Comms Dept Q3 FY20/21 Tuning Session

WIKIMEDIA FOUNDATION

MTP Priority slides

Brand Awareness

Overview

Brand Awareness is important to our strategic direction because we intend to grow around the world, and you cannot join a movement you do not understand. Our objective is to clarify and strengthen the global perception of Wikimedia and our free knowledge mission.

Progress and Challenges

In Q3, we elevated the Wikimedia Foundation brand with stories on the User Code of Conduct alone reaching a potential 605 million readers worldwide.

We launched the Wikipedia 20 birthday celebration, **passing two of three key result benchmarks** with 800 news stories, and 107 community events.

We continued working with Trustees and 9 community advisors to determine a shared path forward in evolving our movement brand.

OKRs

Elevate Foundation brand	
Celebrate Wikipedia's 20th Birthday	
Evolve Movement brand	

Actions

- Continue to elevate the Foundation Brand with social media campaigns that communicate our values and mission

- Sustain Wikipedia 20's impact with a small creative experiments, brand collaborations, and integration with All Hands

- Detereming resumption plan for Movement Brand work guided by Board of Trustees

Department: Communications

Brand Awareness

MTP Outcomes	MTP Metrics	Y2 Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
Clarify and strengthen the brand architecture Protect brand affinity with existing audiences for a sustainable future where brand awareness is **70% and above.**	Clarify and strengthen Wikimedia brands to maintain awareness of 70% and above. **Baseline:** 2020 Global market research.	Maintain brand awareness of 70% and above in core readership growth markets	Wikipedia awareness: GERMANY - 80% US - 74% — Wikimedia Foundation awareness 34% across 10 markets	Protect campaign in US Market contributed 1.4% lift in brand favorability	Revised quarterly surveys underway*	-
Increase brand awareness in markets where brand awareness is **below 70%.**	Invest in localized efforts designed to maintain awareness and use of Wikipedia where brand awareness is below 70%. **Baseline:** 2020 Global market research	Maintain brand awareness below 70% in core readership growth markets	Wikipedia awareness in growth regions: BRASIL - 62% NIGERIA - 40% S. KOREA -38% INDIA - 31%	Not measured	Revised quarterly surveys underway*	-

*Brand Awareness measurement is being revised to reflect both aided and unaided levels. The Marketing team will share a memo on these revisions in Q4.

Department: Communications

Elevate Foundation Brand

Objective:

Strengthen the worldwide narrative of the Wikimedia Foundation to educate people about our projects and how they work and raise our exposure globally as leaders on open internet and free knowledge issues.

- We saw major increases in our media impact score, likely due to the birthday campaign. There was also an increase in our social media following across platforms: Twitter, Facebook and Instagram.
- The Foundation's launch of the Universal Code of Conduct raised awareness about what we stand for, including our goal to create a more welcoming, diverse movement, while highlighting UCoC as a model for other tech companies.
- The communications strategy for Wikimedia Enterprise allowed us to launch with a strong narrative around a landmark project and direction for Wikimedia, connecting to its evolution and sustainability, while working to highlight its roots grounded in movement strategy. This work also supported and helped bolster the roll-out of the product within communities.
- The campaign around Black History Month was the first of its kind, showcasing Black history, experiences, achievements and racial justice, and working to attract new audiences, while providing deep insights into the stories we want to tell.
- #ProjectRewrite during Women's History Month allowed us to attract new influencer audiences from media and journalism, while making the foundation known in a key priority area: Closing the gender gap on Wikipedia.
- On the thought-leadership front, C-Levels including Amanda, Janeen and Katherine spoke on topics including Section 230 with The Verge, disinformation with Stanford's Data on Purpose Conference, gender equity with George Washington University, and how Wikipedia works with Berkeley Forum and the Canadian Center for Journalism.

Target quarter for completion: Q4 FY20-21

Department:
Communications

Universal Code of Conduct

Overview: Communications team efforts to publicize the launch of UCoC allowed us to educate people about Foundation goals to create a more welcoming, equitable movement.

