

Quarterly review

COMMUNICATIONS

Q3 - 2015/16

Approximate team size during this quarter: 10 FTE

Key performance indicator

900+ earned media articles (106% growth QoQ)	109 articles on major exec and Board transitions, Knowledge Engine (vs. 920 articles on iOS app & Wikipedia 15)	583% year over year increase in Facebook engagement
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Q3 - Communications

Team focus: awareness, brand affinity, perception management

Strong core work in digital media and managed communications, along with planned campaigns, increase our reach while mitigating risks to brand.

CORE ■ Evolution and growth of digital media

- Raised broad awareness for community and WMF stories – through improvements in reporting, writing, and editing, **increased blog visitors 68%**
- Media views on Twitter up nearly **50x Y/Y**. Organic Facebook reach up **5x Y/Y and nearly 2x Q/Q** (356% of goal)
- New verified accounts on Instagram and Pinterest **rapidly grew to 45K** combined followers
- Wikimedia Commons assets are being showcased in new ways (Pinterest, Twitter) and we're **connecting with an expanded, mostly female audience**

GOAL ■ Campaign celebration of Wikipedia at 15 years

- Birthday site earned **6.5 million pageviews** from 170 countries in 6 days
- Messages of appreciation & love for Wikipedia came from 100,000 people on Twitter, and 92,000 people on Facebook
- Tweets from **Tim Berners-Lee, Metropolitan Museum of Art, Arianna Huffington, and British Museum**
- Over **850 articles** were published in the media of 80 countries, and more than **80% were positive** reflections of the milestone

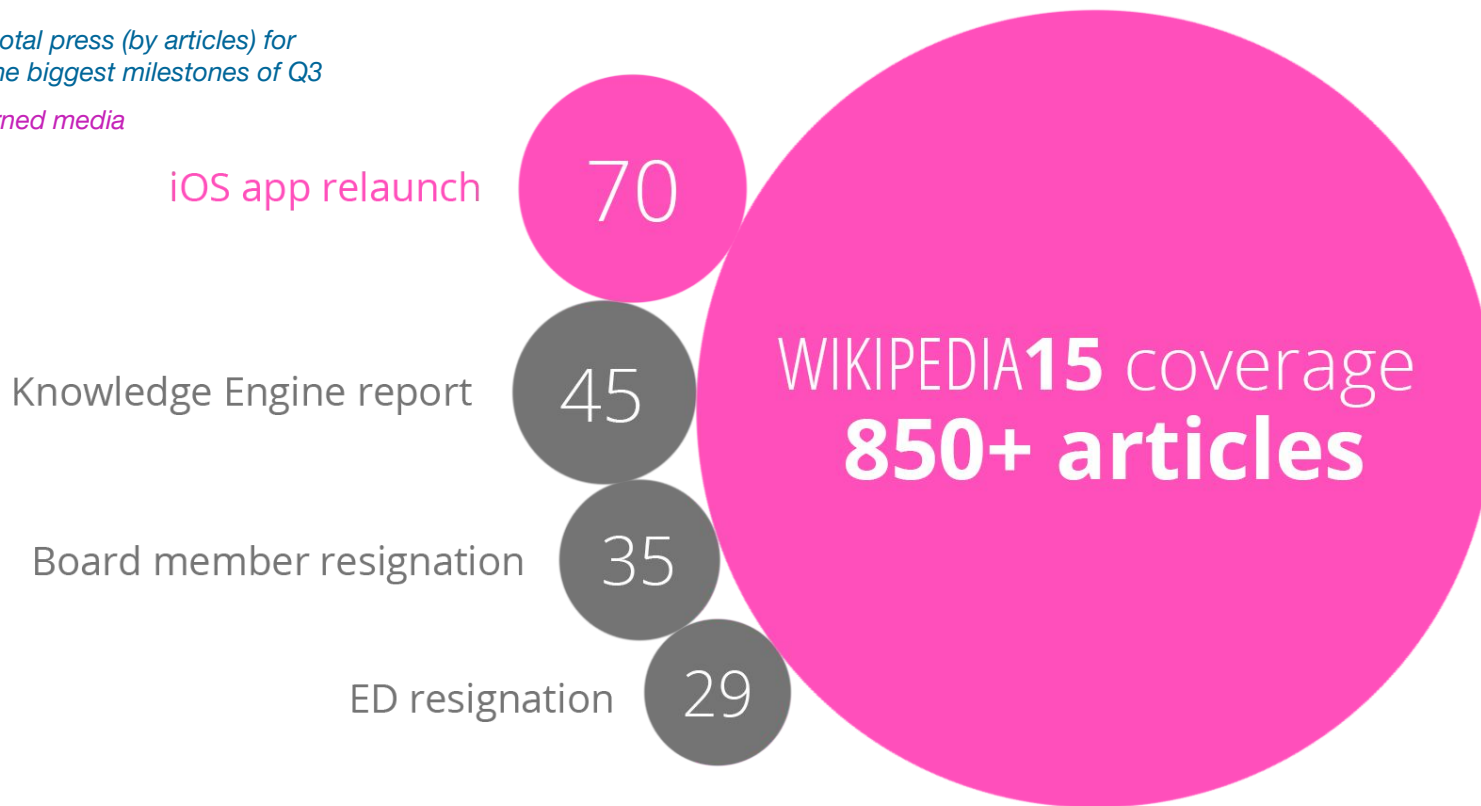
UNPLANNED SUPPORT ■ Board member and ED resignation, Knowledge Engine, Interim ED

