victoria stasiuk
& ASSOCIATES

strategic moves
THINKING : BUSINESS

EMBRACING WIKIDATA FOR VISUAL ARTISTS

A Guide to Discoverability Online

By Felicity Buckell and Inga Petri
October 2023

Acknowledgements

We acknowledge that we live, work, meet and travel on the traditional territories of Indigenous peoples that have cared for this land now called Canada since time immemorial.

Victoria Stasiuk and Associates operates from Vineland, Ontario located in the Niagara Region. This area is covered by the Between the Lakes Treaty of 1792, an agreement negotiated in 1784 and updated in 1792 between the Mississaugas of the New Credit and the British Crown. In recognition of the many First Nations, Metis, and Inuit people from across Turtle Island who live and work in Niagara today, and ancestors who have lived here for thousands of years, Niagara Region has developed a draft Niagara Indigenous Action Plan. There is an acknowledgement of the need to return to the spirit of the Two Row Wampum, an important symbol of everlasting equality, peace and friendship. There is a Joint Roundtable of Niagara's Indigenous Community Executives (N.I.C.E) with representatives from the nine Indigenous organizations in Niagara offering services and programs that will inform and shape this plan.

Strategic Moves is located in and operates from Whitehorse, Yukon on the traditional territories of the Ta'an Kwäch'än Council and Kwanlin Dün First Nation, self-governing nations that negotiated modern Land Claims Treaties and Self-Government Agreements (2002 and 2005 respectively) under the Umbrella Final Agreement signed in 1993 between the 14 Yukon First Nations and the Governments of Canada and Yukon. The UFA is the result of a twenty-year process that began in 1973, when a delegation of Yukon Chiefs met with the Prime Minister of Canada in Ottawa. Armed with their determination, courage and the historic document, Together Today For Our Children Tomorrow, they convinced the federal government to begin a negotiation process for a modern-day treaty, the first in Canada. Eleven of fourteen Yukon First Nations have established Final Agreements as of 2023. They include the First Nation of Nacho Nyak Dun in Mayo, the Champagne and Aishihik First Nations in Haines Junction, the Vuntut Gwitchin First Nation in Old Crow, the Teslin Tlingit Council in Teslin, the Little Salmon-Carmacks First Nation in Carmacks, the Selkirk First Nation in Pelly Crossing, the Kluane First Nation in Burwash Landing, the Tr'ondek Hw'echin in Dawson City, and the Carcross Tagish First Nation in Carcross.

The views, opinions and recommendations in this guide are those of the authors.

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INTRODUCTION

Discoverability is about ensuring audiences can find you, your art, your exhibitions, and the galleries at which you exhibit with ease. It means positioning yourself online more effectively. Unlike search (finding something a user was looking for), discoverability is finding you when a user is looking for someone or something else, but in some way similar to you. To increase discoverability requires that information about you, your art, the gallery representing you is presented so search engines, and other digital tools, can digest, understand, extract, and re-present your information to their users. It means competing more effectively in the digital world.

Search engines, like Google, use online information from a variety of sources, including your website, but also from a variety of linked, open data directories. Wikidata is a key component in this linked, open data directory eco-system.

Wikidata is the preferred knowledge base for search engines and AI-powered tools such as personal virtual assistants. Google relies on Wikimedia Foundation projects such as Wikidata, Wikimedia Commons and Wikipedia, along with many other open knowledge bases and content repositories, to generate answers in the form of *rich results* and to populate its own *knowledge cards*.

Importantly, efforts to bring the arts to the forefront of discoverability are still young. The digitization of collections held by Libraries, Archives and Museums and making them available publicly has been ongoing for many years. On the other hand, artists and arts organizations have only begun to realize the importance of linked, open data. That makes you an early adopter of a proven tool and process!

What exactly is Wikidata?

Wikidata is one of many projects hosted by the Wikimedia Foundation.

Wikidata is factual, multi-lingual, open to anyone to contribute. It stores facts in a way that both people and computers can edit, read, extract, and use them. It is what is called a "linked, open data" directory. It, together with adopting "structured data" standards for your own website content, is a powerful avenue to increase your discoverability online.

How do I get started in Wikidata?

Step 1.	See if you are already listed in Wikidata.org. If yes: review the information to ensure it is you; if no: get ready to create a Wikidata profile for yourself.
Step 2.	Create a Wikidata account, in order to create or edit your profile.
Step 3.	Add factual information to your Wikidata profile.

Purposeful preparation will go a long way toward building an effective Wikidata profile. First, your profile has to meet Wikidata's notability definition:

- It contains at least one valid sitelink to a page on Wikipedia, Wikivoyage, Wikisource, Wikiquote, Wikinews, Wikibooks, Wikidata, Wikispecies, Wikiversity, or Wikimedia Commons.
- It refers to someone or something that can be described using serious and publicly available references. Importantly, your own website does not qualify as a reference.
- It fulfills a structural need, for example: it is needed to make statements made in other items more useful.

Take a moment to think about:

- your artistic practice and genres
- where you were educated, who your mentors are
- artists you work with
- your body of works
- any of your works that are part of notable collections
- major galleries where you have exhibited
- nominations and awards you have received
- geographic references ranging from where you were born to where you live or work

You can look at other artists' profiles for inspiration, like Daphne Odjig, Kent Monkman, or Cindy Sherman.

You can include both current and older information.

Wikidata is best used for facts that don't change much over time. So, your current or upcoming exhibition dates are not a good use for Wikidata, but when you exhibit at a major venue or have a work in the collection of a notable museum or gallery that themselves have Wikidata listings, you should always reference those, because they are not as temporary or short-lived.

A note about terminology: your Wikidata "profile" will be what is referred to in Wikidata as an "item." Every item in Wikidata has its own page. In this guide we use the terms "profile", "item", and "listing" interchangeably to describe your Wikidata profile.

As you prepare, it is important to know that Wikidata listings are comprised of verifiable facts. It is a database, so it works primarily through predefined labels, qualifiers, and references. To help users, Wikidata uses contextual dropdown menus: start typing and relevant labels appear for selection. By standardizing information in that way, Wikidata can be *understood* both by humans and by machines.

Wikidata is the source for many other web services, like Google, and other linked, open databases. Having a comprehensive, current and accurate Wikidata listing will enhance discoverability for artists and arts organizations alike. You will also find instances where you want to link your data to another person, event, venue or artist's work, but there is no Wikidata item yet. In those cases, you have a choice: you can either create those items and populate them with the most basic information so you can link to them; or you can leave out the information for now and wait for others to create the item.

How to use this guide

Get started by following **Steps 1, 2,** and **3**.

Step 4 may take some time as you learn the basics of Wikidata.

Once you've made it through, you'll be well on your way to better position yourself online through increased discoverability.

Throughout this guide you will find *Wikidata Tech Tips*. This is where you will become familiar with some of the terminology and technical aspects of Wikidata. Wikidata also has some great resources for support on its community portal and help portal.

This document is a comprehensive how-to guide. Simply get started working in Wikidata using the steps described.

STEP 1: SEE IF YOU ARE ALREADY LISTED IN WIKIDATA

You can search Wikidata.org using the search bar located at the top right of **any** page you are on.

To see if you are already listed on Wikidata, type your name into the search bar, and press 'enter'.

If you do **not** already have a Wikidata entry, something like this will come up.

If a Wikidata entry has already been created for you, or someone with the same name as you, search results will be listed like this.

Wikidata Tech Tips 1: Some Terminology

Unique Identifiers

As you can see from the search results for "Chris Cooper", it is important to uniquely identify each Wikidata item. Wikidata does this by assigning what is called a *unique identifier* to each item. Every *unique identifier* begins with the letter Q, followed by a number. The number is simply the next one available, in the order the item was created.

For example, the very first Wikidata item created is Q1. Type Q1 into the Wikidata search bar, and you will discover that Q1 is "universe". You will find that Q2 is "earth", and Q3 is "life". As of October 2023, there are more than 107 million Wikidata items, and so each new unique identifier will be the letter Q, followed by 9 digits.

Descriptions

Looking again at the "Chris Cooper" example, you see that each Chris Cooper has a different *unique identifier*. To differentiate between each item with the same name, Wikidata uses a *description*. Ideally, a *description* is a short phrase, such as "American football player" or "Canadian painter."

