophone and
Francophone AWA Community

Training and Participation

- **225 [underline]articles/items created[/underline]**
- 535 references added
- 36,200 article views.

- **94** editors received invites using massenmail thanks to the campaign product team.

- The campaign attracted **103** participants using the Event registration tool.

- **1** virtual launch for Anglophone and Francophone Communities.

- **6** training sessions led by **4** trainers and **2** reviewers.

- **81** participants joined the outreach dashboard from Anglophone and Francophone communities.
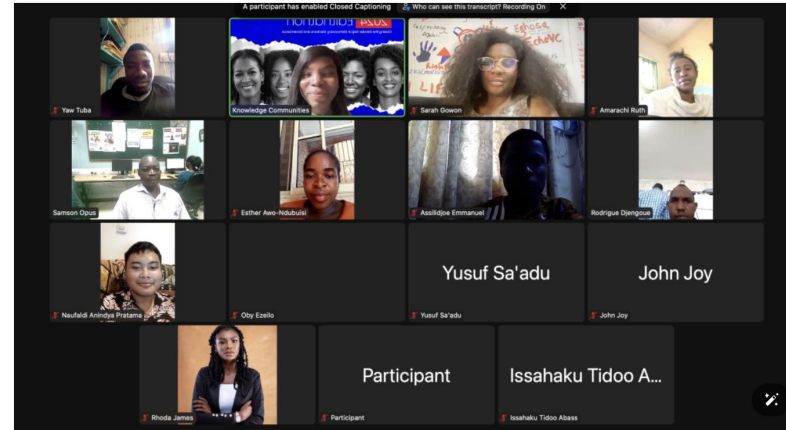
The EmpowerHer Campaign Virtual launch event in 22nd April 2024

255	535	36,200
Articles/items created	References added	Articles views
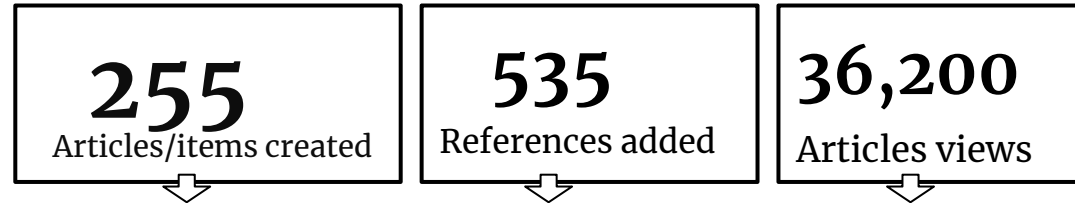
DASHBOARD STATISTICS

Testimonials and Strategies

Testimonials from trainers and reviewers:

- "Met enthusiastic editors motivated to contribute." – Muib Shefiu
- "Filled with gratitude and pride." – Barakat Adegboye
- "Vibrant atmosphere of mutual learning." – James Rhoda
- "Continuous training is integral." - Emmanuella G. Kakou

Strategies for participation:
- Clear guidance
    a. Jury process
    b. Rules and regulations
    c. List of suggested articles
    d. Article scooped dashboard
    e. List of articles created
- Publicity
- Ongoing communication
- Personalised support

"This enriching journey as a Wikipedia trainer for the EmpowerHer Edit-a-thon 2024 taught me that continuous training should be an integral part of our daily lives as Wikimedians. Every opportunity is a chance to learn something new, as long as we are present. When everyone shares their knowledge, we collectively increase our understanding. The Wikidata training helped me better understand editing on Wikidata and how to simplify the training for others.

The EmpowerHer Edit-a-thon 2024 initiative showed me that efforts are being made to equip women and girls with the tools they need to produce content on Wikipedia and Wikidata, focusing on women in Africa."

Emmanuella G. Kakou – *Trainer, Côte d'Ivoire*

Prizes and Awards

At the end of Campaign 8 participants namely, *E82maa, Hermivan, Farida Takenzo, Monesthe, Achiri Bitamsimli, Faldioo, Meritkosy*, and *Warmglow* from the Francophone and Anglophone communities emerged as top contributors.

The top 8 highest contributors [received](#) gift vouchers:

- 1st top contributor $100
- 2nd top contributor $75
- 3rd top contributor $50
- Top newest contributor $25

CODE for AFRICA

Conclusion and Next steps

Summary of campaign successes:

- High-quality contributions from experienced editors
- Community building and capacity development

Areas for improvement:

- Need for balanced recruitment, engaging new editors

Future plans:

- Engage more women-led organizations and most importantly their members
- Continue to close the gender gap
- Sustain community engagement and momentum

CODE*for* AFRICA

@Code4Africa

https://meta.wikimedia.org/wiki/African
_Wikipedian_Alliance
Become an AWA member today!