- Managed communications of four major moments, including **public and internal transition planning, scenario analysis, messaging**, announcements, Board and executive support, and media relations.
 - 48 hour news cycle for ED resignation with only 29 stories
 - ~35 correction requests
 - in-depth transition plans for each
- Earned press for positive moments **outweighed transition coverage**.
 - iOS launch received more than 2x as much than ED transition
 - WP15 received 8x as much coverage than all transitions combined

Q3 - Communications overview

*A look at total press (by articles) for
some of the biggest milestones of Q3*

Pink is earned media



Note: these numbers are based on Google searches. We recently acquired a new tool that will help us be more precise.

Q3 - Communications overview

One way to assess the impact of perception management in Q3 is to compare total negative press articles to the total coverage of Ellen Pao's departure from Reddit on July 10, 2015.

Knowledge Engine report

45

Board member resignation

35

ED resignation

29

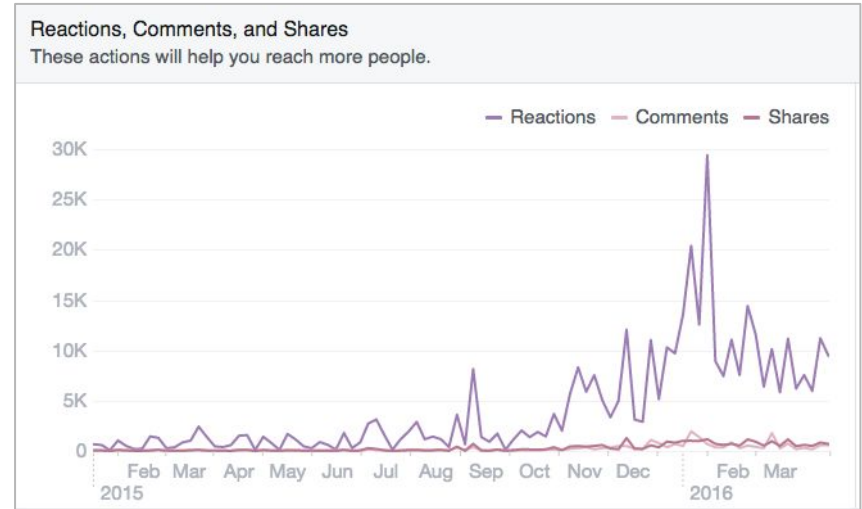
Ellen Pao resignation
700+ articles

Q3 - Communications overview



Organic reach on Facebook up 5x YoY in Q3.

“Organic reach is dead” on Facebook, IBM said at SXSW.



Facebook engagement – **how much people liked and commented on our posts** – was up 583% YoY in Q3 .

COMMUNICATIONS

IN-DEPTH

Q3 - Communications

Objective: Strategy messaging platform



Objective	Measure of success	Status
Clear, consistent message for understanding Foundation strategy	Clear concept and phrasing for top-level strategy message Proof points and messages	Canceled due to dependence on Executive office. ED resigned.

We are currently assisting with new strategy messaging. Our future work is based on authentic communications with staff, community, and public.

The strategic direction for the next 18 to 24 months has been [outlined clearly and shared publicly](#).

Q3 - Communications

Objective: Internal communications



Objective	Measure of success	Status
Improve internal Foundation communications	Engage consultant to produce analysis and recommendations Assign resources Maintain Metrics, QRs, C-level comms.	Postponed due to dependence on Executive office. ED resigned.

Internal communications has been highlighted by staff and leadership in the previous staff engagement survey, and in conversations during the last few weeks. The c-level team supported by Talent and Culture, and Communications is reviewing the issue and setting new priorities.

Metrics meetings, and quarterly goals and reviews, are proceeding on schedule.

A cross-team working group is [reviewing the quarterly goals and review process](#) to better understand the audience for these reports, and how to add value to this work for every department.

C-levels have made a commitment to increasing communications in various ways including posting meeting notes.

Q3 - Communications

Objective: Strategy and annual plan



Objective	Measure of success	Status
Timely, effective delivery of Strategy; support for Annual Plan process	Summary of Dec/Jan strategy conversation Strategic summary	Strategy and annual plan posted to Meta on time, April 1. <ul style="list-style-type: none">• Strategy• Annual plan• Metrics presentation

Strategic Statement

The Wikimedia Foundation supports the delivery of knowledge to the world, the health and growth of the Wikimedia communities, and the creation of diverse, high-quality free knowledge. In addition to these core functions, we believe the Foundation has the unique ability within our movement to support systems and programs that expand the reach of our vision, including engaging the majority of the world's population we currently do not reach.

Our strategic approaches reflect this commitment to serve our movement, while also increasing its reach.

- We will better understand and respond to the needs of our global users so that more people can share in free knowledge.
- We will increase volunteer retention and engagement through improved programs, experiences, and resources.
- We will increase and diversify knowledge by developing high-priority curation and creation tools for user needs.