When you create a new Wikidata item, you will be prompted to fill in the *description*. *Descriptions* can be updated at any time. Read the guide to *descriptions* here.

Items

In Wikidata, *items* are used to represent all the things in human knowledge, including topics, concepts, people and objects. For example, "art", "National Gallery of Canada", "Kent Monkman", and "work of art" are all *items* in Wikidata. Each *item* has its own Wikidata page. Learn more about *items*.
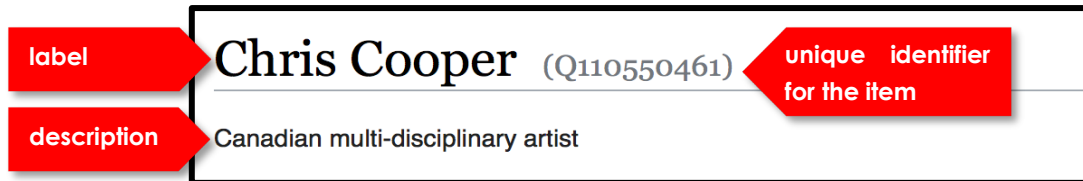
Label

A *label* is the most common name that the *item* is known by. When you create a new Wikidata *item*, the *label* is the name you give it.

In our Chris Cooper example, Chris Cooper is the *label* for *item* Q273208. Confusingly, Chris Cooper is also the *label* for *items* Q2414835, Q47093443, etc. The *description* is there so you can determine which you are looking for.

The *label* may be different for each language; however, the *unique identifier* will always be the same. For example, the *item* with the *unique identifier* Q144 has the *label* "dog" in English, and "chien" in French. This is the basis of Wikidata's multilingual functionality.

For now, all you really need to know about *labels* is that your name is about to be one! But if you want to learn more, read about *labels*.

label

Chris Cooper (Q110550461)

unique identifier for the item

description

Canadian multi-disciplinary artist

In short, when you make a new Wikidata entry, you are creating an *item*. As you create the *item*, you will be prompted to type in the *label* (your name), and a short *description* (such as "Canadian multi-disciplinary artist"). Wikidata will assign this new *item* its *unique identifier*.

STEP 2: CREATE A WIKIDATA ACCOUNT
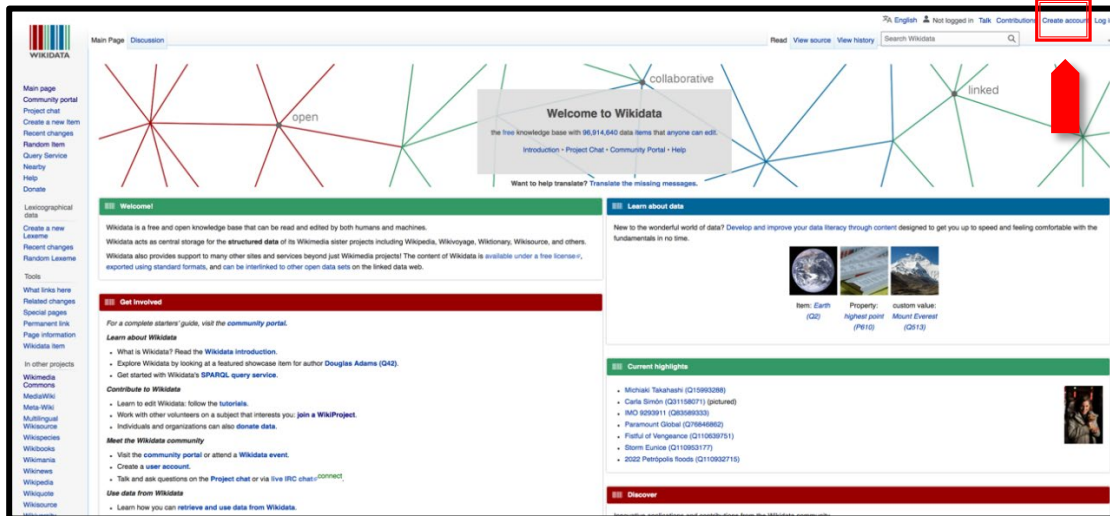
Wikidata, like any platform, can be a little daunting at first, but don't fret! It won't take long to learn the basics, and you'll soon find your way around with ease.

To create an account:

1. Go to Wikidata Main Page: https://www.wikidata.org/wiki/Wikidata:Main_Page and click 'Create account' tab at top right
2. Choose your user name:

When choosing your username, there are some basic Wikidata policies to be followed. The short version:

- Each person should only use one account.
- Username should not be promotional.
- Accounts should be for your use only, and so your username should reflect this. For example, your username should not contain designated terms such as 'admin', nor include the name of an organization.
- Accounts are unified across all Wikimedia Foundation projects, so your account will also work for Wikipedia, Wikimedia Commons, etc.

3. Log in to Wikidata!

STEP 3: CREATE YOUR WIKIDATA PROFILE

If you have found that Wikidata already has an item for you, skip to **Step 4** to edit or add to it. If not, you will:

Create a new item

If the search results page is not showing a listing for you, yet, click on the "**create a new item**" link.

Or, from **any** Wikidata page, look on the left vertical menu bar for "**Create a new item.**"

Clicking on '**Create a new item**' opens a template with fields to complete:

Fill out the template:

Language: from the drop-down, select your language. If you are working in English, the default will be English, "en".

Label: type in your name as you are most commonly known.

Description: add a few words to describe yourself at high level, not in sentence form, such as 'Canadian visual artist'. This can be changed later if you choose.

Aliases: you can add these now or later.

Click "**Create**".

Congratulations — you are now a Wikidata *Item*!

You'll see your *unique identifier* in grey font beside your name, as in this example from the Wikidata item for Canadian artist Ambera Wellmann.
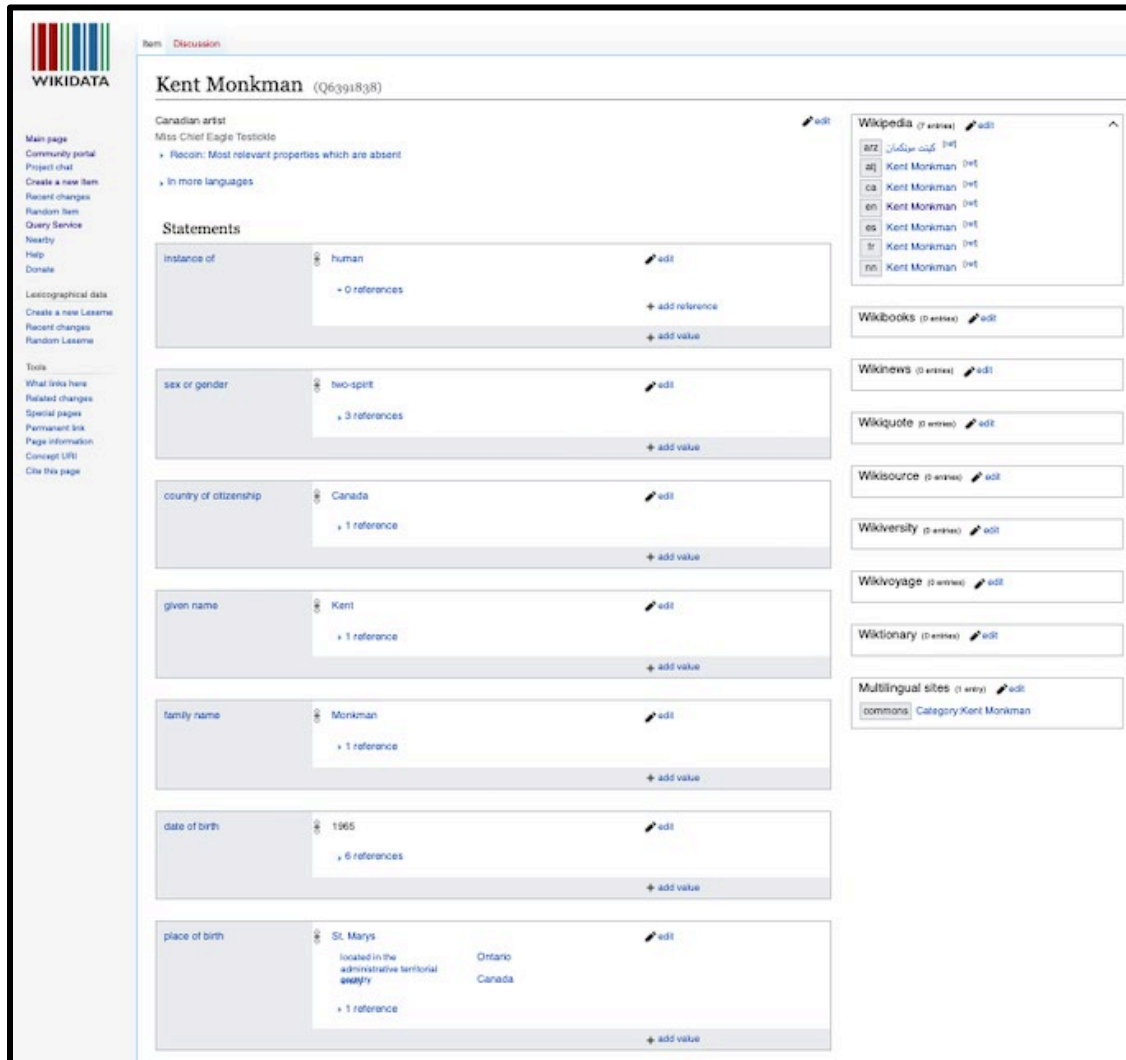
STEP 4: EDIT YOUR WIKIDATA PROFILE

