

COMMUNICATIONS

October 2016 quarterly check-in

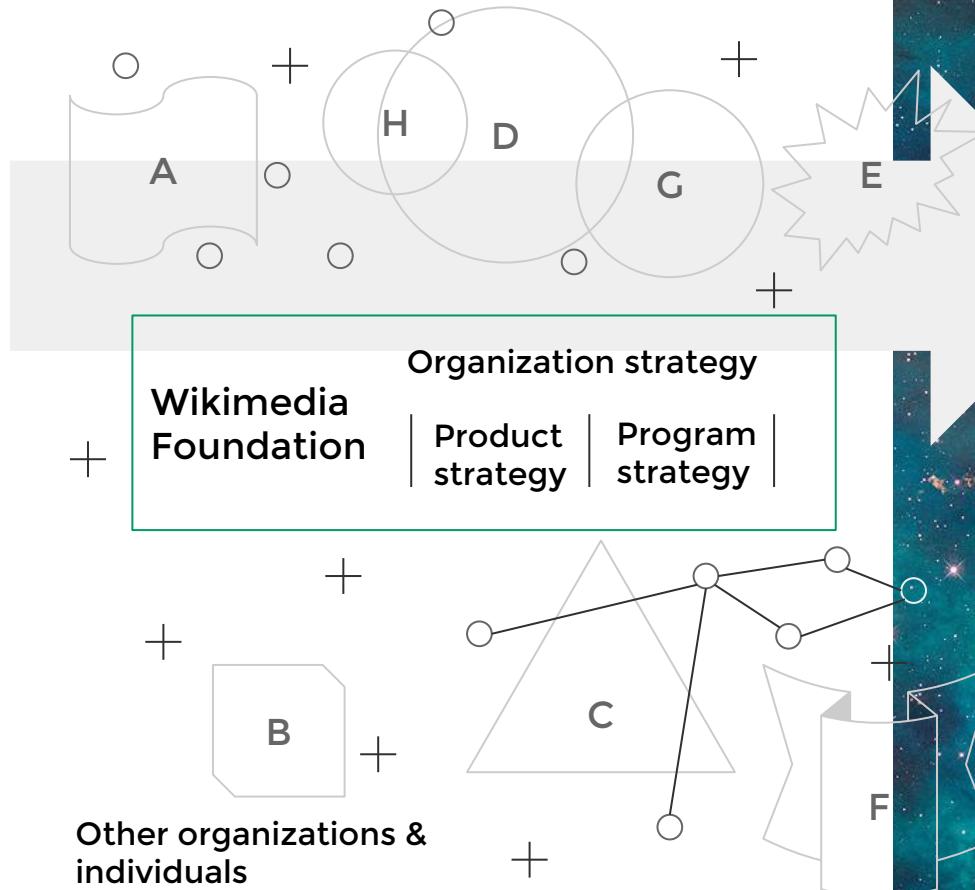


GOAL: Support movement strategic direction

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting? And what did you learn?
Support the ED in developing and running a process to determine the strategic priorities of the Wikimedia movement.	LAST QUARTER <ul style="list-style-type: none">- EDThis was not a goal last quarter	Support drafting and publishing of the outlines to share with community Support strategy conversations at Wikimedia events to gather feedback
	NEXT QUARTER <ul style="list-style-type: none">- ED- Board of Trustees- Consultants- Community stakeholders- Staff	Develop and execute communications strategy to increase awareness for upcoming strategy process. Help draft the process and build presentation for November Board meeting. Work with Community Engagement to speak with Wikimedia communities.

STATUS: IN PROGRESS

MOVEMENT ECOSYSTEM



MOVEMENT STRATEGIC DIRECTION

PROGRAM 1

Improve public understanding



WIKIMEDIA
FOUNDATION

GOAL 1.1: Understand current media perception

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting? And what did you learn?
Conduct coverage audit from past year	LAST QUARTER	
Continue media and sentiment monitoring	<ul style="list-style-type: none"> - Minassian - Meltwater 	<p>Built understanding of Wikimedia press coverage from past 2 years, including top narratives, geographies, outlets, and keywords.</p> <p>Informing messaging strategy with results.</p>
NEXT QUARTER		
<ul style="list-style-type: none"> - Meltwater 		<p>Conduct social component of audit.</p> <p>Share report with staff and community members.</p> <p>Continue to inform outreach and messaging with results.</p>