This presentation: https://bit.ly/EmpowerHer2024Debrief

CODE *for* AFRICA

Africa Wiki Women
Inspire Inclusion Campaign
Ruby D-Brown

"Imagine a world in which every single human being(especially African women) can freely share in the sum of all human knowledge"

Do you think it is possible?

About Us

The [African Wiki Women](#) is a growing group of African women who work together to address the knowledge gaps and underrepresentation of African women on Wikipedia and its sister project. The goal is to provide these women with the tools, resources and mentorship they need to become active participants and leaders in the open knowledge community..

Our Socials Contacts:

[Facebook](#) | [X](#) | [Instagram](#) | [LinkedIn](#) |

Objective

- **Provide a platform for Africa's women's voices to be heard**

- **Bridge the Gender content gap on Wikimedia projects**

- **Ensuring a fairer representation and participation through training and mentorship**

Campaigns We have organized

- Africa Wiki Women #SheSaid Campaign 2023

- Empower, Inspire, Celebrate: African Wiki Women's Journey to mark the International Women's Day on March 8th 2024 Doing…

Collaborations

- **Wikipedia Training for Shangazi Women-Kenya (trained 20 Women)**

- **Facilitated training for - Open Inclusive Initiative for the Projecting Black and African Women on Wikipedia**

Inspire and Inclusion Campaign

- The African Wiki Women IWD - Inspire Inclusion 2024 Campaign celebrated IWD 2024 with two things in mind;

  - Enhancing existing Wikipedia articles and Wikidata items on African women

  - Whilst also establishing a community for African female Wikipedians by providing a platform for peer learning and connections within and outside the Wikimedia space in line with this theme, "Invest in Women: Accelerate Progress."
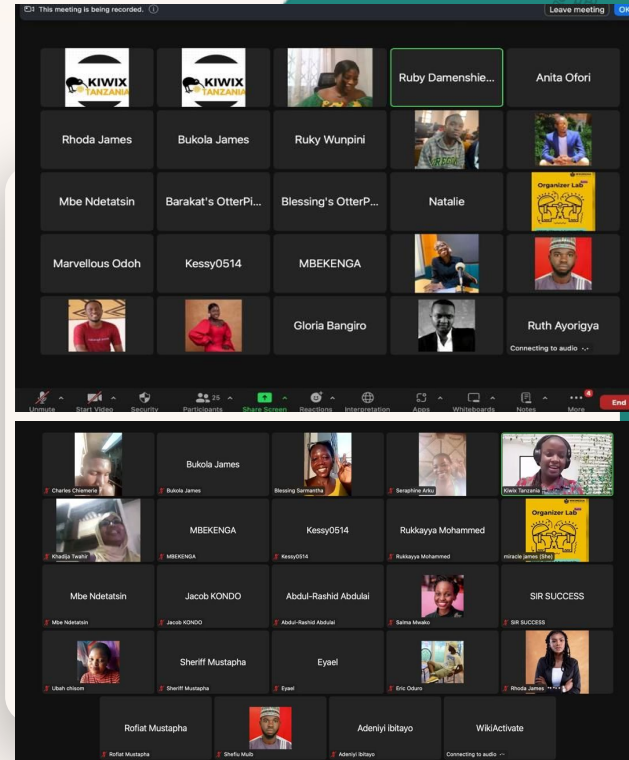
102 Registered Participants

Non-Personally Identifiable Information (non-PII) questions

∧ How confident do you feel contributing to the Wikimedia projects involved in this event?

Option	Percentage	Number
I have never contributed to a Wikimedia project before	9.8%	10
I have some experience, but don't feel confident	4.9%	5
I have some experience, and feel confident contributing, but would like to learn more	49%	50
I am confident that I can contribute without any support	9.8%	10
No response	26.5%	27

∨ Do you belong to any Wikimedia affiliates (chapters, user groups, thematic organizations)?

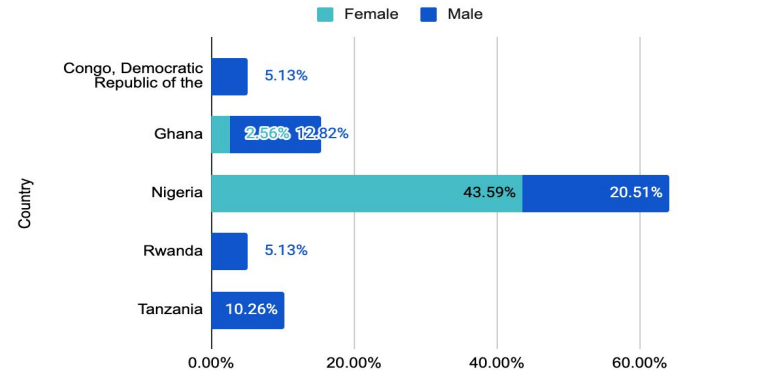∧ Do you belong to any Wikimedia affiliates (chapters, user groups, thematic organizations)?