EARNED MEDIA IMPACT

- Received **110 pieces** of coverage (Reuters story led to syndication in international outlets in Japan, UK, Canada, France and India)
- International media coverage was 37% of the total earned media
- The total potential reach is **615M** (not including newsletter and broadcast)
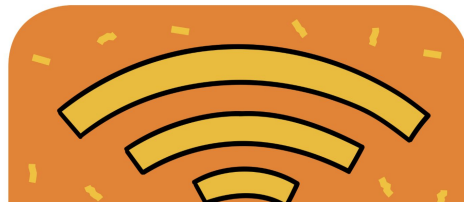
IMPACT ACROSS DIGITAL COMMS

- Combined social media posts from Wikipedia and Wikimedia were seen over **217,800 times** and garnered over **1,783 engagements** (likes, shares, comments, etc.).
- There were almost no negative comments on social with 9% positive and 84% neutral.
- Many anti-harassment advocates applauding the Universal Code of Conduct.
- The Medium post by Katherine and Maria was viewed more than **7,000 times**.

Medium.com

Elevating Wikimedia: a Universal Code of Conduct for free knowledge

Katherine Maher Follow
Feb 3 · 5 min read

Social & Community

Alex Howard (he/him) is getting vaccinated ✔ @digiphile · Feb 4
1,500+ @Wikipedia volunteers from 19 different Wikipedia projects across 5 continents & 30 languages drafted its new **universal code of conduct**, which is published in 47 languages:
wikimediafoundation.org/news/2021/02/0... Process is a form of #crowdlaw: collaborative co-creation of policy or rules

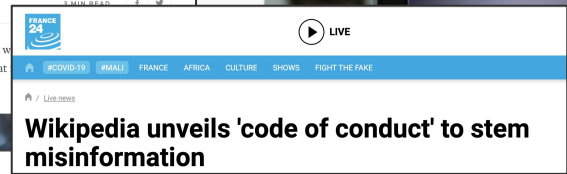**Wesley Fryer, Ph.D.** 🦌🧑🚀 @wfryer · Feb 11
Learning about **Wikipedia**'s new "global **code of conduct**" on @digitalplanet [PODCAST] by @GarethM #MediaLit #ethics #edtech #edtechSR

Neville Hobson ✔ @jangles · Feb 15
#Wikipedia published a new Code of #Conduct designed to help create a fairer environment for editors, without harassment and discrimination. Still to come: how to encourage #community alignment and enforce the code

Olivier Schulbaum @SchulbaumO · Feb 10
It's about time we take online harassment and inclusion seriously. Excited to see **wikipedia**'s new universal **code of conduct** and what comes after from other platforms🎉🥳 #socialjusticebydesign #collaborativegovernance #ethics

Press

REUTERS

Exclusive: Wikipedia launches new global rules to combat site abuses

By Elizabeth Culliford

3 MIN READ

(Reuters) - The foundation that operates Wikipedia w... conduct on Tuesday, seeking to address criticism that... harassment and suffers from a lack of diversity.

The Hindu ✔ @the_hindu · Feb 3
The Wikimedia Foundation unveiled a **Universal Code of Conduct** to tackle harassment, abuse, and misinformation on Wikipedia, the global online encyclopedia.

FRANCE 24 · LIVE
#COVID-19 #MALI FRANCE AFRICA CULTURE SHOWS FIGHT THE FAKE
🏠 / Live news
Wikipedia unveils 'code of conduct' to stem misinformation