PRESS AUDIT: COMPLETE

SOCIAL AUDIT: IN PROGRESS

CHECK IN

TEAM/DEPT

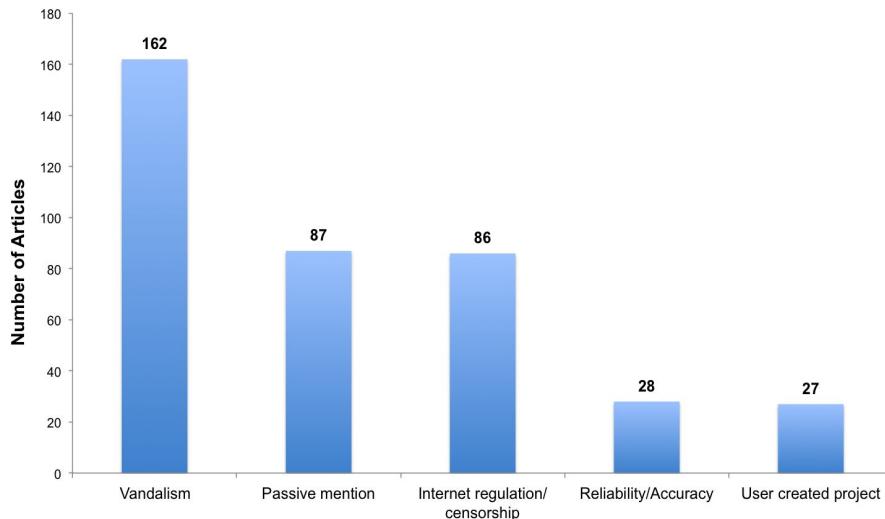
Oct 2016

Communications

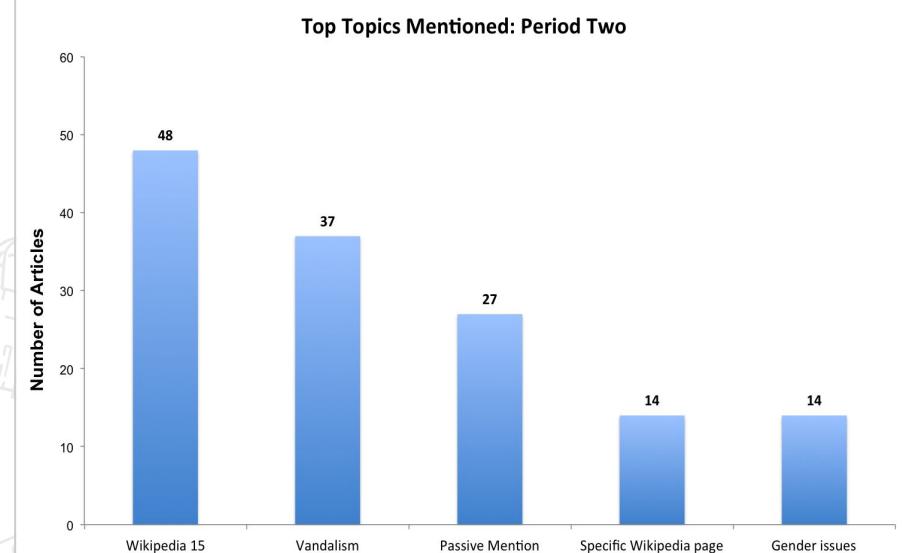
PROGRAM

1 [[LINK](#)]