Option	Percentage	Number
Yes	57.8%	59
No	19.6%	20
No response	22.5%	23

Feedback/Evaluation

Participation by Gender and Age
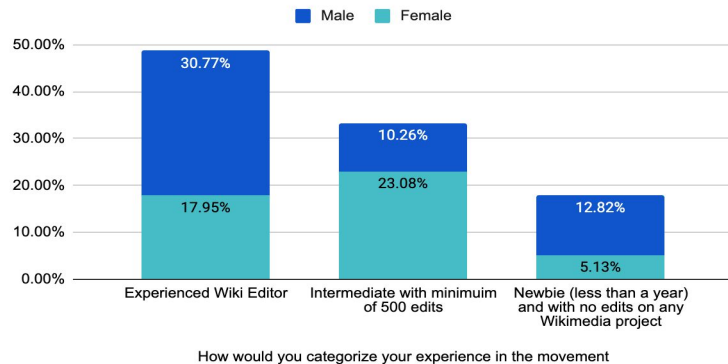
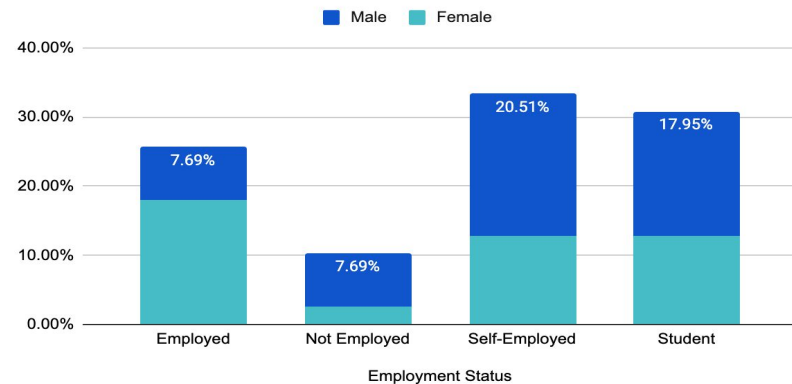Legend: Female, Male

	15-25	26-35	36-45
Female	17.95%	15.38%	10.26%
Male	7.69%	43.59%	2.56%

Y-axis: 0.00% – 50.00%

X-axis: Gender/Sex
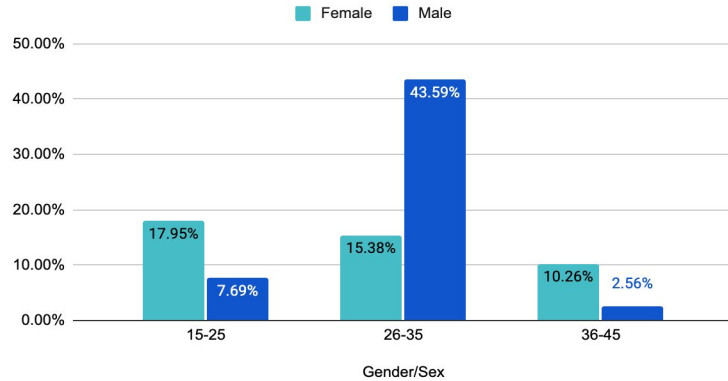
Country of participation

Legend: Female, Male

Country	Values
Congo, Democratic Republic of the	5.13%
Ghana	2.56% 12.82%
Nigeria	43.59% 20.51%
Rwanda	5.13%
Tanzania	10.26%

X-axis: 0.00% – 60.00%

Female, Male and Grand Total

Legend: Male, Female

	Experienced Wiki Editor	Intermediate with minimuim of 500 edits	Newbie (less than a year) and with no edits on any Wikimedia project
Male	30.77%	10.26%	12.82%
Female	17.95%	23.08%	5.13%

How would you categorize your experience in the movement

Female, Male and Grand Total

Legend: Male, Female

	Employed	Not Employed	Self-Employed	Student
Male	7.69%	7.69%	20.51%	17.95%

Employment Status

Feedback/Evaluation

Is women contributions on Wikipedia difficult?