Q3 - Communications

Objective: Wikipedia15



Objective	Measure of success	Status
Raise awareness and promote engagement around Wikipedia's 15th birthday	Brand/marketing campaign for new audience or geography Measurement of success here	Completed. Seriously, this was a massive success reliant on input from every team member on Comms, Foundation staff, and volunteers around the world.

[72 page report available](#)

Two significant outcomes:

1. Surpassing all anticipated benchmarks.
2. Obliteration of negative press for events happening in the same time frame, like the resignation of Arnon Geshuri from the Board of Trustees. The long-term goodwill for the brand continues to far outweigh bad moments in our history.

Q3 - Communications

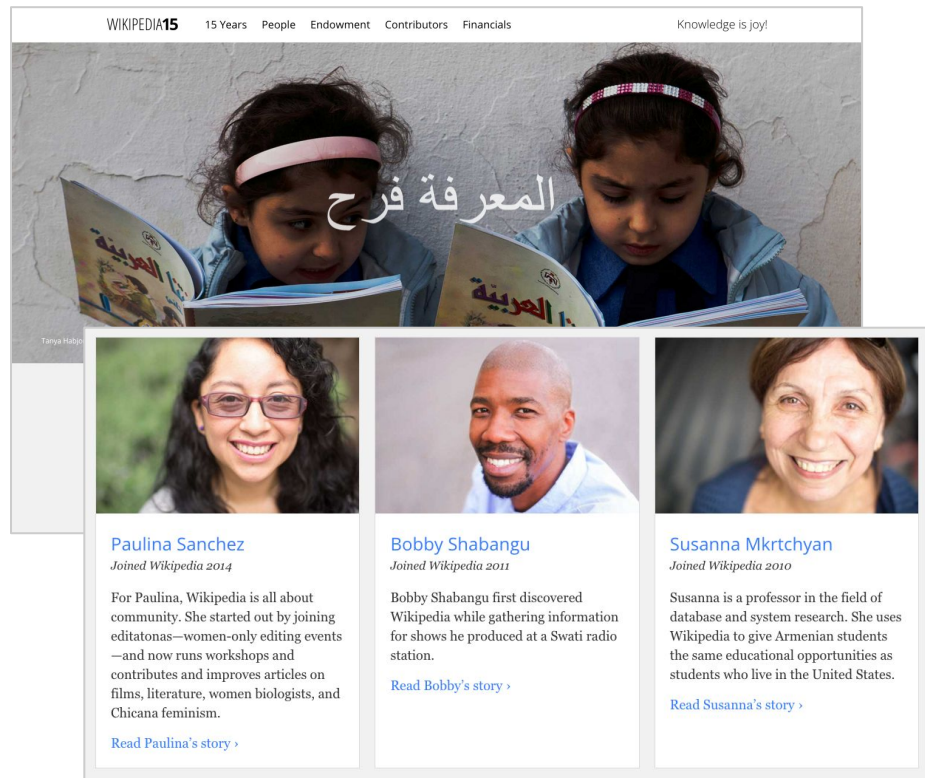
Appendix: Wikipedia 15



Wikipedia 15 banners were translated to 143 languages



Social content reached more than 3 Million fans and drove nearly 200,000 personal birthday wishes



The combined annual report + birthday site received 6.5 MM visits in first week alone

Q3 - Communications

We've begun A/B testing brand messaging on social, allowing us to determine the most engaging and messages before key moments.

For Wikipedia 15, the Digital Comms team tested more than 6 potential approaches and determined clear winners to use in site & messaging



Q3 - Communications

Objective: Core work



Objective	Measure of success	Status
Timely, professional, first-rate support on core and reactive communications workflows.	Measurable progressive improvement on evaluative chart of core workflows	Completed.

Q3 - Communications

Other successes and misses

MESSAGING AND POSITIONING

Neutral: Knowledge Engine

- Managed 72-hour news cycle for Knowledge Engine including 30+ correction requests, blog post, planning

Neutral: ED resignation

- 48 hour news cycle for ED resignation (Ellen Pao of Reddit resignation received 700+ articles)

Success: iOS launch

- 70 stories across 19 countries, 52,000 installs. Biggest referrer was MacRumors.

ADVOCACY

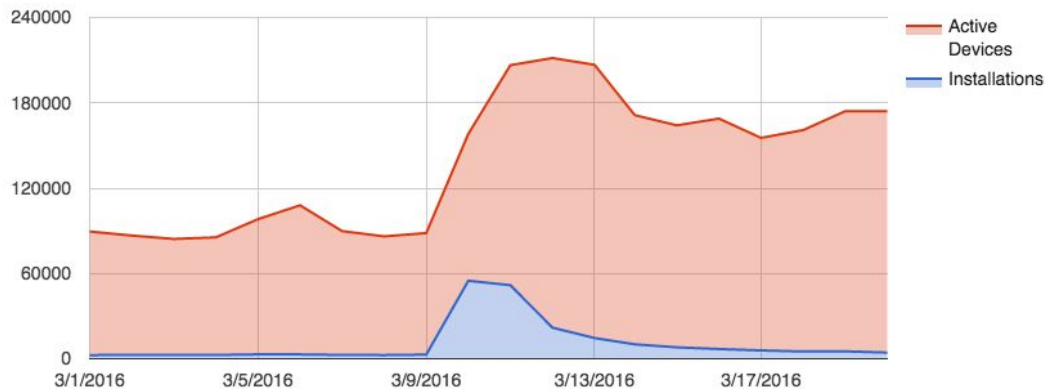
Success: Surveillance campaign, from infographic to advocacy plan