Top Topics Mentioned: Period One



Top Topics Mentioned: Period Two



Oct 2016

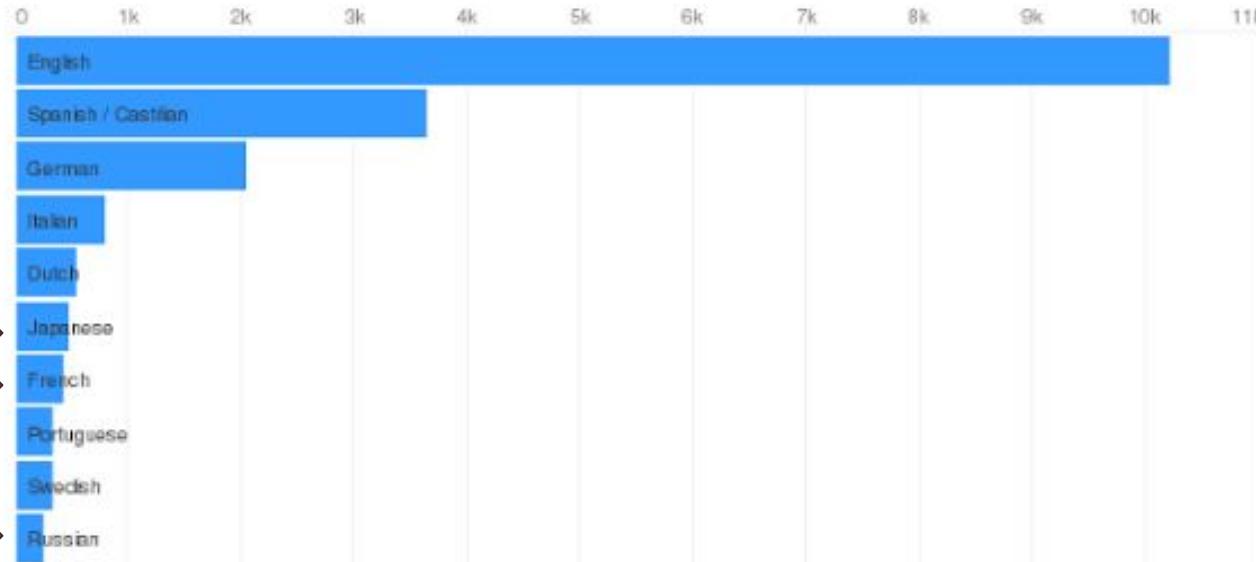
Communications

1 [[LINK](#)]

Top Languages

Oct 1, 2014 - Sep 30, 2015

Results



GOAL 1.2: Develop and implement messaging strategy

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting? And what did you learn?
	LAST QUARTER	
Identify top narratives for messaging strategy	<ul style="list-style-type: none"> - Minassian - Department and team leads for input 	<p>Developed framework for messaging strategy, including top pillars to reflect organizational objectives, planned work, audit results.</p> <p>Developed clear direction and Communications team alignment around future messaging.</p>
	NEXT QUARTER	
	<ul style="list-style-type: none"> - Minassian - Department and team leads - Executive Director 	<p>Messaging strategy built out with key messages, milestones, and tactics.</p> <p>Socialized with organization and community (ComCom).</p> <p>Ongoing Communications work guided by strategy.</p>

FRAMEWORK: COMPLETE

PILLAR DETAILS: IN PROGRESS

Oct 2016

Communications

1 [[LINK](#)]

Overall message	<h2>We are the future of free knowledge.</h2>				
Pillars	Reintroducing Wikimedia	The future of open	Building an inclusive community	Wikipedia for new readers	Where we're going together
Overview	Get to know the Wikimedia you never knew.	The world needs the free and open web. Let's protect it together.	We're better with many voices. Let's make a space for everyone.	Everyone, everywhere, should have access to free knowledge.	Let's build the future of the Wikimedia movement together.
Audience	Readers, donors, potential editors where Wikimedia usage is high (North America, Europe, Japan)	Open movement partners, policy-makers, influencers, and readers	Wikimedia communities, people thinking of joining the movement	New readers around the world, especially Nigeria and India. Readers and donors that already know us.	Wikimedia communities, Foundation staff. Discussion participants.

CHECK IN

TEAM/DEPT

Oct 2016

Communications

WIKICONFERENCE NORTH AMERICA



PROGRAM

1 [[LINK](#)]

UN WOMEN



EDCRUNCH IN RUSSIA

The future of knowledge belongs to you.