Legend: Female, Male

Y-axis label: Is contributing to knowledge gaps about women

Category	Female	Male
Agree	2.56%	5.13%
Disagree	23.08%	15.38%
Neutral	12.82%	12.82%
Strongly agree	5.13%	2.56%
Strongly disagree	2.56%	17.95%

X-axis: 0.00%, 10.00%, 20.00%, 30.00%
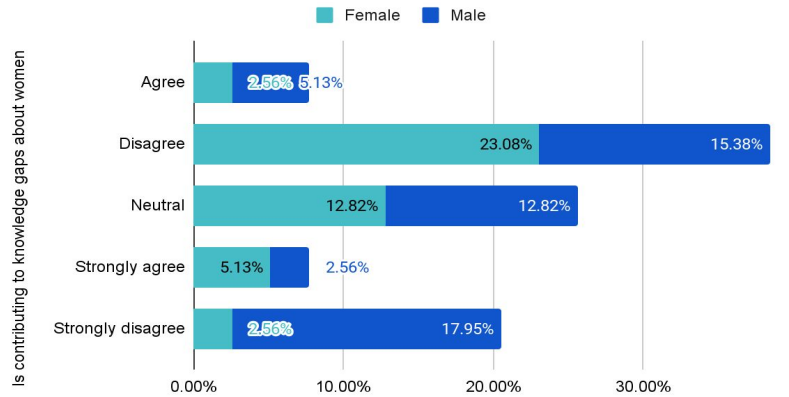
Activities that made the campaign a better experience

Legend: Male, Female

Vote	Female	Male
Office hours	62.50%	37.50%
Organizing and community engagement	66.67%	33.33%
Training	31.82%	68.18%
Grand Total	46.15%	53.85%

X-axis label: Vote
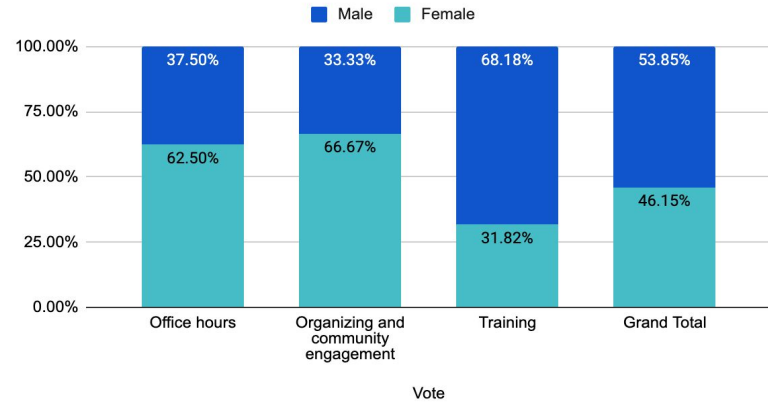
What is your motivation for joining the campaign?
39 responses

- Passion for Gender Equality: 25 (64.1%)
- Belief in Inclusivity: 14 (35.9%)
- Desire for Support and Recognition for Women: 22 (56.4%)
- Advocacy for Collaboration: 14 (35.9%)
- To learn how to contribute to Wikimedia projects: 17 (43.6%)
- To understand how Wikimedia Campaign works: 16 (41%)
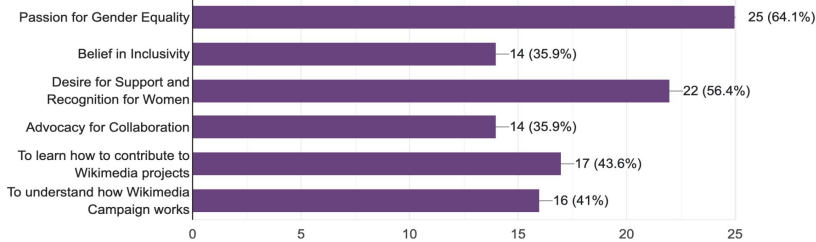
Which of the training sessions did you participate (Check all that applies)
39 responses

- Launch event: 10 (25.6%)
- Wikipedia training: 32 (82.1%)
- Wikidata Training: 22 (56.4%)
- Joined Office hours: 19 (48.7%)
- Partners Spotlight: 11 (28.2%)
- None: 1 (2.6%)
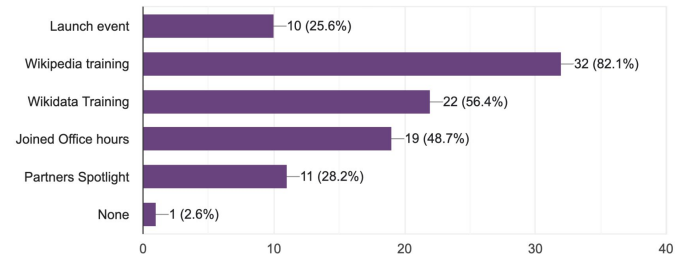
Feedback/Evaluation

Did the training sessions meet your expectations?
39 responses

- 61.5%
- 35.9%
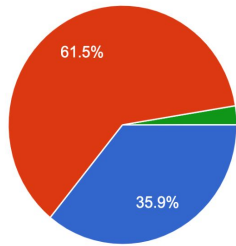
- ● Yes, the training sessions exceeded my expectations
- ● Yes, the training sessions met my expectations
- ● No, the training sessions did not meet my expectations
- ● N/A - I did not attend the training sessions