Imagine a World Without Free Knowledge

Elevate Foundation Brand

Key Results	Year Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
Increase engagement and social media following for foundation accounts on Twitter, FB and Instagram by 30% and our Medium audience from 19K to 30K followers in the next year. Progress will be tracked per quarter. **Baselines: Social Combined Total - 86,748 /Medium 19,000**	Increased engagement on Medium and social media	3.4% increase in social media audience (to 89,700); 1% rise in Medium audience (to 19,225)	6.11% increase in social media audience (to 92,050); 1.3% rise in Medium audience (to 19,239)	12.4% increase in social media audience (to 97,526); 2.6% rise in Medium audience (to 19,499)	-
Engage new audiences and create strong brand associations between our projects and our social good work by developing proactive communications campaigns; impact will be measured by tracking social media, press, and community engagement by campaign. **Baseline: No strategic campaigns**	Engage new audiences and forge strong brand associations	Completed a wide-reaching campaign around India fundraising effort and thought leadership, Diff blog launched.	Completed campaigns around WP disinformation efforts and partnership with WHO.	Completed campaigns around UCoC, Wikimedia Enterprise, BHM, and WHM.	-
Raise Wikimedia's media impact score by 12% (judged on the basis of the number of influential publications that highlight our work). Progress will be tracked per quarter with approximately 3 percent growth in each. **Baseline: 117.91 Media Impact Score**	Raise Wikimedia Foundation's media impact	Impact Score is 123.36 as of Sept. 30, representing a 4.6% increase	Impact Score was 125.7 as of Dec. 31, representing a 6.6% increase	Impact Score was 147.6 as of March. 31, representing a 25% increase	-

Wikipedia's 20th Birthday

Objective:

Increase the public's awareness of our movement ecosystem, and celebrate how humans made Wikipedia what it is.

In Q3, we launched a synchronized press, community, and social media celebration for Wikipedia's 20th birthday. The celebration campaign was part of the news in 79 countries. More than 4 million people visited the Wikipedia 20 birthday hub, coming from 1.2 billion impressions on Wikipedia banners in 7 languages. On Twitter alone, 28,000 shared a Happy Birthday Wikipedia message and our community celebrated the milestone with 107 events in 53 nations. You can see more in the full campaign report.

These results helped us achieve 2 of 3 KR results for the project. Our miss was in increasing awareness 10% for the movement across our current site users. We saw some lift in Nigeria, Germany, and Argentina, but not enough worldwide.

Dozens of Wikimedia Foundation staff collaborated to make this moment a massive success. Cheers to everyone on this success!

Target quarter for completion: COMPLETED.

Wikipedia's 20th Birthday ✓

Key Results	Year Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
Earn press coverage for the Wikipedia movement in 50 nations (priority: emerging markets) resulting in more than 60% positive sentiment **Baseline:** 0 press coverage tracker	**Press coverage in 50 nations**	-	Coverage in 2 nations (4% of goal), with 60% positive sentiment	**Coverage in 79 countries (158% of goal), 70% positive 3% negative** ✅	-
Support community celebrations in 40 nations by February 2021 to increase sense of movement interconnection **Baseline:** 0 community celebrations	**Community celebrations in 40 nations**	-	Celebrations planned in 33 countries (82% of goal, if realized)	**102 celebrations in 57 countries (142% of goal)** ✅	-
Increase understanding that Wikipedia forms part of movement by 10% among existing users **Baseline:** December benchmarking of Wikipedia users in US, Germany, Russia, Argentina, Nigeria, India.	**10% increase in awareness**	-	Benchmarks established: India 97% / Russia, Germany 85% / US 83% / Argentina 80% / Nigeria 77%	**Slight awareness increases:** India 97% / Germany 87% / Russia 80% / US 82% / Argentina 82% / Nigeria 80%	-

Evolve Movement Brand

Objective:

Adopt and advance evolved Movement brand identity system (from FY19-20) to increase global understanding, support, and participation in our projects.

In Q3, the Movement Brand Project progressed towards "un-pausing." The Ad-Hoc Board Committee on Brand, working to "improve the Brand Project process" and "re-launch the brand discussions with a clear and transparent process" met 9 Community Advisors to discuss how the project should continue. Recommendations were shared during the Board of Trustee meetings February 23 - 25.

The Project has not been un-paused. Trustees directed the Committee on Brand to continue working with Foundation Brand staff and Community advisors towards a clear plan for how branding work will continue.

Resumed creative development and community consultation is not expected in the remaining Q4 of FY20-21.