Upon creating your Wikidata Item, your Wikidata page will be quite empty.

If, on the other hand, there is already a Wikidata Item for you, your Wikidata item page may have quite a bit of information on it already. It could look something like the page for Kent Monkman.

Either way, in order to edit your Wikidata item, we're going to need another *Tech Tip: What is a Statement?*

Wikidata Tech Tips II: What is a Statement?

Statements are the way in which information is recorded in Wikidata. They provide factual details about each Wikidata item. *Statements* are phrases written and limited in a way such that not only humans, but also computers, can read and edit them.
Statements are made up of three main building blocks:

1. **Item**
2. **Property**
3. **Value**

Using our example of the Canadian artist Ambera Wellmann, we know that she is an artist – specifically, she is described online as a painter. To record this fact in Wikidata, we use the three main building blocks to make a Wikidata statement:

1. **Item**: Ambera Wellmann
2. **Property**: occupation
3. **Value**: painter

The **property** "occupation" links the **value** "painter" to the **item** "Ambera Wellmann".

Humans read this as "Ambera Wellmann has the occupation of painter." Wikidata, and other computers, can now also read it. Importantly, they can also extract and use this information. For example, a Google search of Ambera Wellman would likely include the fact that she is a painter, in part based on this Wikidata information.

Another fact we may know about Ambera Wellmann is that she works from her studio in Berlin, Germany. The Wikidata statement to record this fact would be:

1. **Item**: Ambera Wellmann
2. **Property**: work location
3. **Value**: Berlin

On the Wikidata item page for Ambera Wellmann, these statements are displayed as shown.

Wikidata Tech Tips III: Properties

A Wikidata *property* is an attribute that links someone or something (the *item*) to a fact about that item.

Like Wikidata items, each Wikidata *property* has its own Wikidata page. Every *property* also has a unique identifier, each beginning with the letter P (versus Q for items). For example, the Wikidata *property* "occupation" has the unique identifier "P106".

Here are the *properties* commonly used to create statements about people in general:

There are in fact many more Wikidata *properties* than can be used to create statements of fact about you as a visual artist, such as "has works in the collection" (P6379) of a particular gallery, and "award received" (P166). You can even include the fact that you are a member of an artistic collective, using the property "member of", as in the profile of Canadian artist Annie Baillargeon, member of the art collective Les Fermières Obsédées (Q30596155).

Unlike items, properties cannot be created by anyone at any time. Properties are limited to a list that is maintained by the Wikidata community through a collaborative process. This ensures properties are relevant. As of September 2023, Wikidata uses over 11,200 properties. Click to see the full list.

Wikidata Tech Tips IV: Values

The *value* is the part of the Wikidata statement that provides the factual detail you would like to record about your item. *Values* are usually another item that already exists in Wikidata, but they can also be a string of numbers or letters.

For example, the *value* we chose to complete the statement about Ambera Wellmann's occupation is "painter". This *value* is the Wikidata item Q1028181, with its own Wikidata page where the description can be seen, "artist who practices painting". Because "painter" already exists as a Wikidata item, it will pop up as you begin to type it in the drop-down menu when you are creating the statement.
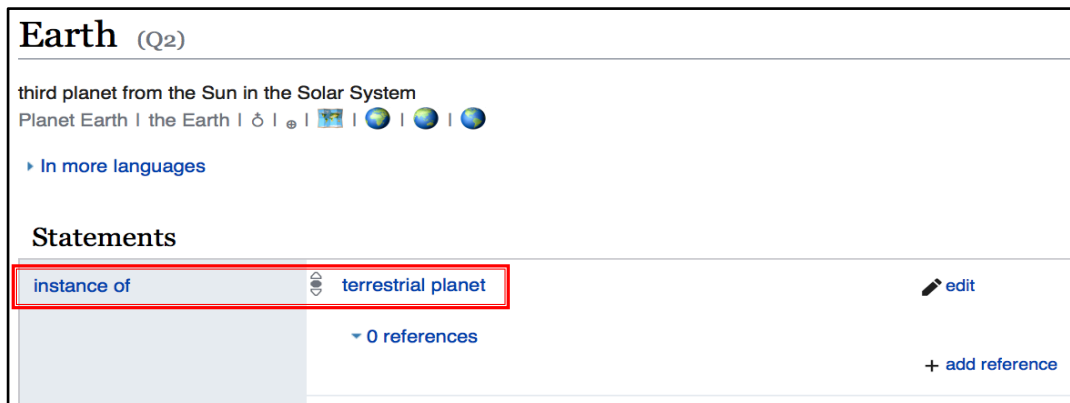
Read more about *values* on the Wikidata help page about statements.

> **In summary, Statements** are Wikidata's way of recording facts. In order to create a **statement**, you will choose a **property** that will link a **value** to your Wikidata **item.** In this way both humans and computers can understand, retrieve and use the information you are recording. Some key statements you can add to your Wikidata profile are found in **Appendix C: Quick Guide to Properties for Visual Artists**.

Add Statements

Now you're ready to record facts about yourself in Wikidata.

Earth (Q2)

third planet from the Sun in the Solar System
Planet Earth | the Earth | ♂ | ⊕ | 🌍 | 🌐 | 🌎 | 🌏

▸ In more languages

Statements

instance of	↕ terrestrial planet	✎ edit
	▾ 0 references	
		+ add reference

To begin, the first statement on any new item is always a very broad statement about the most basic fact about that item. The property used to describe this fundamental fact is "instance of" (P31). For example, we can state myriad facts about the earth, but at the most basic level, "earth" is an "instance of" a "terrestrial planet".

Ambera Wellmann (Q107564323)

Canadian artist   ✎ edit
▸ Recoin: Most relevant properties which are absent

▸ In more languages

Statements

instance of	↕ human	✎ edit
	▾ 0 references	
		+ add reference
		+ add value

Likewise, for people, the first statement is always that they are an "instance of" a "human". This may be obvious to you, when you see a name, but the strings of letter that make up a name must be explicitly tagged for machines to understand it. For instance, by assigning the "instance of" a "human" you can ensure that "Madonna" is understood by everyone including computers as a person's name, rather than the title of a painting.

Begin by adding this first statement, that you are human, to your Wikidata item. We will use the example of a newly created item for Canadian visual artist Jennifer Pereira:

Click "+ add statement".

Place your cursor in the 'property' field just under **Statements**. A drop-down menu will appear, making the suggestion for the property you would most likely be using. In this case, select "instance of".

Jennifer Pereira (Q122309924)

Canadian visual artist

▸ Recoin: Most relevant properties which are absent

▸ In more languages

edit

Statements

instance of	hu

✓ publish ✗ cancel ❓

then click "publish."

human
any member of Homo sapiens, unique extan... s Homo, from embryo to adult

select

human settlement
place of any size, in which people live

village
small clustered human settlement smaller than a town

Hungary
country in Central Europe

To complete your first statement, begin to type "human" in the value field. Because the value "human" is an existing Wikidata item, it will pop up in the drop-down menu. Select "human", press enter, then click **"publish"**.