- Resulted in a new landing page for Wikimedia vs NSA: <http://wikimedia.org/stopsurveillance>

Q3 - Communications

iOS 2016 launch

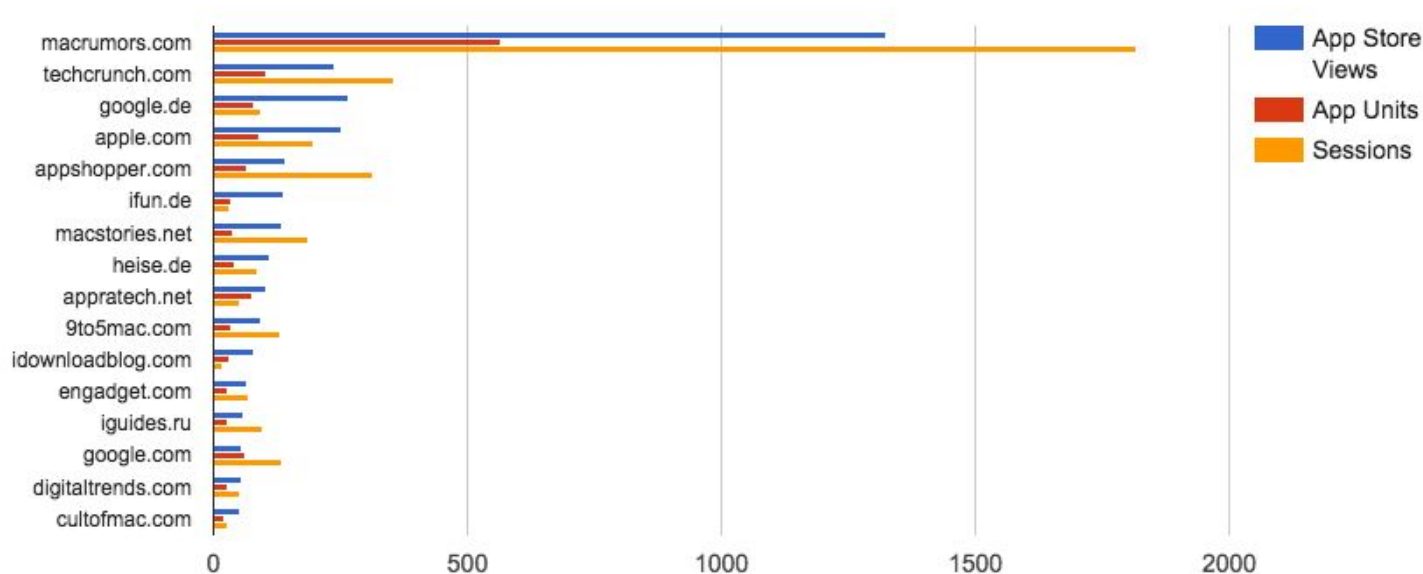
- 70 stories across 19 countries
- Tone positive and on message in the vast majority of coverage.
- Top media referrers: MacRumors, TechCrunch
- Improvement and expansion in media coverage and download rates.



These charts are courtesy of the iOS team's [release review](#).

Q3 - Communications

Top new user sources on March 10-12th



These charts are courtesy of the iOS team's [release review](#).



Wikimedia Foundation v. NSA

“Awareness that the Government may be watching chills associational and expressive freedoms. And the Government’s unrestrained power to assemble data that reveal private aspects of identity is susceptible to abuse.”

— Justice Sonia Sotomayor, *US Supreme Court* (2012)



“Albert V Bryan Federal District Courthouse – Alexandria, VA” by Tim Evanson, freely licensed under CC BY-SA 2.0.

GENERAL

Success: Allhands

- Cross-team effort to plan and implement Allhands

(Lynette, Haitham, Janet, Pats, Manprit, Trevor, Amy, Katie and Heather)

Happy feedback: *Both of the talks on Day 1 from Risker and Mike Monteiro. This was also my first All Hands; and I think the planning, programming, and opportunities for learning and professional growth on both days was exactly what we should deliver to new employees. **The event strongly reinforced that the WMF is exactly where I want to be in my career.***

-- staffmember (WMF) (talk) 10:24, 21 January 2016 (UTC)

Success: Team retreat

- We had our yearly retreat with the Comms team. Scheduling major projects and narratives.

Success: Post ED resignation staff meeting

- Cross-team effort to plan and implement all staff communication session after the ED resigned.

Q3 - Communications

Other successes and misses 

BRAND & DESIGN

Miss: Allhands graphics


- Coordination of graphics for Allhands lacked a sense of ownership. We need to find better ways to work with other designers at the Foundation.

Success: Prospectus

- Communications produced this unplanned document for Advancement on time, written by Anna Stillwell, and incorporating Wikipedia 15 visuals.

Q3 - Communications

Appendix: Prospectus



Only 9-13% of Wikipedia's editors are women. This impacts the type of knowledge written about on Wikipedia (e.g., prominent female scientists, artists, and historical figures are not adequately covered). So, we're committed to boosting the number of women editors and working to close the gender gap on Wikipedia.