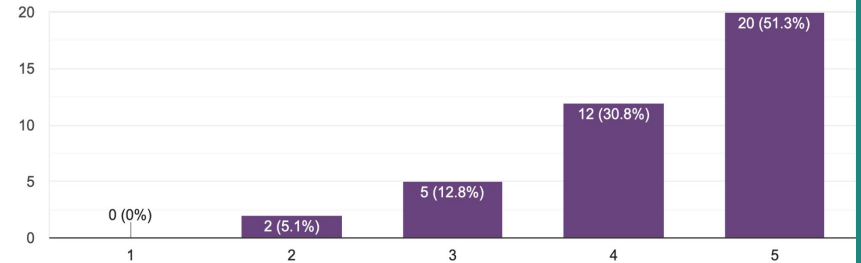## Do you feel confident to contribute to any of the Wikimedia projects?
39 responses

- 89.7%
- 7.7%
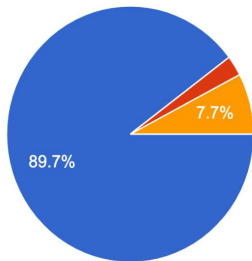
- ● I feel very confident
- ● Not very confident
- ● Somewhat confident
- ● I don't feel confident at all

How would you rate the inspire inclusion campaign in general on a scale of 1-5.
39 responses

Rating	Count
1	0 (0%)
2	2 (5.1%)
3	5 (12.8%)
4	12 (30.8%)
5	20 (51.3%)

From your experience what makes it difficult or easier to contribute about women?

- "It can be difficult to contribute about women when there are biases, stereotypes, and discrimination that stop their voices from being heard. On the other hand, it becomes easier to contribute about women when there is a support and also inclusive environment that values diverse perspectives and promotes gender equality"

- "It is difficult because more womens are not written in many sources compared to Men's which cause low numbers of contribution

- "More information beyond the basic internet sourcing about the subject is important and this is challenging to come by."

- "Increase awareness and attention to gender equality and inclusivity"

From your experience what makes it difficult or easier to contribute about women?

- "Growing availability of resources and datasets focused on women"

- "I'm neutral on this because, while contributing to Wikipedia isn't inherently difficult, it's not a walkover either. Personally, I find it easy to create articles on Wikipedia because I understand the subtleties and the art of clear writing. However, Wikipedia has high standards, and without proper training and motivation, new editors may quickly lose interest. It's crucial to provide sustainable support and guidance to help them navigate the challenges and nuances of editing on the platform."

- "'It is difficult to contribute about women because most of women are not notable"

- "Women articles face more deletion than men because of inadequate references"

Motivation for Future

- "I so much love the community because am a woman"
- "The enthusiasm to be part of the editors to keep improving wikimedia space"
- "By getting data support all the time and a laptop devices"
- "New articles, motivation, and availability of mobile and internet data
- "Inclusivity and equality"
- "By organizing in-person events in y community because the easiest way that we grab our community members mind is by organizing physical events"
- Continue attending meetings and editing wikimedia projects
- Encouraging people to create more articles and organizing more events.
- Data allowances and office hours
- Through financial motivation, and availability of mobile data
- I can sustain my involvement by constantly contributing and engaging with the movement.
- By giving more updates on events, organizing campaigns, reimbursing active contributors and appreciating them.

Inspire Inclusion Campaign Activities

We had time to invite some Partners to showcase their work related to 2024 IWD theme;"Invest in Women: Accelerate Progress."

Their successfully stories was impactful to the community in enhancing their visibility through the sphere.

- Women for Sustainability Africa
- Women's Technology Empowerment Centre
- Maestro Africa Solution

21 Wikimedia organizations from Latin America, Spain and Portugal
Halt! Women Making History
Vic Sfriso, Wikimedia Argentina

A campaign to narrow the Gender gap

- The campaign took place in Wikimedia projects in Spanish and Portuguese during March 2024.

- Goals:

  - To reduce the gender gap by increasing the quantity and quality of content about women who have fought and continue to fight for human rights, their movements, organizations and biographies.

  - To increase women participation both as contributors and organizers.

More about *¡Alto! Mujeres haciendo historia*

- It was co-carried out by 21 organizations

- Bilingual: Spanish and Portuguese coordination and publicity

- +400 people registered as participants on the Meta event page

- The list of articles to be created or expanded was made available in 20 regional languages

- +40 activities were carried out in 12 countries in Latin America and the Iberian Peninsula

The metrics of *¡Alto! Mujeres haciendo historia*

Metrics by project: Wikipedia and Meta
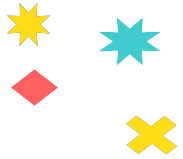
Meta page

- *+400 participants*

✷ ✷ ✷

Wikipedia

- *+40 active editors*
- *+15 new editors*
- *+170 new articles*
- *+800 edited articles*
- *+6500 references added*

¡ALTO!
mujeres haciendo historia

Metrics by project: Commons and Wikidata

¡ALTO!