Voila! Your first Wikidata statement has been created.

Add a few more statements to record some basic facts about yourself using properties such as:

▪ sex or gender
▪ given name
▪ family name

Now that you know how to create statements, it's time to look at **references**.

Wikidata Tech Tips V: References

Although we have been talking about Wikidata recording "facts", it is more accurate to say that Wikidata stores information that describes items based on *what is found* to be said about them. Each fact stated in a Wikidata statement should be verifiable by a reference. The reference points to a source that supports the Wikidata statement. Like statements, references are made up of a property and a value.

For example, the statement that Ambera Wellmann's occupation is "painter" can be supported by the description on the website for the Istanbul's Foundation for Culture and Arts 16th Istanbul Biennial. The URL where Ambera's profile is found can be used as the reference. The *property* you will use when using a URL reference is "reference URL", and the *value* you enter is the URL itself.

Notes:

1. You can set the date for "retrieved" to auto-fill using the current date in your **Preferences**.
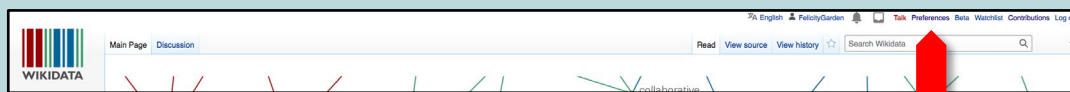
Select the **Gadgets** tab and scroll down under the **Wikidata-centric** list and check the *current date* box.
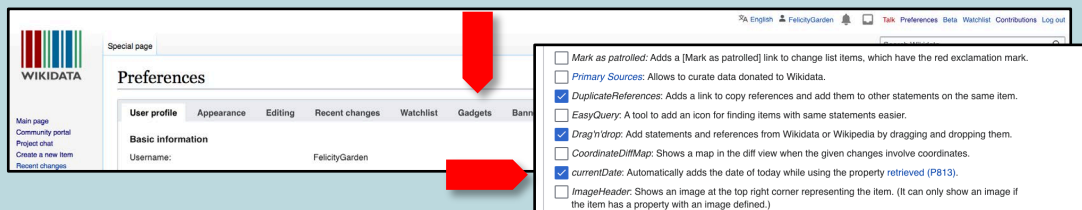
When using URLs as references, it is advisable to also indicate the date this link was retrieved, to strengthen your statement. This is done using the reference property "retrieved", which you can select from the drop-down property menu in the field that appears when adding references.

References can also be books, scientific publications, and newspaper articles. More on how to use references can be found on the Wikidata help page.

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2. Although references are not required *per se*, if missing, the statement may not be used by search engines; simply put, the machines may not recognize a statement as valid without a reference. For example, Wikipedia will not use information from Wikidata that is not referenced.

Add References to your Statements

create a statement by selecting "occupation" and "painter" (or "artist", etc.) from drop-down

then click "+ add reference".
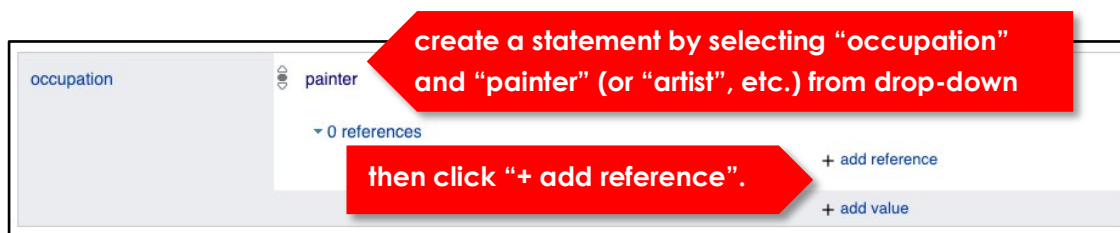
Now try creating some more statements, but this time, add references. Begin by adding your "occupation", along with an appropriate reference.

"reference URL"

URL entered here
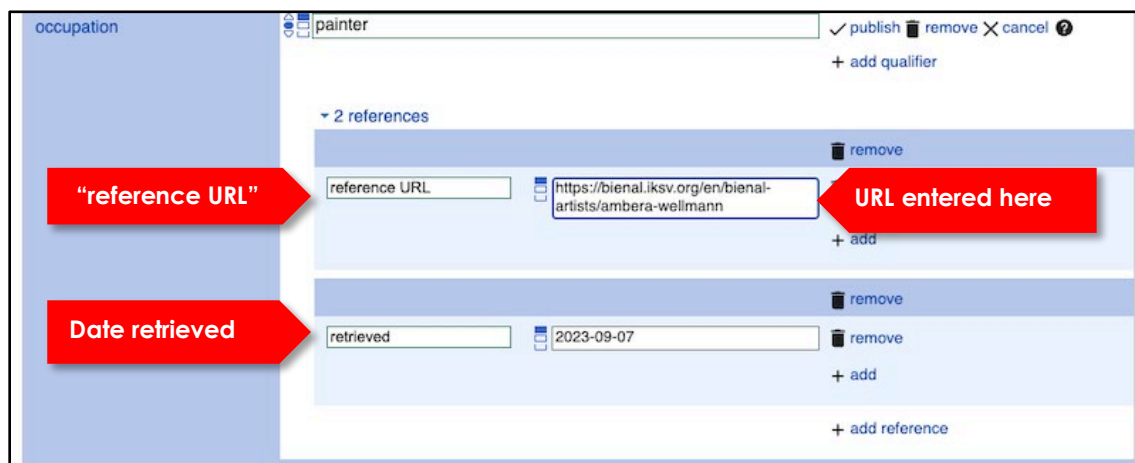
Date retrieved

New fields to add the property and value for your reference will pop up. If using a URL as a reference, select "reference URL" in the drop-down menu, then copy and paste the URL in this field. You can also add the date you retrieved this URL, to further strengthen the reference.

Remember to **publish** each statement when you are finished adding references.

Add Qualifiers to your Statements

Add a few more general information statements with references, such as your place of birth and work location.

Next, add your website as a statement. Use the property "official website." Once you publish this statement, you will see a flag. Click on the flag to find a message suggesting that you add a "qualifier" to this statement:

To add a qualifier to the statement about your official website, close the suggestion box and click "**edit**":

Click "+ add qualifier".

In the new field that appears, place your cursor to reveal a drop-down menu; select "language of work or name" as it appears.
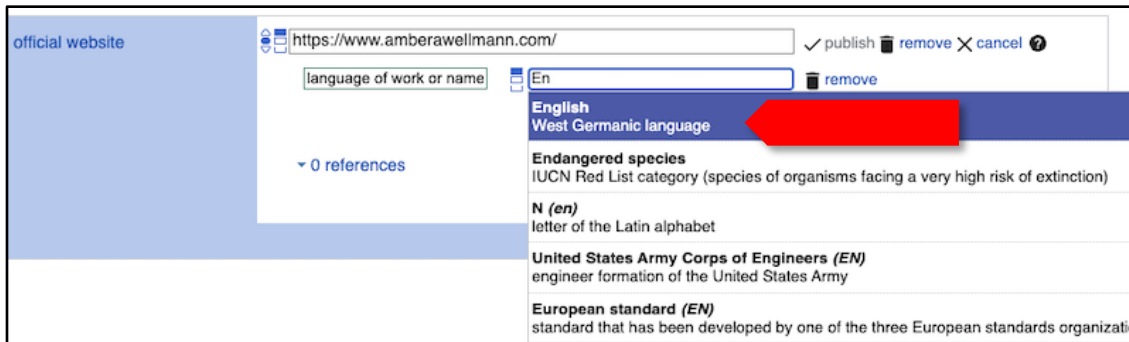
Once this property is added, the field for the value appears.

Then click "publish" to save your qualifier to your statement.

Now you know how to add statements with values that are other Wikidata items ("human", "female", "painter"), but it is vital to link your profile to databases outside Wikidata.

Wikidata Tech Tips VII: What is an Identifier?

External identifiers are the way in which search engines and other digital tools using Wikidata can unambiguously bring together your entire digital footprint: by combining the information they retrieve about you from various sources.