Enter the "Inspire Campaign". In 2015, we reviewed proposals in collaboration with our communities and then funded 16 projects for a total of \$250,000 that will ultimately involve more than 1,500 women.

Laurel Plak
Artist, educator, feminist,
and Wikipeedian

Wikimedia Inspire Program

What we've done	What we'll do next
With the Inspire Campaign, the Wikimedia Foundation has created a proactive model for finding and funding impactful, community-driven projects that have the potential to increase gender diversity. <i>Examples include:</i> West Virginia University Librarian newly created Wikipeedian-in-Residence, who is specifically focused on gender equality, and a team of researchers producing a Wikipedia Gender Index as part of their investigation into the role of gender in Wikipedia's biographical articles.	These projects are being delivered right now. We'll release project findings as they come in. The ultimate test will be the success of those projects in increasing gender diversity, so over the coming year we'll be working with the grantees to understand their initiative's impact. We'll be mining the lessons learned too. In the meantime, we continue to receive new funding proposals aimed at increasing gender diversity across all our projects. We've inspired people to step forward to work on this challenge with us.

1,500+ Participating women in gender diversity grants	250,000 Dollars awarded to funding projects aimed at closing the gender gap	3 People at the Wikimedia Foundation overseeing the program
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A critical challenge in education is helping students learn critical thinking, critical writing, research, and understanding what constitutes a legitimate citation source.

Enter the Wikipedia Education Program. In this program, students learn these critical 21st century skills by contributing content to Wikipedia as part of a class project. The Wikimedia staff of four make sure Wikipedia is in the classroom by providing instructors the resources they need to direct students in the best way possible. By teaching teachers, we've been able to scale the program.

Leigh Thompson
Education Program Course coordinator
Tec de Monterrey, Mexico

Wikipedia Education Program

What we've done	What we'll do next
We've helped thousands of students—mainly college students—discover how to contribute to Wikipedia's body of knowledge. In 77 countries outside of North America, students write Wikipedia articles with the guidance of their professors. We've helped students learn critical skills while they contribute the equivalent of more than 10,000 pages to Wikipedia. <i>Instead of writing a paper for one or two people to read, their work is accessible by millions and will remain free to perpetuity.</i>	We're adding pilot programs in Oman and the Palestinian territories as part of our ongoing effort to boost participation in Arab countries. We're refining the tech tool that measures students' input and progress, ensuring that it works well in multiple languages. And we're strengthening the Wikipedia Education Collaborative, a group of international education program leaders who act as an expert and mentoring network to support education programs.

77 Countries outside of North America using Wikipedia Education to write articles for school	3,000+ Participating students each semester	4 People at the Wikimedia Foundation overseeing the program
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Content: Anna Stillwell
Design: Joe Sutherland

Q3 - Communications

Appendix: Annual report



What does Wikipedia mean to you?



Jyoti, India

"It's the most important source of knowledge whenever I am in need. Thank you so much, Wikipedia."



Michael, Zambia

"Wikipedia is like an old man that has been to all the corners of the earth full of wisdom and knowledge."



Vaibhaw, India

"It is the first thing that pops in my head when I ponder about what we have done in past decades to make the planet a better place"



Rudi, Indonesia

"I rely so much on the neutrality point of view that wikipedia offers. I'm 17 now, and Wikipedia has been my friend since I was 10 years old."



Ali, United States

"Wikipedia is why, even though I spent most of my adult life out of school as a refugee, when I finally got to a safe place and into a university, I was able not only to compete with my peers, but to excel."



Q3 - Communications

This an example of the '**silent newsreel**' by Victor Grigas. Each video shows and explains a few ideas in a minute or two, and is understandable with or without audio. The style allows us to hire (or find volunteer) video-shooters all over the world, share movement news relatively quickly, and have these easy to share video assets that work well on social media. This creates a higher level of engagement with fewer resources than our previous video production.



GLOBAL AUDIENCES

Success: Global Reach team reinvisioning

- Developed title and Meta namespace for “Wikipedia Zero” team to show their fuller work domain

Success: New Readers research project

- Defined new team (Reading, Design Research, Partnerships, Comms) and shared focus on better understanding and reaching “New Readers” in Nigeria, India, and Mexico

Miss: Share global media summary

- Completed overview of country-by-country media habits including internet access, mobile usage, traditional media reach (scale of TV, Radio, Press) for Africa, Asia, and Latin America, but have not yet published to Meta

Q3 - Communications

Other successes and misses

DIGITAL MEDIA

Success: High engagement and reach of original posts on blog

- Most edited articles post for WP15 drew 220+ press mentions through organic and earned media
- Emily Temple-Wood post drew 10K views was 100% organically picked up by the press with ~90 articles.
- Pokemon blog post drew 37K views on the blog

Success: Improvements to the blog

- A redesigned blog with new emphasis on narrative brought new readers and quality. New visual social media platforms displayed Commons assets in a new way.

