Engaging new Audiences

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Wikimedia Leadership Bootcamp
National Archives - Washington, D.C.
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Content gender gap? Make the invisible visible

Percentage of women's biographies

November 2014	June 2018
15% English language Wikipedia	17.65% English language Wikipedia

Only 273,099 of Wikipedia's 1,547,649 biographies are about women (JUNE figure)

IDENTIFY NEED

Engagement: as an "outsider"

Creating buy-in

&

Finding solutions

IDENTIFY NEED

What need or interest do I share with the user?

What can I provide the user?

What can the user provide?

What's in it for the user?

Sorority Model

User / Student

University

Wikipedia

How can this scale?

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NDI

NATIONAL
DEMOCRATIC
INSTITUTE

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Wikipedia is not complete

Resources for Getting Started

WIKIMUJERES
Grupo de Usuarias

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Whose Knowledge?

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WikiProject Women in Red

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Questions?

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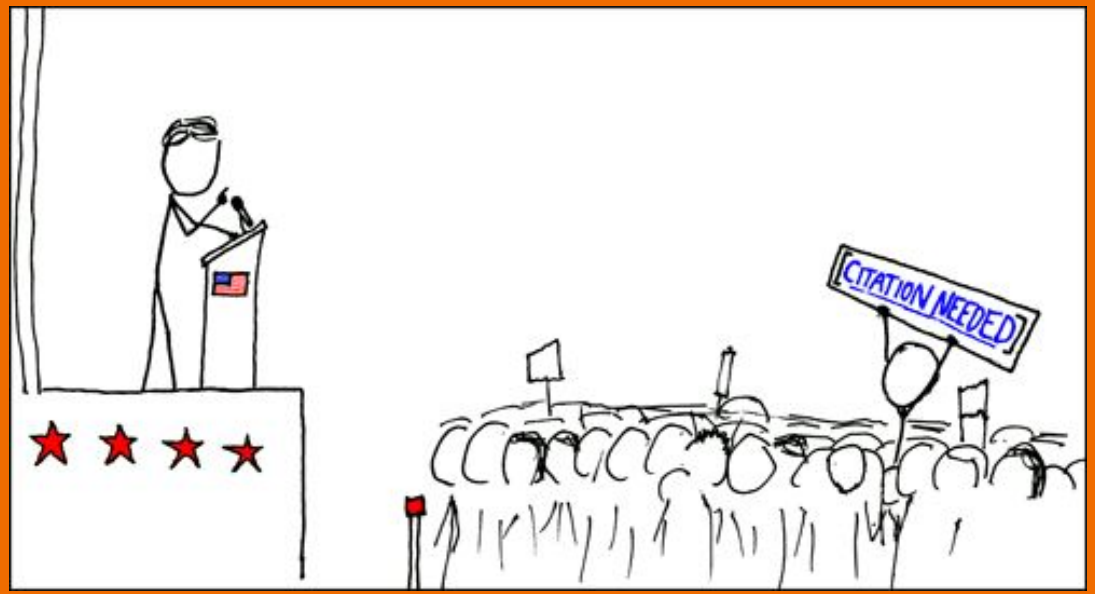

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