Identifiers, in the context of statements, are a specific type of Wikidata statement. They are also referred to as *External Identifiers*. They are not the same as the *unique identifier* assigned to each item (such as Q3305213 for "painting" when referring to a visual artwork).

External Identifiers are ways to connect items – you! – to values that identify that item – you again! – in a database that is external to Wikidata. Examples of *External Identifiers* relevant for visual artists include social media identifiers, such as:

- Facebook ID
- Twitter username and numeric ID, and date you joined (look up at tweeterid.com)
- Instagram username

visual arts databases, such as:

- Arsty Artist ID (P2042)
- Union List of Artists Names ID (P245)
- Artists in Canada record number (P5239)
- Artnet artist ID (P3782)
- Google Arts & Culture entity ID (P10297)

and more general databases, such as:

- Google Knowledge Graph ID (search on https://kalicube.pro/knowledge-graph-explorer)
- ISNI (International Standard Name Identifier for an identity)
- Library references (BAnO Author ID)

- Union List of Artist Names ID
- VIAF ID (Virtual International Authority File database)

It is important to add external identifiers to your Wikidata profile, because computers look for linked data. To learn more about linked open data, watch this short video created for galleries and museums, but relevant for individual artists and collectives alike.

Appendix C, the Quick Guide to Properties for Visual Artists, includes a more comprehensive list of useful properties for artists.

Read even more about *Identifiers* on the Wikidata Statements help page and on the WikiProject Visual Arts Item Structure page.

Add Identifiers

You may or may not know whether you are listed in external directories. Most of these do not appear in search engine searches. Using the lists provided in this guide, you should go to relevant directories and search for your name. In most cases to obtain the unique ID simply search for your name on the relevant site and look in the URL. When you find it, you can add your unique ID from those directories on your Wikidata profile.

To add identifiers, scroll down to the section called Identifiers, then click "+ add statement".

In the property field, begin to type the external identifier you would like to add. If it is an existing Wikidata property, it will appear in the drop-down menu, as is the case for your Artnet ID.

In the value field that appears, add the appropriate ID, or other database reference. To complete your identifier, simply add the reference "retrieved" and the date. Click "publish" to save it.

Wikidata Tech Tips VIII: Images on Wikimedia Commons

Wikimedia Commons, another project hosted by the Wikimedia Foundation, is an online repository of free-use image, sound, and other media files. All of the media on Wikimedia Commons are under a "free license." That means they can be used and shared by anyone, for free, using the same Creative Commons license. Usually, this simply means giving credit to the author. If needed, click for further copyright rules.

In short, you may only upload images to Wikimedia Commons that you have created, or for which you have been granted permission to use. As you upload the image, you will be prompted to confirm that you have the rights to the image and confirm the free license rights.

Uploading key images to Wikimedia Commons will not only bring your Wikidata Profile to life; it will ensure that your best images are easily accessible for use by audiences, institutions, and journalists, as well as search engines and other digital tools. Among other uses, Google's knowledge panel on its search results page draws on Wikimedia Commons images.

Add Images on Wikimedia Commons

Images can be incorporated into your Wikidata profile by adding a statement with the property 'image'. These should be images that best represent you as an artist (not an image of your artwork).

However, your image must first be uploaded to Wikimedia Commons and then linked to your Wikidata profile. In fact, it is worth doing a search on Wikimedia Commons for your name to see if other users have already uploaded their own images of you and/or your work.

To add an image of yourself to your Wikidata profile, begin by uploading your image from your computer hard drive to Wikimedia Commons following the simple steps in the Wikimedia Commons Upload Wizard.
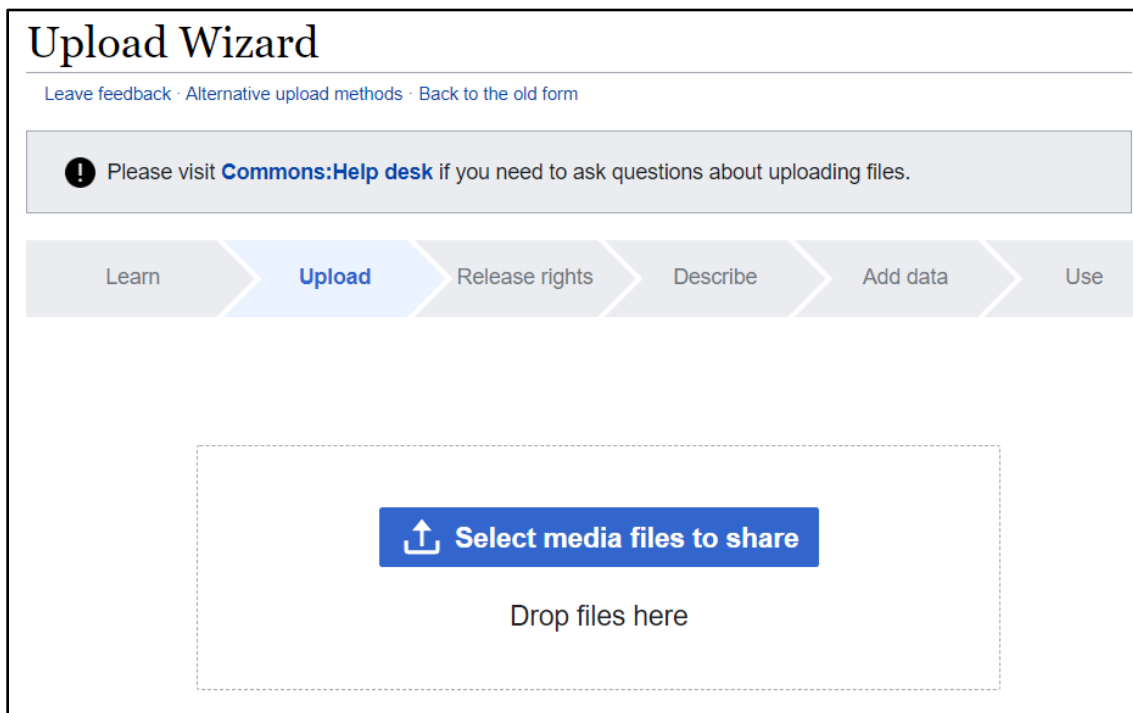
Upload Wizard

Leave feedback · Alternative upload methods · Back to the old form

❗ Please visit **Commons:Help desk** if you need to ask questions about uploading files.

Learn > **Upload** > Release rights > Describe > Add data > Use

⬆ **Select media files to share**

Drop files here

Property

✓ publish ✕ cancel ❓

\+ add qualifier

▾ 0 references

\+ add reference

\+ add statement

As you upload your image, make a note of the image file name, as you will need it when you add your image to your Wikidata profile.

Once your image has been uploaded to Wikimedia Commons, return to your Wikidata profile.

Click "+ add statement".
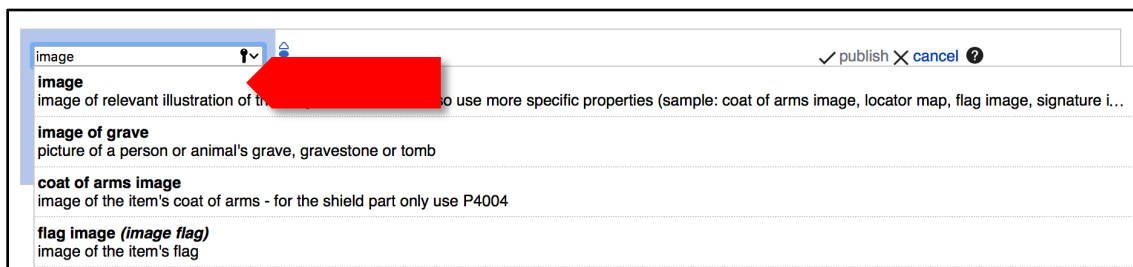
If you are linking to a photo, begin to type "image" into the Property field; select "image" from the list.
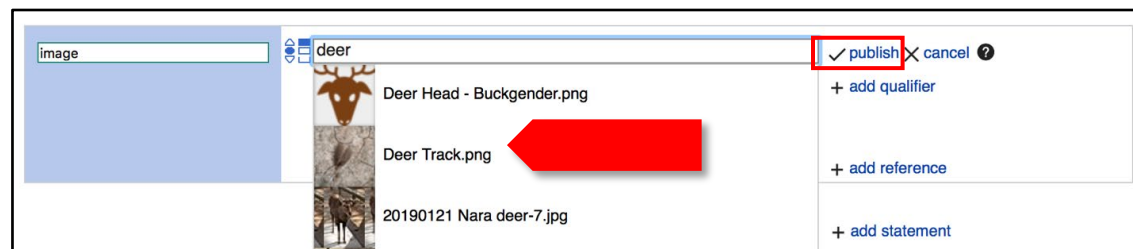
To complete your statement, begin to type in your image file name in the Value field. Wikidata will access Wikimedia Commons, and your newly uploaded image file name will appear in the drop-down list. Select your image file name. Click 'publish'.