Target quarter for completion: Q2 FY21-22

Evolve Movement Brand

Key Results	Year Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
[CONTINUED FROM FY19-20] Develop evolved Movement brand identity system by October 2020 that satisfies 6 qualities of community brand criteria and reflects the perspectives of 40+ nations **Baseline:** 0 of 6 brand criteria met	Evolved brand system meets 6 community criteria	1 of 6 brand criteria met (Branding should grow movement)	-	-	-
Establish list of Foundation branding points with input from 100% of Foundation departments, and complete phased plan for brand identity system adoption by December 2020. **Baseline:** 0 department brand change lists collected	List for Foundation rebranding touchpoints developed by Q2	POSTPONED Until KR1 is completed (expected FY21-22)	-	-	-
Adopt evolved Movement brand identity system across 70% of Foundation branding points and with 10 affiliates by June 2021. **Baseline:** 0% of Foundation branding points updated / 0 affiliates committed to adoption	70% adoption of new brand into Foundation + 10 affiliates adopt new brand	POSTPONED Until KR1 & KR2 are complete (expected Q3 FY21-22)	-	-	-

Department: Communications

Communications department
welcomes

Mathoto Matsetela
Senior Global Brand Manager

Mehrdad Pourzaki
Senior Movement Communications
Specialist

Movement Communications

Within the Foundation, the Communications department is uniquely skilled at bringing people together—whether through moments to celebrate or workshops to collaborate, and while working with other departments as strategic partners and problem solvers.

Through Movement Communications in particular, the newest team in the Foundation, we will work to build bridges and understanding in the movement; to help people understand our mission and celebrate their role in its success.
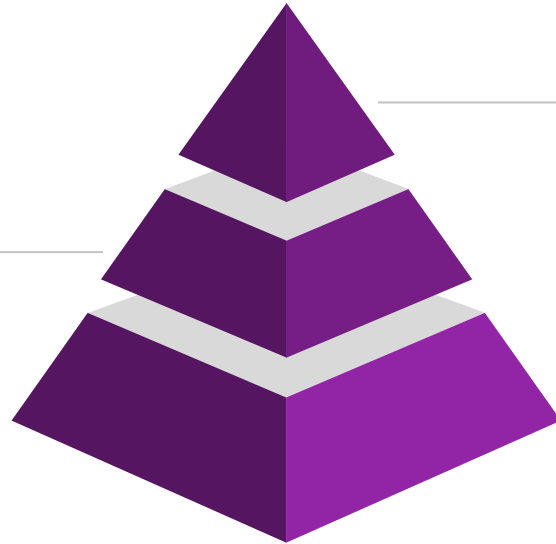
Agile Movement Communications Strategy

We recognise that our movement is always evolving, changing and in motion. So our strategy to communicate with them will be agile. It will incorporate

Global Goods

Looking after the "Global Goods" of the foundation. Things that help every team achieve their OKRs e.g. better communications channels like the Diff blog.

1

Improving Coordination and best practice

Improve coordination of movement facing consultations and communications and sharing of best practice across the foundation

2

Global movement communications

Being intentional about inclusivity and building a sense of belonging in our movement through new global, multicultural, multilingual communications.

3

Women's History Month

Project Rewrite

Women's History Month

Through **Project Rewrite**, we sought to educate general audiences about the extent of gender bias in the information landscape. We also celebrated women from around the world through social posts that link to Wikipedia articles, with original artwork to accompany, thanks to Brand Studio and Jasmina El Bouamraoui, one of the designers for #Wikipedia20.

We shared calls to action: challenging journalists, writers, and thought leaders from around the world to tell women's stories. We also published interviews with women leaders in a variety of industries on our own blogging channels, and in turn, they published profiles of women in their fields. Through these multi-pronged efforts, we hoped to expand the amount of content about women in media by spotlighting women's achievements.

Goals:

- Demonstrate that women's underrepresentation in the public sphere is not only a Wikipedia problem, but part of a larger information landscape that is biased towards the stories and ideas of men

- Provide clear and actionable ways individuals can get involved in addressing gender inequities in thought leadership, publishing, and media - specifically by telling women's stories

- Provide clear and actionable ways individuals can get involved in addressing gender inequities on Wikimedia projects

Project Rewrite Results

Partnerships:
- Working with the Partnerships team, we leveraged social media and blogging channels owned by respected nonprofit organizations to increase coverage of women in the information ecosystem.