MUJERES HACIENDO HISTORIA
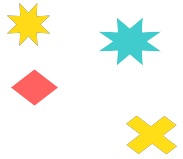
Wikimedia Commons

- *+100 editors*
- *+10 new editors*
- *+290 original pictures*
- *+4400 archive pictures*
- *+230 improved WP articles, WD ítems and Meta pages using campaign pictures*

Wikidata

- *+350 new items*

Beyond metrics: lessons learned from the campaign

- We collectively reflected on the different ways in which we carry out campaigns in Wikimedia projects, and their impacts.

- We realized that when promoting significant contributions towards reducing the gender gap in Wikimedia projects we must also question the logic of quantity, of abundance as a value in and of itself.

  - For instance, the insertion of structured data was not fully explored by contributors.

- Territorial activities in each country are key to attracting new editors and ensure their continued participation.

Beyond metrics: lessons learned from the campaign

- The strengthening of local alliances in each territory it is important to consolidate ties between Wikimedia organizations and their communities.

- It is essential to keep in mind that the number of contributions is not, in and of itself, a value.

- Providing support to editors in the way that they want and can contribute will sometimes require a slower pace and greater depth in terms of processes, even if this does not generate measurable numbers that describe the impact in metrics.

¡Thanks!

Primary objectives

- Raise **awareness** and **understanding** about the Wikimedia movement's commitment to closing the gender gap through the creation of a clear **link between Wikipedia and Women**

- **Inspire participation** from internal and external audiences by **showcasing, celebrating and humanizing the work of gender contributors** in the movement, through the stories of our collective efforts at addressing the gender gap.

Campaign overview

- **Target audience:**
  - Wikipedia users and readers
  - Young adults aged 24-35 years old, women-skewed
  - From the Sub-Saharan Africa region (primarily Nigeria) and India
- **Media:** Paid media, Owned, Earned Media and Movement Outreach
- **Metrics:** Audience Survey in Nigeria in addition to tracking media performance
- **Launch:** March 8th, 2024 ; month-long campaign
- **Relevant current events:** March 8th, International Women's Day
- **URL:** http://wikimediafoundation.org/wikipedia-needs-more-women
- **Hashtag:** #ChangeTheStats

We invited our audiences to help us #ChangetheStats

Wikipedia needs **more women**

Only **19%** of all biographies on Wikipedia are about women

Only **13%** of Wikipedia editors identify as women

Together, we can
CHANGE THE STATS›

WIKIMEDIA
FOUNDATION

02 Paid Media

Paid media in Nigeria

- **Meta (Facebook & Instagram):** Wikipedia Needs More Women creatives

- **YouTube:** Wiki Minutes video –
  Does the content on Wikipedia reflect the world's diversity?

Paid media in Nigeria

14.5M*
Unique people reached
(all channels)

724K
Link clicks
(all channels)

3M
Video views on YouTube
(30+ seconds watched)