If you want to add an image of your signature, upload an image file of it to Wikimedia Commons. Then, to add your signature to your Wikidata profile, add a statement by selecting the property 'signature', and begin to type in the file name. It will automatically appear in the drop-down list, and you can finish linking it to your Wikidata profile.

Congratulations! You have enhanced your Wikidata profile, while affirming the free use of images that you feel best represents you as an artist.

Connect to notable galleries and museums through your works

Linking to notable galleries and museums and adding images of your works in their collections, will significantly expand your visibility online.

Two of the ways in which this can be done include:

1. Linking your profile to galleries directly
   - If you are represented by, or have a work in a notable museum or gallery's collection (i.e., a gallery or museum with an existing Wikidata profile), simply add a statement to your profile using the property "represented by" (P1875), or "has works in the collection" (P6379), as appropriate. Make sure you add a reference, such as a link to the page on the institution's website that shows your work in their collection. If the institution does not have a Wikidata profile, make sure it is considered 'notable' before creating a new item for it – see "Wikidata: Notability".

2. Create individual profiles for your notable works
   - Create a new Wikidata item for your notable work(s), in the same way you created an item for yourself as an individual. Use the title of your work as the Label; provide a concise description, such as in this example of the item "Three Inukshuks" by Canadian Inuit artist Kiakshuk.
   - Add statements that are appropriate to describe the work, such as the "title" (P1476), "made from material" (P186), "height" (P2048), and "depicts" (P180). If you haven't already done so, upload an image of your work to Wikimedia Commons, then add the image to the profile for your work of art using the statement "image" (P18).

The more statements you add, the better – the more likely it will be discovered by search engines.

Although you may add as many statements as possible, the following four statements are required each time a new page is created for a work of art/object:

1. instance of
2. creator
3. inception
4. made from material.

Read more about properties for works of art on the Wikidata Visual Arts Project Item Structure page.

Importantly, you have linked this new Wikidata page to your own profile using the property "creator" ([P170](#)). Now, go back to your Wikidata profile and use the property "notable work" ([P800](#)) to link this new Wikidata item to you as an artist.

Some of the statements describing Kiakshuk's Three Inukshuks.

NOW WHAT?

Now you have all the basic information you need to create a great Wikidata profile. From here, read the **Quick Guide to Properties for Visual Artists (Appendix C)** for a list of useful statements specific to visual artists.

Increase your discoverability by adding more information to your profile, linking information to existing Wikidata items and linking other databases of information as much as possible.

For inspiration, check out these profiles of some very *discoverable* artists:
- Kent Monkman – 62 statements on profile; 5 paintings and 1 film with their own Wikidata profile
- A.Y. Jackson – 101 statements; over 100 paintings with profiles
- Frida Kahlo – 258 statements; many paintings as well as her books and films with profiles
- Georgia O'Keeffe – 28o statements

SEEING THE IMPACT ON YOUR DISCOVERABILITY

So how can you see this impact on increasing your discoverability by having created a comprehensive Wikidata Profile?

In the arts sector, linked, open directories have lagged adoption compared to film, for instance. IMDb (the Internet Movie Database) says it "is the world's most popular and authoritative source for information on movies, TV shows and celebrities." From its fan-driven beginnings on a UseNet group in 1990 it has grown into the major source of detailed information about more than 10 million titles and 11 million records of people in the film industry with 83 million registered users.

There simply is no equivalent in the GLAM world, yet. But you can join this nascent movement today!

Within Wikidata

There are several tools within Wikidata to help you see how your Wikidata profile is used by others.

The most important ones to track periodically, i.e., every 3 to 4 months are:

- "What links here"
  - Shows which other Wikidata pages link to your own item, using the Q ID.
  - The more cross links there are, the more discoverable you become, because they place you in the context of the referencing item.
- "Page Information"
  - There are two elements to track through this link: "Page Properties" and "Pageviews Analysis."

Beneath this list is [Pageviews Analysis](), under "External Tools". It shows the numer of daily or monthly views by three types of viewers: human users, spiders including search engine web crawlers and automated programs that are not search engines.

This image shows monthly views since 2015 by spiders of Georgia O'Keefe's Wikidata profile ([Q46408]).
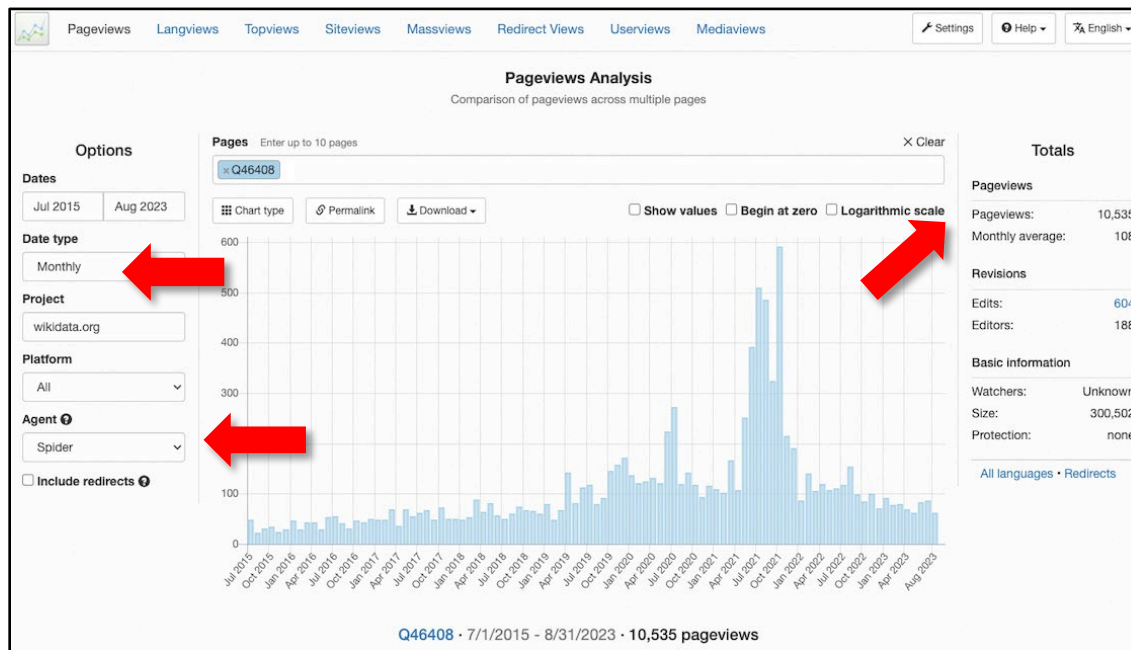
When toggling to "User" (human) under Agent, the data reveals a monthly average of 42 pageviews for Georgia O'Keefe's profile.

In essence, you can use the spider data to track that your information is being indexed by search engines. As Wikidata does not change often, these figures will generally be quite low.

For most artists without Georgia O'Keefe's fame, these page views will be much smaller, of course.

You do want to check the pageviews about 2 weeks after creating your Wikidata profile or making major updates to see that they are being picked up – in particular by spiders. If they are not, then you might need to create a more comprehensive profile, fix any cautions and flags, or add missing references to your statements.

Outside Wikidata

: "As of November 2018, Wikidata information was used in 58.4% of all English Wikipedia articles, mostly for external identifiers or coordinate locations. In aggregate, data from Wikidata is shown in 64% of all Wikipedia's pages, (…) and 27% of Wikimedia Commons." Of course, depending on the status of your career, you may or may not have a Wikipedia page.