WIKICONFERENCE INDIA



STATE OF THE MAP



ADA LOVELACE

A closed internet



EXECUTIVE PRESENTATIONS

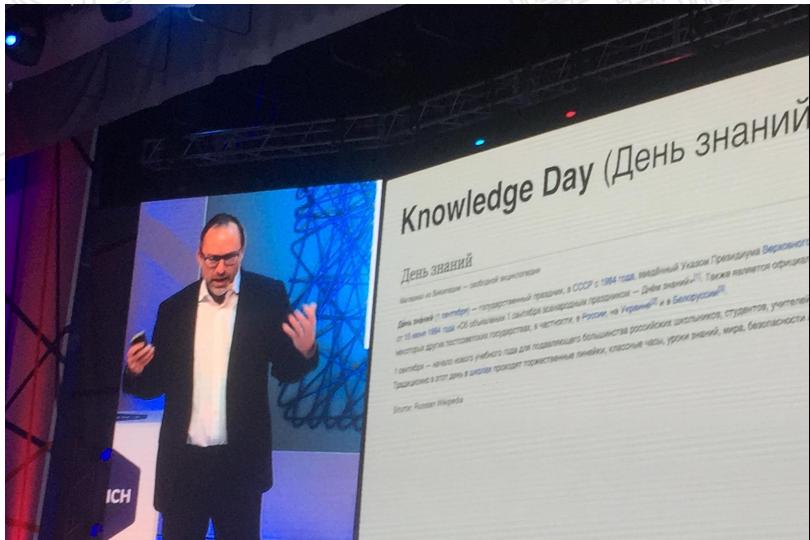


We also went
to Russia!

Oct 2016 Communications

Jimmy's Russia visit

- 20+ articles
- On-message coverage
- 2 public speaking events



"Your government is willing to pay people to write 1.3 million articles?"

The creator of "Wikipedia" told "Kommersant" on the main principles of work of the World Encyclopedia

TECHNOLOGY September 19

Online education

Jimmy Wales
"This is a terrible business":
Interview with the founder of
"Wikipedia"



PROGRAM 2

Brand consistency



FOUNDATION

GOAL 2.1: Expand storytelling and video production

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting? And what did you learn?
Develop inclusive processes to create shareable materials for the use of the entire movement, and outside media sources.	LAST QUARTER	Produce Wikimania content (1 video, 5 profiles), video was shot, but production was put on hold due to Victor's sabbatical. Victor and the team completed a 12-part series of videos with the Wikipedia Education Program to help explain Wikipedia in education. These videos feature Wikimedians around the world sharing their local experiences and showing why Wikipedia belongs in education.
	NEXT QUARTER	
	- T. Kozlowski is ready to work with VG	Produce Wikimania content (5 profiles) Picking video production back up after October 15.

STATUS: IN PROGRESS

GOAL 2.1: Expand storytelling and video production

What did you learn, continued...

Video production should have clear measurable goals before we start a project, this probably includes a distribution plan. The education videos do not have success criteria for impact. However, they were finished on time, and divided into lessons that could be shared anywhere that people want to learn about Wikipedia in education.

Other completed videos:

- Content translation tool reaching 100,000 articles,
<https://www.youtube.com/watch?v=3btQ5fpn4sA>
- Edit-a-ton in Mexico city, <https://www.youtube.com/watch?v=94KtOE39Hyw>
- Evan Amos profile, <https://www.youtube.com/watch?v=SeqPATMelsg>

CHECK IN

TEAM/DEPT

Oct 2016

Communications

Wikipedia in education



CC BY-SA 3.0, Victor Grigas

GOAL 2.2: Design standards and support

What is your objective?	Who are you working with?	What impact / deliverables? And what did you learn?
Create annual report	LAST QUARTER	<ul style="list-style-type: none"> - Foundation stakeholders - Board of Trustees <ul style="list-style-type: none"> - Workshops with every Foundation team to review the brand guidelines and best practices we developed. - Interviewed community members on Wikimedia identity and analyzed results for brand perceptions.
Expand design capacities	NEXT QUARTER	<ul style="list-style-type: none"> - Design agency - Foundation stakeholders - Board of Trustees <ul style="list-style-type: none"> - Build an annual report that support organizational messages. Measures of success TBD.
Continue to develop brand strategy for the Wikimedia movement		

WIKIMEDIA BRAND REVIEW: COMPLETE

WIKIMEDIA FOUNDATION STYLE GUIDE: COMPLETE

ANNUAL REPORT: NEW

WIKIMEDIAFOUNDATION.ORG: ON HOLD

GOAL 2.2: Design standards and support

What did you learn, continued...

Wikimedia Foundation style guide: We worked with Mule Design to revise our logo to include free fonts, built guidelines and templates for many assets from presentations to badges, and ran **14 workshops** to teach staff (and Wikimedia Deutschland) how to best use our new guidelines. There has been widespread adoption of these materials, and a surprising amount of appreciation across the organization.