  - We worked with the Inter-American Development Bank (IDB), the largest source of development financing for the Caribbean and Latin America; Movilizatorio, a social innovation laboratory; World Pulse, a social network to amplify women change makers globally; and the International Telecommunication Union (ITU), which is the United Nations specialized agency for information and communications technology.

  - Eight new posts about women (four from us, four from partners).

Project Rewrite: A conversation on social entrepreneurship with Julian...

Project Rewrite: A conversation on education, equality, and opportunity wi...

Project Rewrite Results

Media relations:

- Project Rewrite earned mentions in the Washington Post and in Protocol's tech newsletter Source Code.

Panel event:

- We co-hosted a virtual panel conversation about gender equity in the information landscape with the George Washington University School of Media and Public Affairs. In attendance were nearly 50 attendees representing 21 countries from a range of sectors: academia, journalism, technology, nonprofits, GLAM, and more.

- COO Janeen Uzzell spoke and moderated the panel; which included Dr. Rebekah Tromble, Director of the Institute for Data, Democracy, and Politics, George Washington University; Emily Ramshaw, co-founder and CEO, The 19th; and Kira Wisniewski, Executive Director, Art+Feminism. Anusha Alikhan facilitated the questions and answers session with audience members.

Project Rewrite Results

Digital media:

- A [launch blog](#) was viewed over **1,400 times**.

- Combined social media posts from Wikipedia and Wikimedia channels about #ProjectRewrite were seen nearly **1.33 million times** and garnered over 13,500 engagements (likes, shares, comments, etc.). These metrics greatly surpass results from last year's Women's History Month campaign, which had a reach of 490,468 and 8,374 engagements.*

- Users in 38 countries participated in sharing #ProjectRewrite on social media in the first week alone.

- Social listening indicates that our audiences were highly receptive to the #ProjectRewrite campaign, with a few mentions calling out how Wikipedia is doing a good job highlighting women, especially BIPOC women.

- Based on keyword searches, the initiative reached 100.7 million users across Facebook, Twitter, and Instagram.
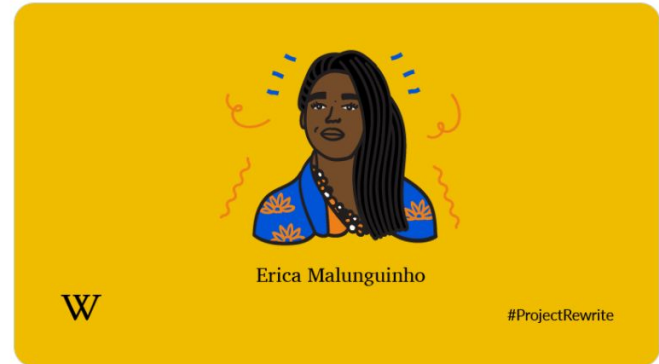
WIRED

SUBSCRIBE

PHOTO-ILLUSTRATION: SAM WHITNEY; GETTY IMAGES

NOAM COHEN   IDEAS   03.16.2021 12:00 PM

Wikipedia Is Finally Asking Big Tech to Pay Up

The Big Four all lean on the encyclopedia at no cost. With the launch of Wikimedia Enterprise, the volunteer project will change that—and possibly itself too.

Wikimedia Enterprise

Overview: The communications strategy for Wikimedia Enterprise allowed us to launch with a strong narrative around a landmark project and direction for Wikimedia, connecting to its evolution and sustainability, while working to highlight its roots grounded in movement strategy. This work also supported and helped bolster the roll-out of the product within communities.

BRAND
- Reconsidered project's brand name after concerns were raised about earlier "Wikimedia Data Service" title
- Facilitated third brand name brainstorm with project team, arriving at "Wikimedia Enterprise" title to communicate values and function
- Championed starting press and community efforts WITH the "Wikimedia Enterprise" name to build immediate visibility & understanding

MOVEMENT COMMUNICATIONS
- Working closely with Enterprise team helped coordinate other foundation announcements & consultations timings
- Provided support and advice on movement facing communications to the enterprise team who did an excellent job at answering questions and engaging the community.