But there is more: The Google Knowledge Graph which powers Google search and its Knowledge Panels.

You can either do a simple Google search for your

name using quotation marks to focus Google on your specific name. Or better yet, you can look up your Google Knowledge Graph ID (Google KGID) and see the information displayed that is unambiguously associated to you.

The first step is to find your Google Knowledge Graph ID: go to https://kalicube.pro/knowledge-graph-explorer and type in your name, as was done here for Ambera Wellmann.

This explorer can return multiple responses, so it is important you make sure the KGID is really about you by clicking on 'See on Google' before using it.
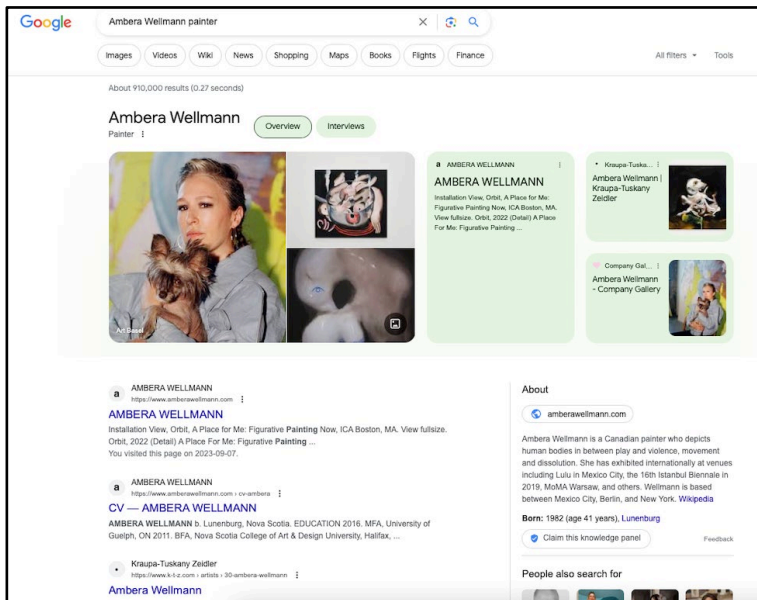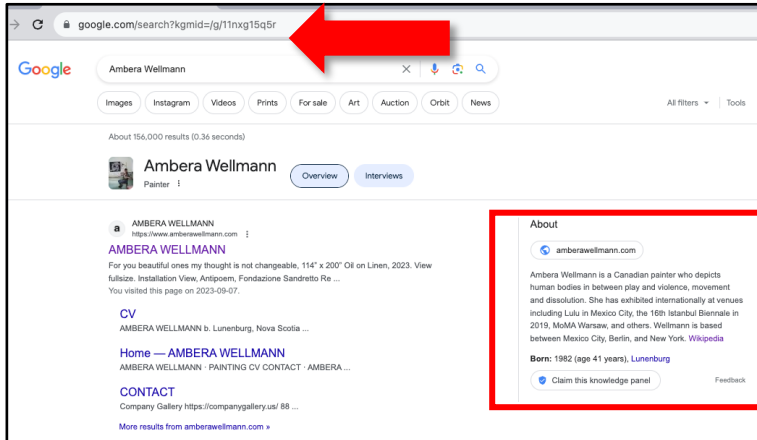
The screenshot on top is the resulting page when the Google Knowledge Graph ID is used – showing specifically the knowledge graph – versus the screenshot below that show results of a Google search using the Google search bar. Google search results pages show the panel on the right as well as other images and information the Google search engine has discovered.

You can take a snapshot of the results page for your Google KGID before you make updates to your Wikidata profile and a few months afterwards you can see what has changed. Normally you would look to see more

detail and more depth of information that Google displays on the left-hand side of its search results pages.

Using the KGID, you will see whether Google has created a Knowledge Panel for you, yet. If not, this is a good time to create this information by claiming it and going through the Verification process.

Wikipedia, Wikidata and Wikimedia Commons are all sources Google uses to construct its knowledge panels. In particular, the external identifiers, including your social media are important to have in Wikidata as those are often used and cross-referenced.

Of course, Google will continue to index your website and social media presence, so your organic results may not shift much as a result of Wikidata, depending on how well your website is optimized for search engines.

More interesting is to experiment with category searches to see how, such as Canadian female artists …

… or perhaps a more specific search for Canadian LGBTQ visual artists … and see who appears.
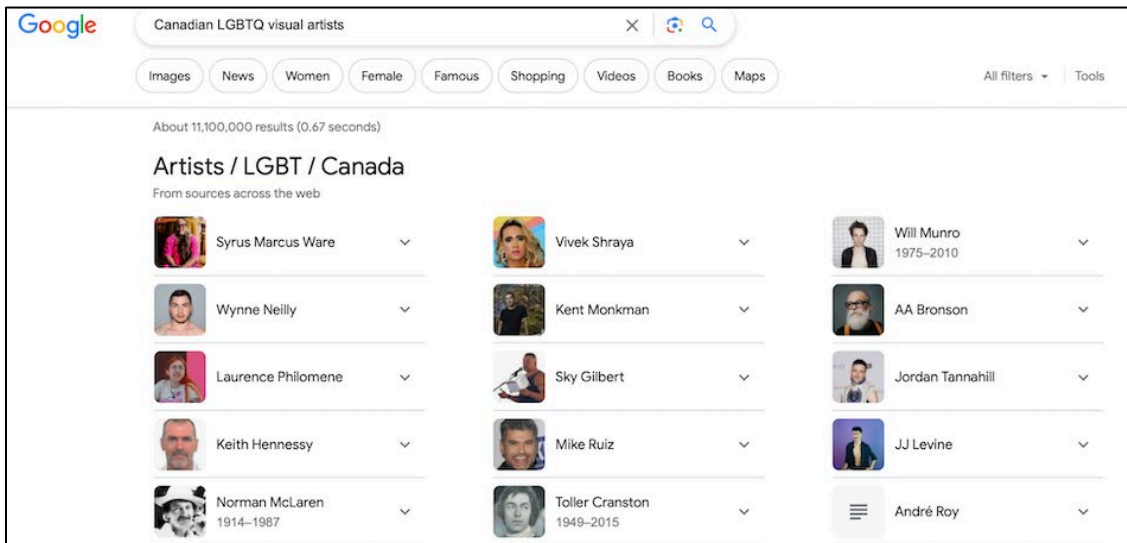
Or any number of other category searches relevant to you.

Google often presents options in this carousel format at the top of the search page, giving more exposure to more popular but also well-rounded online information.

Before: Dec 9, 2021
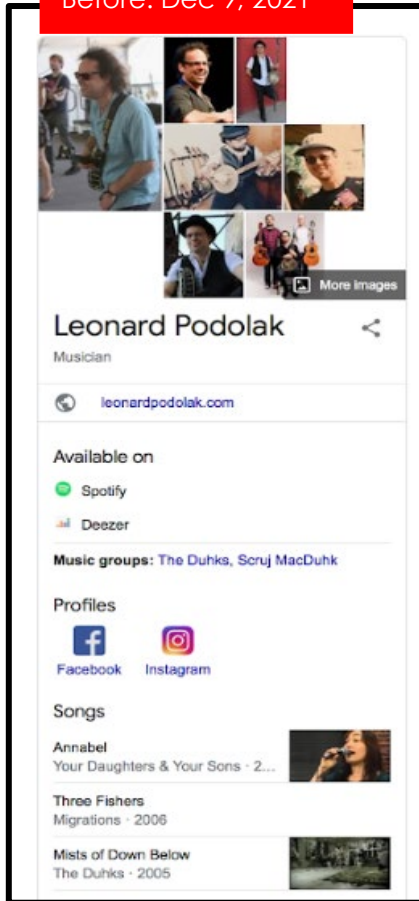
After: May 15, 2022
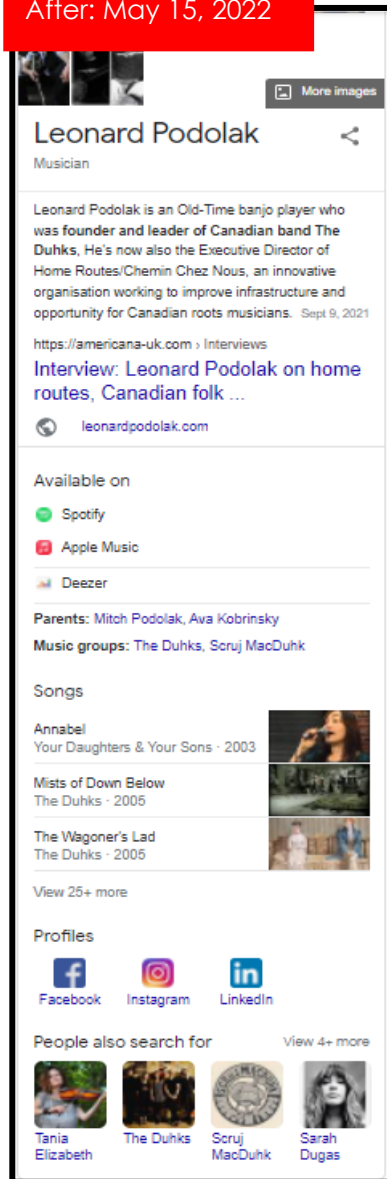
Another thing to watch is the information linked to Google's Knowledge Panel.