Miss: Social global ambassadors

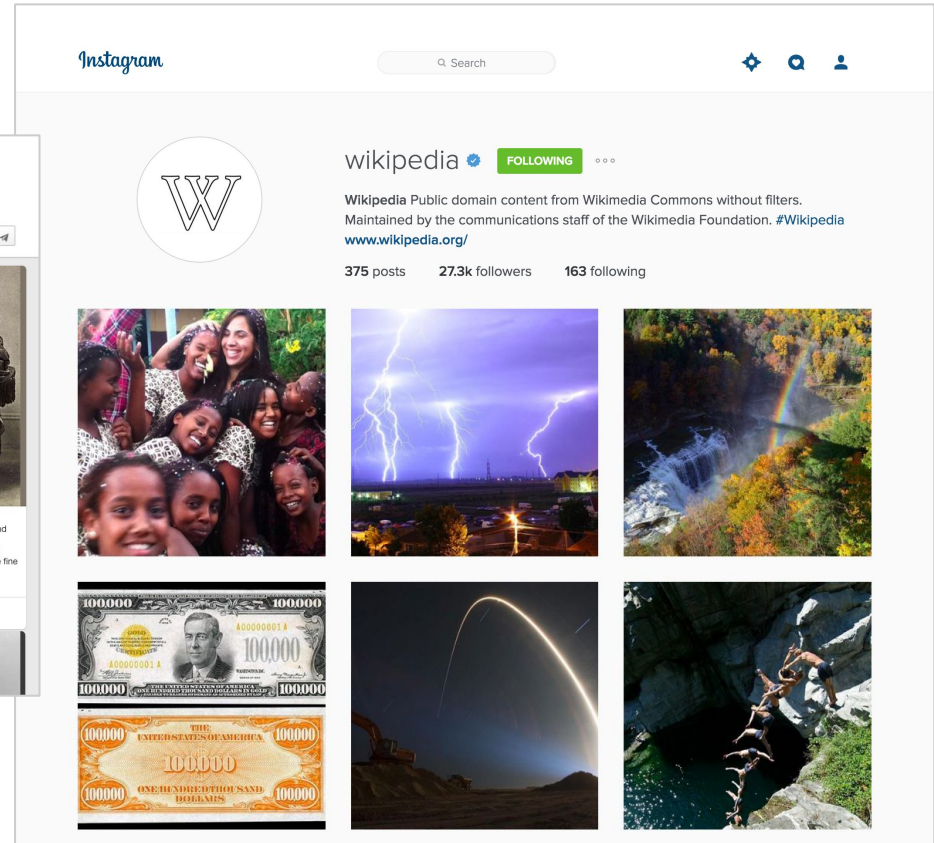
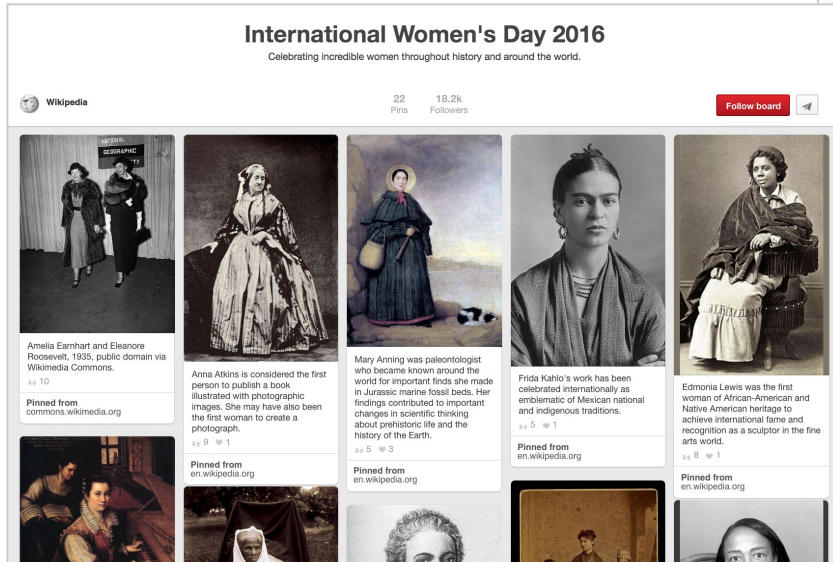
- Asian social media platforms and global social ambassadors did not come together.

Success: Social reach and engagement growth


- Organic reach on Facebook up 5 times year over year in Q3
- Facebook engagement – how much people liked and commented on our posts – was up 583% year over year in Q3

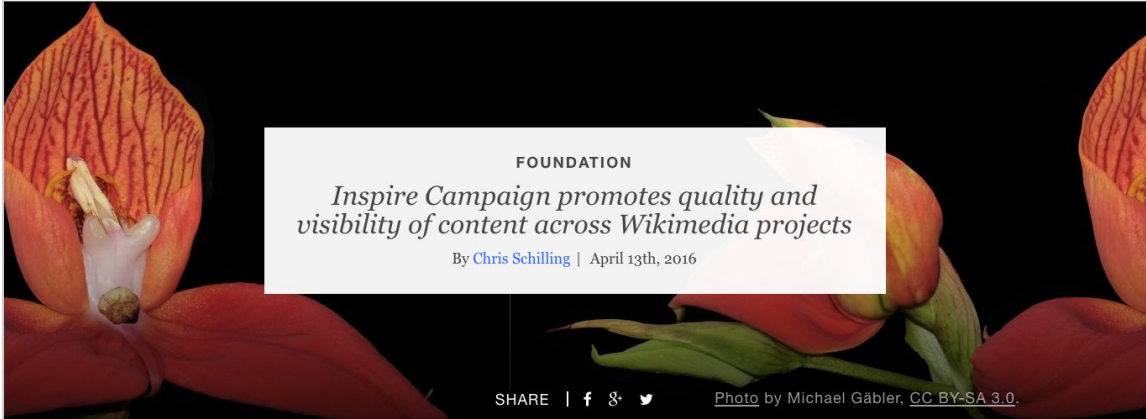
Q3 - Communications

Appendix: Digital media





COMMUNITYWIKIPEDIAFOUNDATIONTECHNOLOGY🔍



FOUNDATION

Inspire Campaign promotes quality and visibility of content across Wikimedia projects