Wikimedia brand review: We interviewed **20 Wikimedians from 16 countries and 11 active language communities** during Wikimania. This experienced set of editors and administrators represented an average of 6.5 years contributing to Wikimedia projects. [We learned](#) that Wikimedia project logos are best loved when they have clear symbolic reference to project values, activities, or objectives. Wikidata was cited as a top example of an ideal project logo because the barcode element suggested data. MediaWiki and Wiktionary logos were cited as poor examples of project branding because their design elements (sunflowers, word character tiles) had no clear link to the projects' work. Participants also admitted confusion and lack of confidence in using the Wikimedia name and logo outside of the movement. 25% of participants said they never mentioned Wikimedia outside of movement because it created confusion for general audiences.

Wikimedia Foundation brand style guide



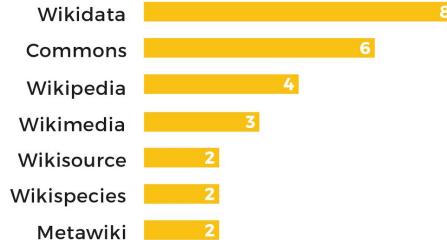
CC BY-SA 3.0, Zack McCune

Oct 2016

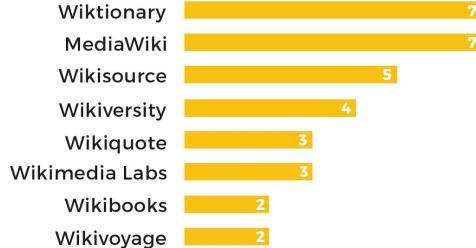
Communications

2 [[LINK](#)]

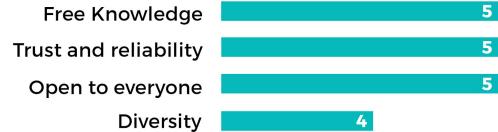
Which Wikimedia project brands do you like?



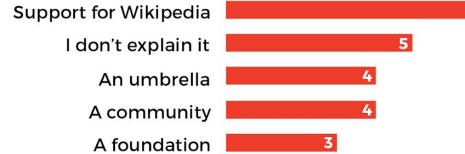
Which Wikimedia project brands do you dislike?



Most important thing a person should feel when they look at the Wikipedia logo or word



How does the community define Wikimedia?



From Community Brand perceptions report

PROGRAM 3

Understand new audiences



WIKIMEDIA
FOUNDATION

GOAL 3.1: Identify and build understanding of new audiences

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting? And what did you learn?
Continue research in 2 countries (Nigeria, India) in cooperation with Design Research, Readership, Global Reach, and Community Engagement teams.	LAST QUARTER <ul style="list-style-type: none">- Design research, Reading, Global Reach, Community Engagement, Indian and Nigerian communities, Reboot agency	Shared 24 findings from New Readers regions at public event , on Meta-Wiki , and in blog post . Delivered 8 new personas (4 from Nigeria, 3 from India, 1 from Mexico).
STATUS: COMPLETE		

GOAL 3.1: Identify and build understanding of new audiences

What did you learn, continued...

Among the most pressing findings of New Readers research, there are 6 critical items:

1. People don't need to trust an information source [to find it useful](#).
2. People are [using the internet in English](#) without expecting otherwise.
3. [Constant, individual internet access is not the norm for all:](#)
 - a. In Nigeria, [internet access has been prohibitively expensive](#). Consumers are savvy, price-sensitive shoppers with low brand loyalty.
 - b. In India, [internet access is more affordable, but cost remains a barrier to widespread internet penetration](#).
 - c. In Mexico, consumers are conscious of data use and may use wifi to defray costs.
4. People [are increasingly getting information online, then consuming or sharing it offline](#).
5. As a brand, [Wikipedia is not widely recognized or understood](#). Some people are Wikipedia readers without realizing it.
6. People [confuse Wikipedia with a search engine or social media platform](#). This can create unrealistic expectations of its functionality.

CHECK IN

TEAM/DEPT

Oct 2016

Communications

PROGRAM

3 [[LINK](#)]



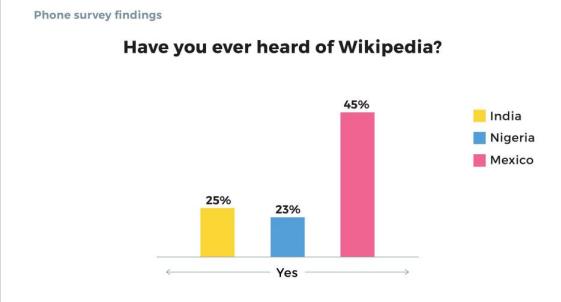
8. Mobile dominates for getting online, and Android is the platform of choice.