13.1%
Percentage of YouTube viewers
who watched the entire video
(1min)
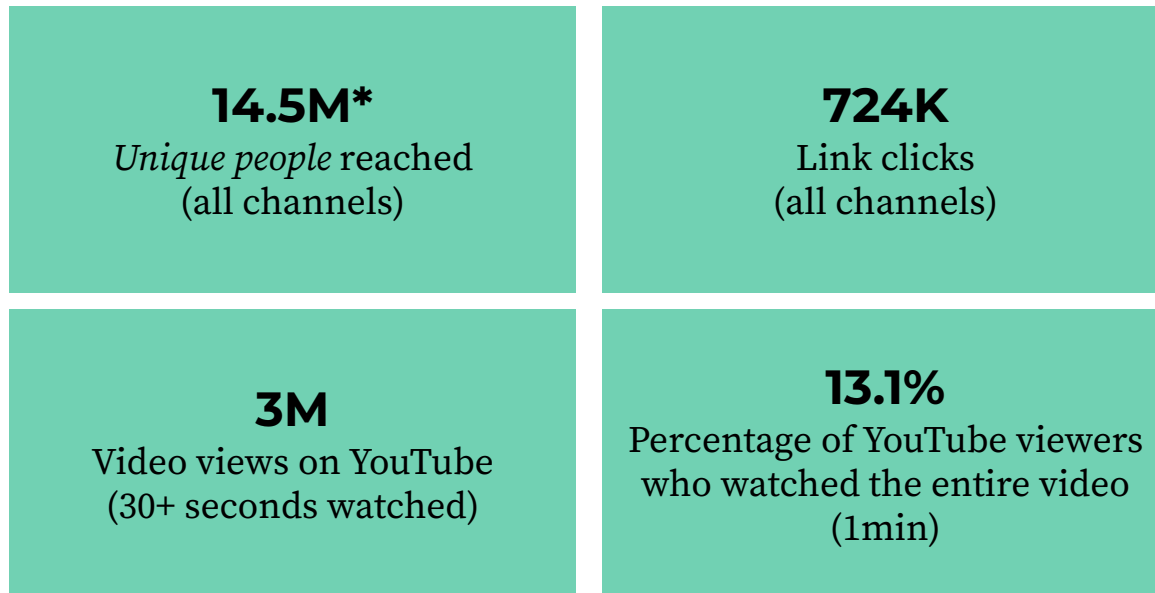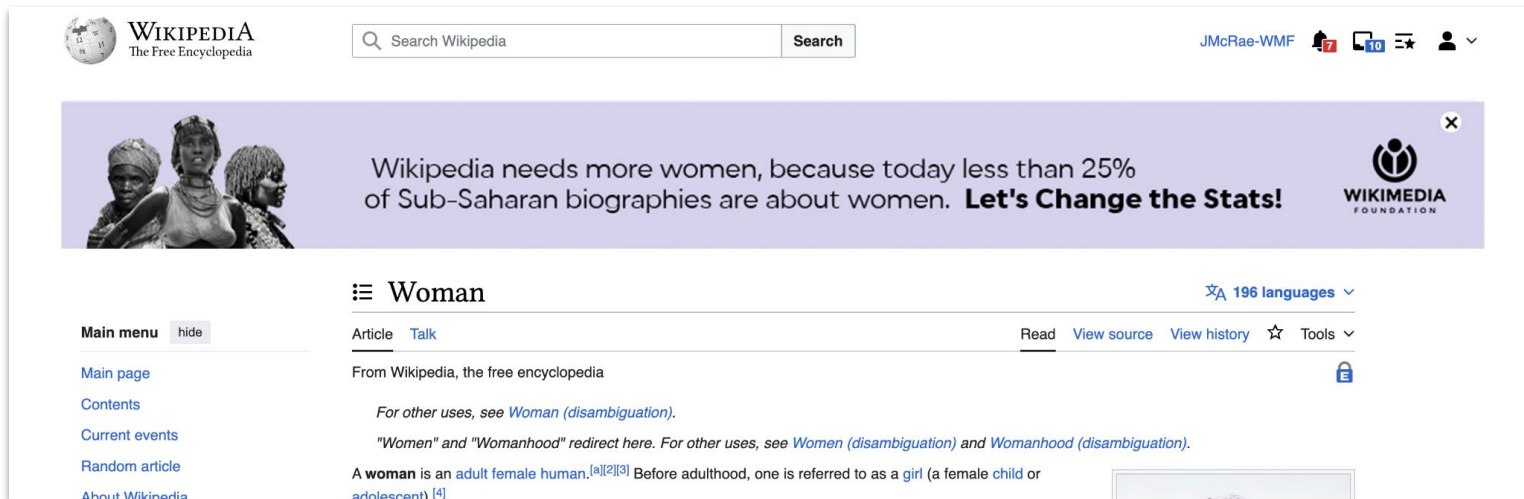
Ad spend allocation: Meta (70%) and YouTube (30%)
*Meta: 12.4M unique reach; YouTube: 4.6M unique reach - combined reach includes assumptions.

03 Central Notice Banners

Central notice banners

23	27M	42.8K
Countries in Africa	Impressions	Landing page visits

Note: Landing page visits is missing some data, as it only started tracking ~8 hours after the banners went live.

Campaign page performance

From 8 to 31 March 2024

- The *Wikipedia Needs More Women* landing page was the **2nd most visited page** on the website after the homepage.
- With 97K total pageviews it **represents 21%** of the total website traffic for the month of March.
- The US had the highest number of visits, followed by South Africa and Kenya.