By [Chris Schilling](#) | April 13th, 2016

SHARE | [f](#) [g+](#) [t](#) [in](#) [s](#)Photo by Michael Gäbler, CC BY-SA 3.0.

A month-long event, called the Inspire Campaign, focused on developing ideas to improve the way contributors review and curate project has recently concluded. Over 250 people submitted or contributed to 100 ideas during the campaign. Contributors interested in improving the quality and accessibility of Wikimedia content are encouraged to review submitted ideas, make suggestions, and volunteer to h... [Read more](#)

COMMUNITY

Wikimedia Highlights, March 2016

FOUNDATION

Announcing a new informational resource on

GET CONNECTED

[f](#)[g+](#)[t](#)[in](#)[s](#)

Q3 - Communications

Core workflows and metrics

Category	Workflow	Comments	Type
Blog	Edit submitted community posts	~20 community submissions from non-WMF sources requiring individual editing and review, including "Wikipedia's coverage of essential vaccines is expanding" and "Wikipedia for Peace"	R
	Produce original content	~34 posts about community, including "The new alchemy: turning online harassment into Wikipedia articles on women scientists" (Emily Temple-Wood) and "Fifteen years of the German Wikipedia"	M
	Source imagery and approve licensing	Freely licensed images in every post, including separate banner images as per our new redesign	M
	Comment moderation and response	405 comments from readers/pingbacks from other WordPress blogs, 35 unapproved comments, 25 responses	M
	UX improvements, code patches, bug fixes	Exygy redesign is in place	N
	Blog content development	"News on Wikipedia" rolling along with "How a world of volunteers dove into the leaked Panama Papers," "Antonin Scalia and the editor tracking his legacy," "Super Bowl searches show Wikipedia is the 'second screen'" and more	M

Type: new, reactive, maintenance

Q3 - Communications

Core workflows and metrics

Category	Workflow	Comments	Type
Social	Produce original content	Established copywriting processes and style for preparing content for each day in advance and drafted more than 1,000 future posts, achieving new consistency.	M
	Schedule/distribute on FB, Twitter, Instagram and Pinterest.	Published 1,876 original posts, or ~21 a day, with a combination of scheduled posts and responsive posts. Monitored and responded to breaking news and trends employing our best practices.	M
	Source or produce public domain imagery	Searched for and posted more than 1,000 public domain photos and GIFs. Launched two new verified accounts – Instagram and Pinterest – to showcase Commons content in new ways.	M
	Social campaigns for specific news/events	For Wikipedia 15 tested “Knowledge is joy,” generated quotes for the landing page, posted all marks in galleries, reached 2M with one post on 1/15. Supported #AFROCrowd, #SXSW2016 and #RightsCon	M
	Comment moderation and response	Tracked tweets from verified accounts mentioning Wikipedia daily. Responded to hundreds of tweets from donors, editors and readers. Tracked press tweets during ED transition. Generated 33K comments on Facebook.	M

Type: new, reactive, maintenance

Q3 - Communications

Core workflows and metrics

Category	Workflow	Comments	Type
Video	Find stories / Conduct interviews	0	N
	Write scripts	0	N
	Produce videos	10 (6 distributed so far this quarter, 4 more in the works)	N
	Distribute videos	6 videos distributed: * Instagram Channel announcement * BlackLifeMatters Wikipedia Edit-a-thon * Wikipedia Mobile 5.0 for iPhone and iPad * WikiArabia 2016 message * 2016 Art+Feminism Wikipedia Edit-a-thon * Wikimedia Hackathon 2016 Video message	N

Type: new, reactive, maintenance

Q3 - Communications

Core workflows and metrics

Category	Workflow	Comments	Type
Brand	Brand review for all Foundation departments	New blog design; Board and staff photos	M
	Brand projects for all Foundation departments	New t-shirts for the store; Photography and messaging for the store; Education video; WMF pride; office posters	N
	Brand review for the community	Wikimania logos 2016 and 2017	R
	Brand projects for Communications	Wikipedia 15; started brand team; planning for Wikimedia Conference and Wikimania discussions	N
Design	Design projects for all Foundation departments	Idealab new campaign colors; new recruiting postcards	R