MEDIA and SOCIAL IMPACT
- Received **172 pieces** of coverage including an exclusive feature in Wired
- The total potential reach for media stories is **68.87 million**
- Combined social media posts (four total) from Wikipedia and Wikimedia regarding the announcement were seen over 88,200 times and garnered over 500 engagements (likes, shares, comments, etc.).

#WikiBlackHistory Campaign

Purpose: There are very few achievements by and moments surrounding Black people that are known in mainstream / educational contexts. Over the last 20 years, volunteers within the Wikimedia movement have worked towards expanding the world's collective knowledge of global Black history; from the large milestones to the smaller efforts that have all culminated in Black identity and culture to this day. This campaign aims to celebrate the people, places, innovations and achievements centred in Black history around the world; to enhance their visibility in Wikimedian spaces; and to encourage readers to celebrate Black history as an essential facet of human history, wherever they are, 365 days a year.

Goals:
- Encourage Wikipedia readers to become editors of Black history and culture context.

- Increase awareness and visibility of notable Black people in history and Black contributions to the human condition.

- Celebrate unspoken milestones of the Black experience and identity.

- Educate a wide audience on history that is not traditionally recognized or taught.

- Demonstrate the breadth and relevance of Blackness in the context of the free knowledge movement.

Results

- Twitter was the most receptive of the #WikiBlackHistory campaign than Facebook and Instagram.

- An alarming number of Facebook and Instagram comments on BHM posts were explicitly negative, indicating that our audiences on these channels have a sharp distaste for content related to Black history

- Fewer reactions (likes, loves, etc) than what we typically see in our other posts across Facebook, Instagram, and Twitter.

- Lower engagement rate than what we typical see in our other posts across Facebook, Instagram, and Twitter.

- From the positive sentiments that did appear, people liked learning about history that is not commonly taught.
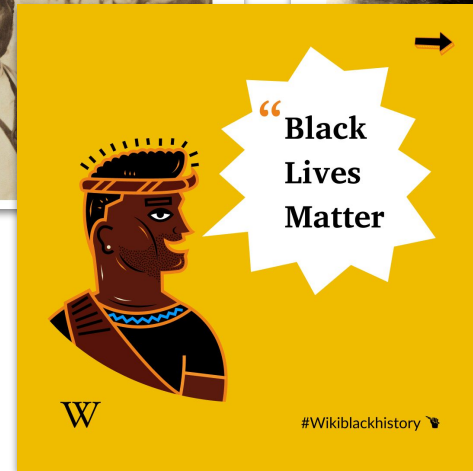
Key Learnings

- Current audience is not familiar with seeing content focused on Black History.

- @Wikipedia needs to change the demographics of its followers.
  - Why were our followers comfortable enough to leave racist comments on our posts?
  - The comfortability of racism in the comments sections serve as a mirror for the lack of diversity in our campaigns, products, content, and work we cater to our current audience.

- Huge opportunities for department to be more proactive with planning.

- Lack of recognition for Black history and Wikimedians to be a part of the focus of our initiatives and efforts.

- An opportunity for us to reflect on our work and create call for action.

Recommendations

Comms Department Recommendations

- Our current followers haven't seen a Wikipedia Black History Month campaign before; therefore, they are not used to seeing Black history being displayed on our channels.

  - **Recommendation:** Integrate more global Black stories in content.

  - **Recommendation:** Consider a pre-campaign to slowly integrate new content strategy to attract new audiences.

  - **Recommendation:** Invest and create more paid & organic campaigns that appeal to global Black audiences.

  - **Recommendation:** Strategize new brand collaborations and media partnerships.

Foundation-wide Recommendations

- Research
  - **Recommendation:** Conduct research on global Black audiences to gain more data to support our work *(i.e. focus groups for Black editors & readers).*

- Advancement/Fundraising
  - **Recommendation:** BHM banners that contribute to our grants that benefit global Black communities.