By way of example, the difference between these two knowledge panels is the creation of a Wikidata profile for Leonard Podolak and referencing him on *The Duhks* band profile. Google now displays more complete information, including his notable parents who both have a Wikidata profile in their own right.

At the bottom there is always a reference for similar items people have search for. Just as other people show up on your Knowledge Panel you might show up on theirs. You might also seek to position yourself along side certain artists.

Your Wikidata profile can assist that process: from geographic data to artistic genre information, your mentors, the galleries you exhibit at, the educational institution you graduated from, and external identifiers.

As linked, open directories continue to develop, no doubt, the tools to track the usage of your information will, too. Meanwhile these tips will help you see the impact of having a comprehensive Wikidata profile along with the use of relevant images on Wikimedia Commons.

APPENDICES

Appendix A: Information to Gather Before You Begin

Before you sit down to create or add to your Wikidata profile, it may be useful to gather some information that you will use to describe and reference yourself.

Gather:

1. References

Wikidata statements are stronger when substantiated by a reference (see Wikidata Tech Tips IV). Usually, one or two URLs will provide enough information to sufficiently describe an artist, such as where they are from, genre of art, awards received, etc.

NOTE: Official websites cannot be used as references.

2. Links to:
- Official website (note language(s))
- Any existing Wiki article(s)/item(s)
- Any existing Wikimedia Commons images
- Websites for galleries representing you, or institutions with your works in their collections
- Social media platform links and IDs, such as:
  - Facebook
  - Twitter (convert to numeric ID on tweeterid.com)
  - Instagram
  - YouTube Channel ID

- Arts Identifiers, such as:
  - Artists in Canada record number
  - Artnet artist ID
  - Artsdata.ca ID
  - Artsy artist ID
  - National Gallery of Canada artist ID

Other external identifiers, such as:

- Google Knowledge Graph ID (Search https://kalicube.pro/knowledge-graph-explorer
- ISNI (International Standard Name Identifier for an identity)
- Library references (BAnO Author ID)
- Union List of Artist Names ID
- VIAF ID (Virtual International Authority File database)

Appendix B: Quick Visual Guide

Here is a guide to the elements of a Wikidata statement, based on that found in the Wikidata Glossary in the Wikidata Community Portal:

Elements of a statement, from item **Q229455**

Appendix C: Quick Guide to Properties for Visual Artists

Here is an overview of relevant Wikidata Statements and Identifiers for visual artists. A more comprehensive guide can be found on the Wikidata Visual Arts Project page.

It can be helpful to reference established Wikidata pages to see examples of the kinds of properties and values that are commonly used. Here are a few examples:

- Emily Carr
- Vincent Van Gogh
- Jasper Johns
- Cindy Sherman
- Njideka Akunyili Crosby

Note: not all of this information is required. However, more referenced facts are better. So you can add more detail, such as place of birth, languages spoken, etc.

General Statements

Property	Value and/or remarks
instance of	**human** (always begin with this!) **item** (for work of art)
image	upload to Wikimedia Commons and link to your Wikidata profile
sex or gender	Multiple options are available
country of citizenship	Select each country for which you hold citizenship
ethnic groups	Select all that apply
given name	may need to add if your name is not listed in drop-down menu
family name	may need to add if your name is not listed in drop-down menu
date of birth	for living artists, omit details unless birthdate is widely known

Property	Value and/or remarks
father/mother	only if listed on Wikidata, or add if notable
spouse/partner/relative	only if listed on Wikidata, or add if notable *optional qualifiers:* **start time/end time**
educated at	Institution name *qualifiers:* **start time/end time**
occupation	include all relevant occupations, e.g., visual artist, photographer, curator, interdisciplinary artist, etc. You can be specific – the larger category, such as artist if you use 'visual artist', is implied. *optional qualifiers:* **start time/end time**
official website	**required qualifier: language of work or name**
place of birth	**Use the city, the rest is implied**
work location	**Where you predominantly work out of**
operating area	**Includes all the countries you tour in**
work period	**When your music career began**
languages spoken	**Select all that apply by adding values**
writing language	**Language you predominantly perform in**

Arts Background Statements

Property	Value and/or remarks
member of	link to Wikidata items for artistic groups you belong to *optional qualifiers*: **start time/end time**
student of	name of teacher, only if listed on Wikidata, or add if notable
copyright status as a creator	**Indicating whether your works are copyrighted. Should be qualified by start/end dates using start time/end time**
has works in the collection (P6379)	**Notable gallery or institution with your work(s) in their collection**
represented by (P1875)	**Notable gallery representing you** *optional qualifiers:* **start time/end time**
award received	add award if missing (and notable) *optional qualifiers:* **point in time, for work**
nominated for	add award if missing (and notable) *optional qualifiers:* **point in time, for work**
notable work (P800)	Any of your works that are notable. Value must be an artwork that is itself a Wikidata item, inversely linked to your profile using the property **creator** (P170)
participant in (P1344)	Major exhibition or event; your profile is inversely linked on the **event** profile using the property participant (P710) See example on Cindy Sherman's (Q229455) Wikidata page, linking her with the major annual art exhibition documenta 7 (Q769536)

External Identifiers

The following are "identifiers", a specific type of "statement". See Wikidata Tech Tips IX. Wikidata automatically lists identifiers following statements.

Reference each Identifier with the date you retrieved the information, using the property "retrieved".

Social Media Identifiers

Facebook ID	In the URL
Instagram username	Use your @handle found in the URL
Twitter username *required qualifier*: start time *required qualifier*: Twitter User numeric ID *optional qualifier*: number of subscribers; if so, also add qualifier: point in time	User name means your @handle Numeric ID is found using converter: https://tweeterid.com/
YouTube Channel ID	In the URL

Art Identifiers

AKL Online artist ID (P4432)	In the URL
ArtBrokerage artist ID (P6903)	In the URL
Artcyclopedia artist ID (P5597)	In the URL
Artist-info artist ID (P5489)	In the URL
Artists in Canada record number (P5239)	
Artnet artist ID (P3782)	In the URL
Arsty Artist ID (P2042)	In the URL
AWARE ID (P6637)	In the URL
Digital Museum ID (P7847)	In the URL – but only use the number displayed not the name
Google Arts & Culture entity ID (P10297)	In the URL
Grove Art Online ID (P8406)	In the URL – use "T" and the last 6 digits in the URL
Museum of Modern Art artist ID (P2174)	In the URL
MutualArt artist ID (P6578)	In the URL
National Gallery of Canada artist ID (P5368)	In the URL
Union List of Artists Names ID (P245)	In the URL or search at https://www.getty.edu/research/tools/vocabularies/ulan/ **and use the ID number**
WikiArt ID (P6002)	In the URL

Other Identifiers

Google Knowledge Graph	**Search at: https://kalicube.pro/knowledge-graph-explorer.** Use the @id after checking what Google displays
Library references (BAnQ Author ID)	
VIAF ID (Virtual International Authority File database)	**Search at** VIAF.org**; number of up to 22 digits**
ISNI (International Standard Name Identifier for an identity)	**Search at** https://isni.org/page/search-database/ and use ISNI number

Appendix D: List of and Links to Wikidata Tech Tips in this Guide