Type: new, reactive, maintenance

Q3 - Communications

Core workflows and metrics

Category	Workflow	Comments	Type
PR/Media	Respond to regular media inquiries	Maintained timely, consistent responses for all incoming media requests	R
	Monitor for inaccuracies and request corrections	Requested ~35 corrections (KE, WP Zero, ED departure)	M
	Maintain and build good relationships with key reporters	Connected with Cade Metz WP 15, TechCrunch relationship built with iOS, began targeted pitching with specific focus (ex. Super Bowl)	N
	Maintain press FAQ for ongoing inquiries	Documented regular media responses and correction language for easy reuse (also coordinated with other stakeholders ex. Donor messaging)	M
	Daily media reports	Maintained timely, daily media coverage reports	M
	Respond tactically to negative stories	Coordinated and executed KE messaging plan, ED departure, WP Zero, etc.	R
	Proactively pitch stories and document success	Actively pitched iOS, WP 15, and experimented with unique focus blog stories (ex. Super Bowl)	N

Type: new, reactive, maintenance

Q3 - Communications

Core workflows and metrics

Category	Workflow	Comments	Type
Trademark	Trademark issue review	Usergroup logos Turkey, Maithili; Georgia Piedmont Wikimedia affiliate logo; Wikinews inquiry	M
Org support	Support for Foundation/general wiki	Metrics review; Facilities building space plans; grantmaking strategy; Pride planning	R
Reports	Ongoing work on reports	Preparing Annual Report and Prospectus for print	N
Executive support	ED presentation deck support	None	N
	ED travel coordination; briefing docs	Board transition; Interim ED and the Board; Presence at and support for Wikimedia Conference 2016	N

Type: new, reactive, maintenance

Q3 - Communications

Topic		This quarter	Previous quarter	QoQ	YoY	Type
Total OTRS requests evaluated		301	322	-6%	N/A	M
	Press requests responded to	143 (pitched an additional ~180)	122	+17%	N/A	M
	Misc. requests vetted (reassigned or spam)	152	117	+30%	N/A	M
Earned media (# articles) (proactively pitched)		900+ articles (from pitching and associated awareness)	115+ pitches resulted in 350+ articles	+106%	N/A	N

Q3 - Communications

Appendix: Press scorecard

Topic		This quarter	Previous quarter	QoQ	YoY	Type
Staff and executive interviews/meetings supported		~70	60+ (5+ community) (strategy support)	+8%	N/A	M
Staff receiving media training		2	4	-50%	N/A	M
Requests for media corrections		45	30	+50%	N/A	R
Total announcements		9	11	-8%	N/A	M
	WMF external/press announcements	4	7	-43%	N/A	R
	WMF internal announcements	5	8	-37%	N/A	R

Type: new, reactive, maintenance

Q3 - Communications

Appendix: Social scorecard

Topic	This quarter	Previous quarter	QoQ	YoY	Type
Twitter posts (@Wikipedia)	1,010	603	67%	637%	M
Twitter engagement ¹ actions (@Wikipedia)	229,796	112,772	104%	1,071%	M
Twitter followers (@Wikipedia)	333,050	326,557	2%	N/A	M
Twitter posts (@Wikimedia)	61	228	-73%	-54%	M
Tweet impressions (@Wikipedia)	13.4M	8.2M	63%	605%	M
Media views (@Wikipedia)	139,045	58,087	140%	4,929%	M
Twitter engagement actions (@Wikimedia)	5,282	7,646	-31%	-8%	M
Twitter followers (@Wikimedia)	32,666	31,218	5%	N/A	M

Type: new, reactive, maintenance

Q3 - Communications

Appendix: Social scorecard

Topic	This quarter	Previous quarter	QoQ	YoY	Type
Facebook posts	805	456	77%	391%	M
Facebook engagement actions	2,702,431	970,197	179%	1,167%	M
Facebook followers	5,232,350	5,159,724	1.4%	15%	N
Unique users who engaged with content	2,764,779	845,650	227%	583%	M
Impressions	217.2M	108.5M	99%	556%	M

Type: new, reactive, maintenance

Q3 - Communications

Appendix: Blog scorecard

Topic	This quarter	Previous quarter	QoQ	YoY	Type
Total blog posts	84	87	-3%	+13%	M
Blog pageviews	337,312	227,568	+48%	-6%	M
Blog visitors	218,542	129,766	+68%	-5%	M
Page views per visitor	1.5	1.8	-16%	-.7%	M
Blog pageviews (-major announcements/banner promotion)	334,121 (most-edited articles)	N/A	N/A	N/A	M
Blog pageviews (major announcements)	31,961	N/A	N/A	N/A	M
Blog posts from/about community	20/34	35/24	-42% / +41%	N/A	M

Type: new, reactive, maintenance

Q3 - Communications

Appendix: Storytelling/general scorecard

Topic		This quarter	Previous quarter	QoQ	YoY	Type
Videos produced		10	2	+8	N/A	N
Storytelling interviews		0	0	same	N/A	R
Trademark reviews*		5	4	+1	N/A	R
	Trademark responses	5	4	+1	N/A	R
	Requests vetted	5	4	+1	N/A	R

Per agreement with the trademarks team
to do requested reviews*

Type: new, reactive, maintenance

Q3 - Communications

Appendix: Storytelling/general scorecard

Topic	This quarter	Previous quarter	QoQ	YoY	Type
Product launches	2	0	+2	N/A	R
Product messaging support	3	3	same	N/A	R
Executive Director presentations	0	1 major, 4 other	-5	N/A	R

Type: new, reactive, maintenance