- Product
  - **Recommendation:** Create equitable products that allow global Black audiences to contribute more.

- Partnerships
  - **Recommendation:** Secure strategic partnerships that support participation in the movement from global Black audiences.

Questions

WIKIMEDIA
FOUNDATION

Appendix

Acronyms

APP: Annual Planning Process

UCOC: Universal Code of Conduct
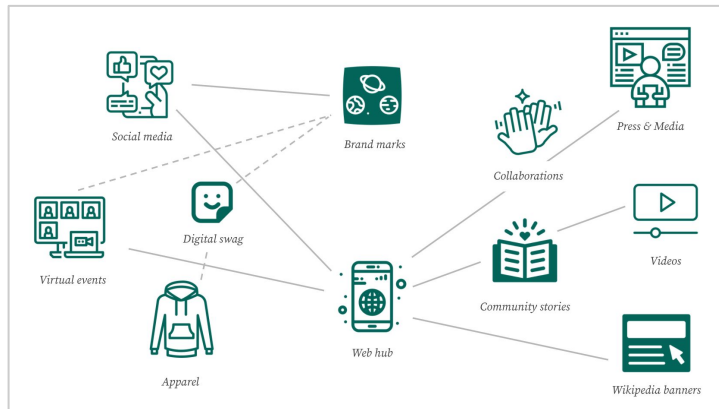
Highlights

We started with an open system of symbols representing the colourful side of our black and white site: the knowledge, the people, cultures and history that make it possible.

We then used this system to tell a multitude of stories (about knowledge and our movement) across different touchpoints. The Wikipedia 20 web hub was our main storytelling point with an in-depth exploration of the work of our movement, our projects and the people behind them.

WIKIPEDIA 20

WIKI LOVES AFRICA

2 0
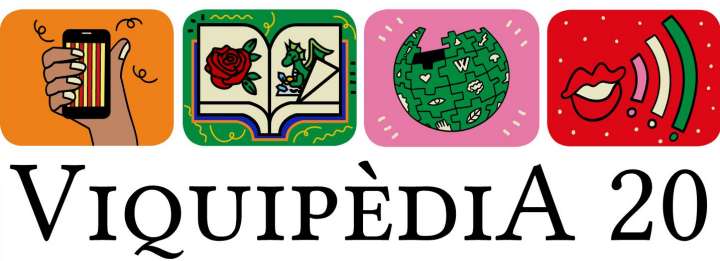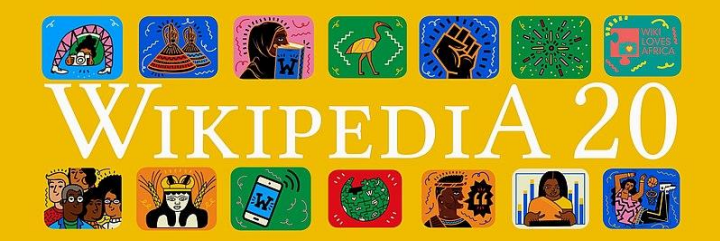
20 years of
WIKIPEDIA
OVER ONE BILLION EDITS

VIQUIPÈDIA 20

উইকিপিডিয়া ২০

ဝီကီပီဒီယာ 20

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20

20 Jahre
Wikipedia

Not logged in   Talk   Contributions   Create account   Log in

Article   Talk   Read   More ⌄   Search Wiki 🔍

It is Wikipedia's
birthday!
Thank you for making
20 years of free
knowledge possible.
Join the celebration.

Main page
Contents
Current events
Random article
About Wikipedia
Contact us
Donate

Contribute

Help
Learn to edit
Community portal
Recent changes
Upload file

Tools

What links here
Related changes
Special pages
Permanent link
Page information
Cite this page
Wikidata item

Print/export

Download as PDF
Printable version

Party

From Wikipedia, the free encyclopedia

For other uses, see Party (disambiguation).