97K
Pageviews

32s
Avg. time on page

05   Organic social

WIKIMEDIA FOUNDATION

Organic social media

- **Brand:**
  - Main: Wikimedia Foundation
  - Secondary: Wikipedia

- **Channels:**
  - WMF: Instagram + Facebook + X/Twitter + LinkedIn + YouTube
  - Wikipedia: Instagram + Facebook + X/Twitter

- **Posts:**
  - 7 total

- **Timeline:**
  - First post: 8 March
  - Last post: 31 March

Organic social media - Regional

- **Sub-Saharan Africa**

Only **23%** of all Wikimedia content related to the sub-Saharan African region is about women

Only **19%** of Wikimedia affiliate groups in sub-Saharan Africa are led by women

Wikipedia needs **more women**

Together, we can **CHANGE THE STATS›**

WIKIMEDIA FOUNDATION

- **India**

Only **19%** of all Wikipedia content on notable people from India is about women

Only **7%** of Wikimedia affiliate groups in South Asia are led by women

Wikipedia needs **more women**

Together, we can **CHANGE THE STATS›**

WIKIMEDIA FOUNDATION

Organic social performance

From 1 March to 12 April 2024

	All posts	Wikipedia needs more women posts	
		Main results	**% of all posts**
Number of posts	277	53	19.13%
Impressions	3,960,592	226,451	5.72%
Reach	3,272,641	164,402	5.02%
Engagements	48,786	6,552	13.43%
Engagement rate	1.24%	2.98%	

Glossary:

Impressions: The number of times the post was shown in a person's feed.

Reach: The number of people that saw the post in their feed.

Engagements: The reactions, comments, shares, and saves on a post. Clicks are not included.

Engagement rate: Total engagements as a percentage of the impressions.
*Formula: 100 * (Reactions + Comments + Shares + Saves) / Impressions.*

Includes data from Facebook, Instagram, X/Twitter, and LinkedIn, for both the Wikimedia Foundation and Wikipedia channels. All data taken from Brandwatch on 15 April 2024.

Earned media tactics

- **Press release**: 62 outlets covered

- **Media interviews**: 10 in Kenya, Nigeria, South Africa

- **Op Eds**: 2 media outlets covered it

- **Feature articles**: 5 outlets covered

- **Events**: 2 Women's Day events

Earned media results

The strategy targeted two regions, Africa and Asia with targeted countries:

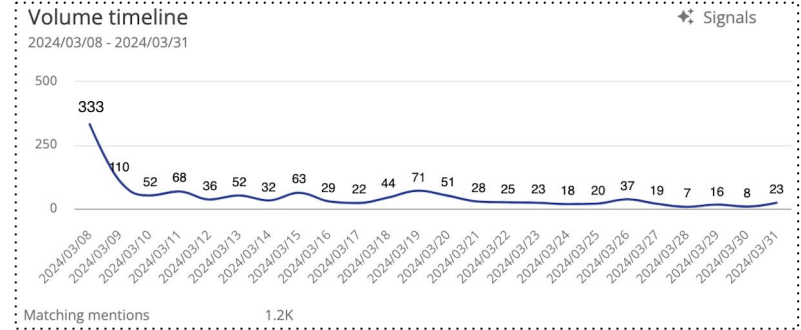|	
97.4M India	**3.8M** South Africa
2.4M Kenya	**6.8M** Pan-Africa
49.3M Nigeria	**3.1M** Global

182.3M Total reach

07 Social Listening Insights

Social Listening

- Campaign pushed **good brand discourse**, with roughly 827 direct mentions and 15,700 engagements.
- Strong **positive sentiment** (86%) across the board in relation Wikipedia and WMF.
- **Very strong positive sentiment** across Sub-Saharan Africa (95%), including in Nigeria (88%) where the paid campaign was deployed. India also did very well with 80% positive mentions directly relating to the campaign.
- Few of the negativity identified were related to Wikipedia being seen as heavily male-dominated and views of the call for gender equality as a left-wing phenomenon.
- Twitter (X) and Reddit were at the top of social discourse about the campaign.

Mentions Volume	Engagements	Impressions	+ve Sentiment
827	15.7K	574m	86%

Volume timeline
2024/03/08 - 2024/03/31 ✦ Signals

Matching mentions   1.2K

Top 100 frequently used words in volume
2024/03/08 - 2024/03/31 ✦ Signals

08

Insights from the Post-Campaign Survey

Top-Line Metrics impact

Like the Campaign a Lot

68%

Of women, 53% of men

Wikipedia values gender equality

41%

Among those who recall seeing campaign; +19 pp vs. those who didn't recall (stat sig difference)

Would consider editing Wikipedia

61%

Among those who recall seeing campaign; +21 pp vs. those who didn't recall (statistically significant difference)

Very likely to take actions to improve gender equity

85%

Among those who recall seeing campaign; +27 pp vs. those who didn't recall (statistically significant difference)

Thank you!

Any questions?

Communications

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Gwadamirai Majange
Vidhu Goyal
Lauren Dickinson
Sara Campos
Segun Owuru
Fu-Ying

Community Growth team

Masana Mulaudzi
Tila Cappelletto
Felix Nartey

Community Members

Ciell and all Central Notice
Administrators

Event Registration is new this year!

Tool in focus

- **Using the new <u>Event Registration Tool</u> to organize local campaign activities**
  - Did you use it?
    - Feedback, comments?

Next steps and close