Learn more: [Research deck, slide 41](#)



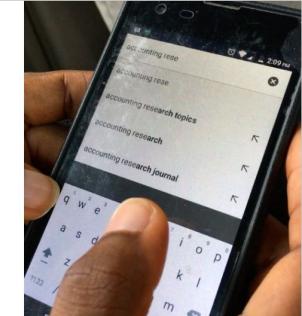
13. People are using the internet in English, without expecting otherwise.

Learn more: [Research deck, slide 53](#)



22. People confuse Wikipedia with a search engine or social media platform. This can create unrealistic expectations of its functionality.

Learn more: [Research deck, slide 73](#)



Overview of public report

CHECK IN

Oct 2016

TEAM/DEPT

Communications

8 New Readers personas created

Example on right
Full set on [Meta-Wiki](#)



Kumari

NEW READER INDIA, 19

Madanpur Khader, India

Post secondary school student

Recently enrolled at Computer Center

Lives with her family

Fluent in Hindi and speaks limited English

TECHNOLOGY COMFORT LEVEL

Not at all	Comfortable	Very	Extremely
Always needs assistance	Sending emails, browsing internet, using software	Downloading & setting up own software	Advanced programming, building own software

DEVICES USED



Former Discovery P9



Computer in her classroom

GOALS

- Get a job at the NGO she is learning how to use computers from
- Learn how to use computers and the internet to increase her potential for getting a job
- Stay in touch with her friends on FB and Whatsapp
- Learn about technology with her family and friends.
- Learn more about the internet and what it can do

CHALLENGES

- Data is expensive, and she has to conserve the data she uses to stay in touch with friends and shop (but not buy) online.
- Getting information in Hindi (her language of comfort) online. She uses Google's translation options.



GOAL 3.2: Segment and frame existing audiences

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting? And what did you learn?
Develop a framework for the way we think about current and future audiences. Begin targeted research into identified segments.	LAST QUARTER n/a	Hire and onboard Audience Development Manager
	NEXT QUARTER	
	Stakeholders from across org, especially: <ul style="list-style-type: none"> - Product - Design research - Reboot 	<ul style="list-style-type: none"> - Initial framework for understanding existing audience to be delivered by November 2016. - Determine timeline for investigating specific audience segments

HIRED AND ONBOARDED AUDIENCE DEVELOPMENT MANAGER: COMPLETE

AUDIENCE SEGMENTATION: NEW

PROGRAM 4

Increase adoption



WIKIMEDIA
FOUNDATION

GOAL 4.1: Raise Wikimedia awareness among new readers

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting? And what did you learn?
Begin strategic approach to increase awareness of Wikipedia among new readers in India and Nigeria	LAST QUARTER n/a	n/a
	NEXT QUARTER Design research, Global reach, Community Engagement, Wikimedia user groups in India and Nigeria	<ul style="list-style-type: none"> - Strategic approach to extending awareness in key countries (messages, outlets, community participation methods, timeline, measurement) - Set of expository messages that explain Wikipedia for new or inexperienced users - Approach for increased social media audience in India and Nigeria
STATUS: NEW		

GOAL 4.2: Showcase Wikimedia's relevant content on digital

What is your objective / workflow?	Who are you working with?	What impact / deliverables? And what did you learn?
<p>Grow three new social channels, with at least one in Asia.</p> <p>Work to increase diversity via specific channels and programs.</p> <p>Pilot distribution program.</p>	<p>LAST QUARTER</p> <ul style="list-style-type: none"> - Pinterest, Instagram, Medium, Snapchat - Wiki Women In Red; Facebook group - Facebook group; CEE and Wiki NA conferences <p>NEXT QUARTER</p> <ul style="list-style-type: none"> - Line or WhatsApp - NIMBEI nations with campaigns on Facebook and Instagram - Wikimedia conferences - Community more with Pinterest 	<ul style="list-style-type: none"> - New platforms raised awareness of Commons media - Pinterest Women's History Month board a Shortys finalist - Sharing of Commons media on Pinterest up 35% since January; 9M women reached each month - Community responsive to conference social media and curious about Snapchat
		<ul style="list-style-type: none"> - We will see the plan developed with legal for Asian channel - Grow Facebook in Nigeria; work with Wikimedia Mexico - Produce on-Wiki guide for social media at conferences - Improve Snapchat Memories stories to share facts and images