A

Hip, Hip, Hurrah! (1888) by Peder Severin Krøyer,
a painting portraying an artists' party in 19th century

Mail&Guardian

Wikipedia wants you to join the good side of the internet

In a fragmented reality, Wikipedia isn't just a refuge. It's a roadmap

FAST COMPANY

The Economist

Online encyclopedias

Happy Birthday, Wikipedia

What We Know And Can Agree On: Wikipedia At 20

What does the future hold for the internet's most popular "information ecosystem"?

By Simon Garfield   20/10/2020

Lessons from the success of a different sort of tech titan

Wikipedia cumple sus primeros 20 años, esta es su historia

EL TIEMPO

by **The Jakarta Post**

Wikimedia–WHO collaborate to clear clouds of public mistrust on health coverage

Washington Post PR ✔ @WashPostPR · Jan 15

On its 20th birthday, Wikipedia might be safest place online, writes @heatherkelly. The world's largest online encyclopedia has learned lessons from fighting misinformation for two decades.
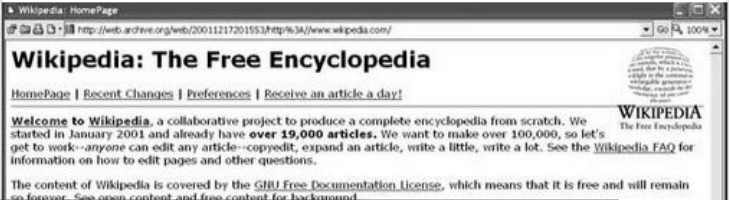

On its 20th birthday, Wikipedia might be the safest place online
The world's largest online encyclopedia has learned lessons from fighting misinformation for two decades.
🔗 washingtonpost.com

Tim Berners-Lee ✔ @timberners_lee · Jan 15

Today @Wikipedia celebrates its 20th birthday.

It stands as a shining example of the #WebWeWant — an open, collaborative space providing free access to knowledge across the globe.

Thank you @jimmy_wales & the whole @Wikimedia community. Here's to the next 20 years. #Wikipedia20

○ **The Web Foundation** ✔ @webfoundation · Jan 15

Happy 20th birthday, @Wikipedia! #Wikipedia20

Arianna Huffington ✔ @ariannahuff · Jan 15

Happy 20th birthday to @Wikipedia, a thriving example of an earlier, more human-centered internet. What's the most recent entry you read?

Wikipedia: HomePage

http://web.archive.org/web/20011217201553/http%3A//www.wikipedia.com/

Wikipedia: The Free Encyclopedia

HomePage | Recent Changes | Preferences | Receive an article a day!

Welcome to Wikipedia, a collaborative project to produce a complete encyclopedia from scratch. We started in January 2001 and already have **over 19,000 articles**. We want to make over 100,000, so let's get to work--anyone can edit any article--copyedit, expand an article, write a little, write a lot. See the Wikipedia FAQ for information on how to edit pages and other questions.

The content of Wikipedia is covered by the GNU Free Documentation License, which means that it is free and will remain so forever. See open content and free content for background.

Wikipedia ✔ @Wikipedia · Jan 13

Just in time for #Wikipedia20, a few hours ago, English Wikipedia reached its BILLIONTH* recorded edit. 🥳

💬 16   ↻ 187   ♡ 820   ⬆

Joel Babdor (he/him) @JoelBabdor · Jan 15

I was a teenager when @Wikipedia was launched.

I never owned an encyclopedia before & I certainly wouldn't have been able to own one as a student and young adult.

WIKIPEDIA has been TRANSFORMATIVE in many ways, for people like me, for the world.

Happy Birthday and thank you!

Elon Musk ✔ @elonmusk · Jan 15

Happy birthday Wikipedia! So glad you exist.

💬 784   ↻ 1.7K   ♡ 44.1K

Clockwise from top left: Emily Temple-Wood, Sandister Tei, Rosie Stephenson-Goodknight, and Jess Wade   Wikimedia Commons and Jess Wade

Glamour Magazine (English)

20 years of WIKIPEDIA

Manoto TV interview (Farsi)