STATUS: IN PROGRESS

CHECK IN

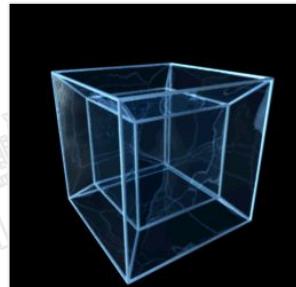
TEAM/DEPT

Oct 2016

Communications

PROGRAM

4 [[LINK](#)]



ARCHIVED FROM THE SHORTY SOCIAL GOOD AWARDS

**PINNING WOMEN'S
HISTORY MONTH WITH
FREE MEDIA FROM
WIKIPEDIA**

Finalist in **NGO**

PROGRAM 5

Grow audiences



WIKIMEDIA
FOUNDATION

GOAL: Spread broad messaging to new communities

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting? And what did you learn?
Expand and improve social media	LAST QUARTER	- Pinterest - Commons community - Instagram - Community members on Facebook - HR and staff members - Snapchat
Create social campaign prototype		- Pinterest: Doubled daily impressions Q/Q; reach 11.8M women month, up 31% - Facebook group grew 50%, very active - Paced by increased posts of GIFs, Twitter engagement has more than doubled Y/Y - Popular HR campaign prototype got great feedback - Demo'd use case for capturing conference highlights
Engage through social media		
Connect with growing communities	NEXT QUARTER	- Community - Facebook group - Work with global reach teams
		- Create form, process community tweets - Write prototype plan for conferences - Organize NIMBEI nation outreach processes and reporting

CHECK IN

TEAM/DEPT

Oct 2016

Communications

PROGRAM

5 [[LINK](#)]

Staff selfies



GOAL: Advocate the movement

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting? And what did you learn?
Wikimedia blog	LAST QUARTER	<ul style="list-style-type: none"> - Foundation staff - Community
Humanize the movement		<ul style="list-style-type: none"> - Highlighted work of staff in 19 posts, supporting Foundation - Invited three "Why I" posts, showing how community members add GIFs to Commons, work with NASA, and more - Interviewed community in 12 posts, highlighting projects such as Wiki Loves Monuments and #HERstory editathon - Six "News on Wikipedias" highlighted the intersection of Wikipedia and popular culture, showing our relevance
Feature Wikipedians, their work, and their motivations	NEXT QUARTER	
Support and announce Foundation initiatives		<ul style="list-style-type: none"> - Foundation staff - Community
		<ul style="list-style-type: none"> - Pushing weekly features: "News on Wikipedia," "Why I," the digest, and a new feature "Wait, what?" (trial basis) to give the blog consistency and vehicles to deliver our goals

GOAL: Advocate the movement

What did you learn, continued...



Using active Facebook group we developed and executed new social media programs



At community's request we acquired verified Wikipedia Snapchat channel and developed use for conference storytelling.



GOAL: Advocate the movement

What did you learn, continued...

- Our team searches for small miracles and soaring accomplishments in the work of the Foundation and the movement – and explains that work to the world with vigorous prose and beautiful images.

Notable blog posts:

- Community content examples: [Carpathian ethnography](#), [Castles "Why I"](#)
- - Original content examples: [José Fernández](#), [WLM announcement](#), [No Man's Sky](#), [Diego Delso/most featured pictures on Commons](#)
- - Most-popular posts: [Android redesign](#), [Pokemon Go](#), [editor interview](#)

COMMUNITY, PROFILES, WIKIPEDIA

Why I write about castles on Wikipedia

By Hche2009

September 7th, 2016

Hchc2009 has written two featured and dozens of good articles on the English Wikipedia, markers attained only after a peer review from fellow editors. Here, they discuss what motivates them to write about castles—the medieval fortified structures that have played important military, economic and social roles across Europe.



COMMUNICATIONS SCORECARDS

October 2016 quarterly check-in



WIKIMEDIA
FOUNDATION

[PREVIOUS YEAR](#)

CHECK IN

TEAM/DEPT

Oct 2016

Communications

SCORECARD

Press

Topic	This quarter	Previous quarter	QoQ	YoY	Type
Total OTRS requests evaluated	186	250+	-25%	-41%	M
Press requests responded to	67	100 (pitched an additional ~20)	-33%	N/A	M
	118	149	-20%	N/A	M
Earned media (# articles) (proactively pitched)	71	70+ articles	0%	-76%	N

Type: new, reactive, maintenance

CHECK IN

TEAM/DEPT

Oct 2016

Communications

SCORECARD

Press

Topic	This quarter	Previous quarter	QoQ	YoY	Type
Staff and executive interviews/trips supported	66	~70	-5%	+7%	M
Staff receiving media training	2	8	-75%	+100%	M
Requests for media corrections	3	~15	-80%	-94%	R
Total announcements	6	7	-14%	-33%	M
WMF external/press announcements	1	3	-66%	-80%	R
WMF internal announcements	5	4	+20%	-20%	R

Type: new, reactive, maintenance

CHECK IN

TEAM/DEPT

Oct 2016

Communications

SCORECARD

Social

Topic	This quarter	Previous qr/yr	QoQ	YoY	Type
Twitter posts (@Wikipedia)	807	978/233	-17%	+246%	M
Twitter followers (@Wikipedia)	344,603	338,611/NA	+1.8%	NA	M
Tweet impressions (@Wikipedia)	11.9M	13.2M/3.4M	-9.8%	+250%	M
Media views (@Wikipedia)	39,067	42,755/15,865	-8.9%	+145%	M
Twitter posts (@Wikimedia)	86	100/288	-14%	-70%	M
Twitter followers (@Wikimedia)	36,701	34,664	+5.8%	NA	M
Twitter posts (@Wikimediaatwork)	26	NA	NA	NA	N
Twitter followers (@Wikimediaatwork)	3,153	NA	NA	NA	N

CHECK IN

TEAM/DEPT

Oct 2016

Communications

SCORECARD

Social

Topic	This quarter	Previous quarter/yr	QoQ	YoY	Type
Facebook posts	502	633/278	-21%	+81%	M
Facebook engagement actions	1,462,167	2,173,617	-33%	NA	M
Facebook followers	5,373,891 (currently 5,426,422)	5,313,377/4,978,255	+1.1%	+7.9%	M
Unique users who engaged with content	1,353,167	2,045,083/416,692	-33%	+225%	M
Impressions	166M	160M/47M	+3.7%	+253%	M

Type: new, reactive, maintenance

CHECK IN

TEAM/DEPT

Oct 2016

Communications

SCORECARD

Social

Topic	This quarter	Previous quarter/yr	QoQ	YoY	Type
Instagram posts	383	NA	NA	NA	M
Instagram followers	41.7K	NA	-33%	NA	M
Pinterest	700 photos pinned	NA	NA	NA	M
Pinterest followers	60K	NA	NA	NA	M
Pinterest impressions (all Wiki content)	18M a month	17M/12.8M	8%	41%	M

Type: new, reactive, maintenance

CHECK IN

TEAM/DEPT

Oct 2016

Communications

SCORECARD

Blog

Topic	This quarter	Previous quarter	QoQ	YoY	Type
Total blog posts	74	81	-9%	-10%	M
Blog pageviews	296,476	308,986	-4%	+3%	M
Blog visitors	194,925	199,799	-2.5%	+9%	M
Pageviews per visitor	1.5	1.5	0%	-7%	M
Blog pageviews (-banner promotion)	244,300	271,037	N/A	N/A	M
Blog pageviews (banner promotion)	52,176 (Android redesign)	37,949 (Read-only mode)	N/A	N/A	M
Blog posts from/about community	25/20	19/19	+24/+5 %	N/A	M

Type: **new**, **reactive**, maintenance

CHECK IN

TEAM/DEPT

Oct 2016

Communications

SCORECARD

Storytelling

Topic	This quarter	Previous quarter	QoQ	YoY	Type
Videos produced	16	7	+9	+9	N
Storytelling interviews	0	21	-21	-50	N
Trademark reviews*	15	12	+3	-6	R

Per agreement with the trademarks team to do requested reviews*

Storytelling was on hold while Victor was on leave

Type: new, reactive, maintenance

CHECK IN

TEAM/DEPT

Oct 2016

Communications

SCORECARD

Product & ED

Topic	This quarter	Previous quarter	QoQ	YoY	Type
Product launches	2	2	same	N/A	R
Product messaging support	~30	33	same	N/A	R
Executive presentations	6	3	+3	+5	R

Type: new, reactive, maintenance