

Campaign Organizing

- **Participation and engagement - 7 min**
 - **Isa Zapico from Wikiesfera UG**
- **Identifying content knowledge gaps and topics for impact - 10 min**
 - **Tochi Precious**
- **Tech and tools - 10 min**
 - **Imelda Brazal**
- **Q&A - 5 minutes**
- **Showcase: #SheSaid campaign + Organizing in multiple languages/partners - 7 min**
 - **Afeq Ben Chahed**
- **Discussion - 15 min**



WIKI WOMEN
CAMP 2023



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Participation and engagement: My learnings as an organizer of gender gap campaigns

User:Zapipedia
Wikiesfera UG



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Gender Gap Campaigns: Strategies I've used to identify Knowledge Gaps & Topics for Impact.

Tochiprecious



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Define Topics for Impact

First thing I do is to define topics for impact. For this, I consider the following factors:

- **Need:** Are there any topics related to gender that are underrepresented or poorly covered on Wikipedia?
- **Impact:** What topics would have the greatest impact on people's understanding of gender and women's contributions to the world?
- **Interest:** What topics are most likely to engage and motivate Wikipedia editors, especially women editors?

Some examples of topics for impact

Some examples of topics for impact you can consider include:

- Women in STEM
- Women in leadership
- Women in business
- Women's rights
- Gender-based violence
- Gender and health
- Gender and education
- Gender and the arts



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How I find the articles

To find the missing articles, I use the following tools:

- Petscan
- Wikidata Query
- Gap Finder
- Wikipedia Categories



Once I have defined my topics for impact, it is important to articulate how I will provide curatorial support for content. This may include:

- Developing a list(s) of articles to create/translate/edit.
- Developing style guides and best practices for writing about gender.
- Providing feedback and support to editors who are working on gender-related content.

Articulating Curatorial support for content



Content Partnerships

Sometimes, I also partner with other organizations to develop and promote content related to gender and women's contributions.

This could involve:

- Collaborating on edit-a-thons and other events to create new content or improve existing content
- Developing shared resources, such as training materials and topic guides
- Promoting each other's content on social media and other platforms

These are the steps I've taken in identifying knowledge gap, hosting gender gap campaigns and making Wikipedia/Wikidata/Wikiquote more inclusive..

Daalu/Thanks!



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Campaign Organizing:

Tech and tools



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Ballardmaize



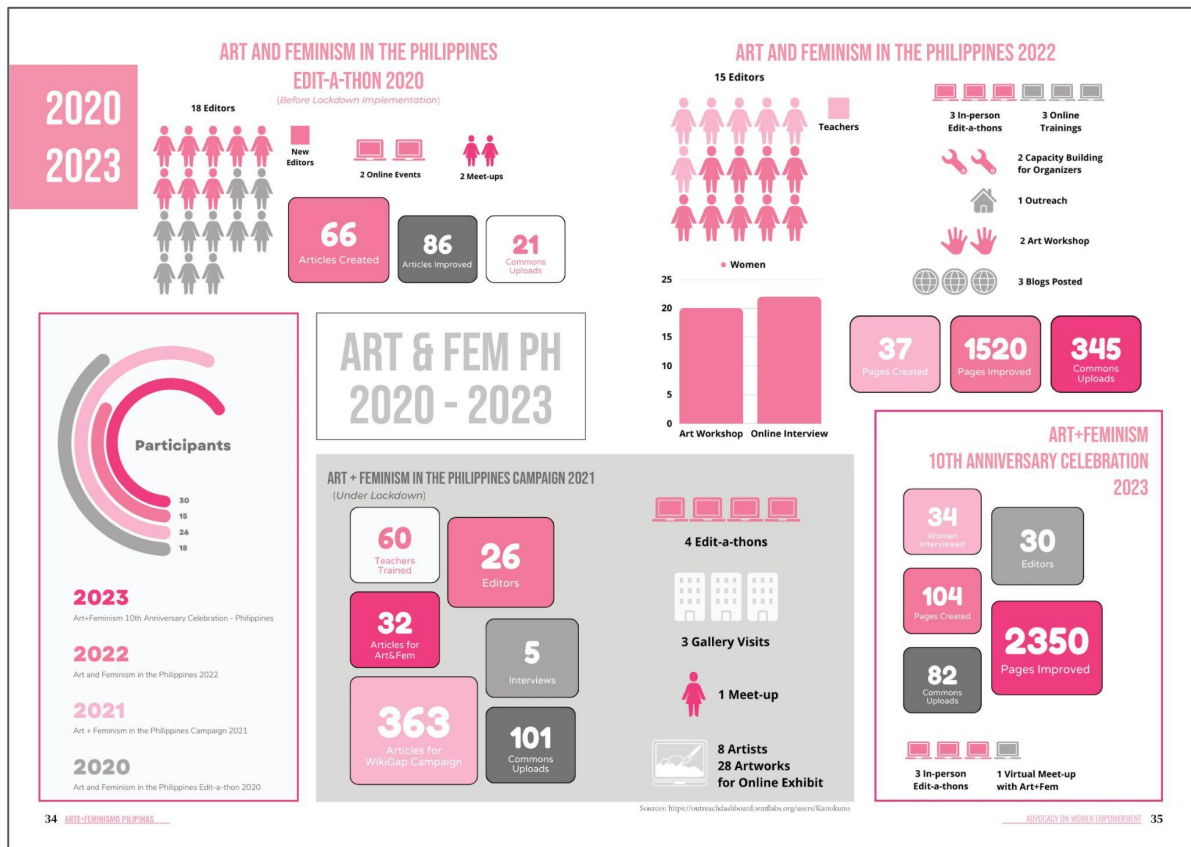
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Gender Organizing Experience in the Philippines

Wiki Advocates Philippines User Group's experience in organizing gender inclusivity initiatives through the **Art+Feminism** advocacy and **#SheSaid** Campaigns



WIKI ADVOCATES
PHILIPPINES
USER GROUP



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What makes the campaign successful?

- Objectives
- Target
- Community impact

How to ensure the success of the campaign?

- Volunteers
- Content
- Campaign Information
- Evaluation

Tech / Tools

- Registration
- List-building
- Event Pages
- Tracking



Program and Events Dashboard

The dashboard shows a navigation bar with 'My Dashboard', 'Training', 'Documentation', and 'Report a problem'. The user is logged in as 'Ballardmaize'. The main content area displays statistics for the event: 492 Pages Created, 957 Pages Edited, 3.64K Total Edits, 40 Editors, 1.33M Bytes Added, 0¹ References Added, 2.16K Article Views, and 10¹ Commons Uploads. Below the statistics is a 'My Articles' section with buttons for 'Assign myself an article', 'Review an article', and 'Find Articles'. The event details section includes a description: 'Editathon to improve Wikisambit and Wikikawikaan.' and a 'Details' sidebar with information about facilitators, institution, when, home wiki, and tracked wikis.

Pages Created	Pages Edited	Total Edits	Editors	Bytes Added	References Added	Article Views	Commons Uploads
492	957	3.64K	40	1.33M	0 ¹	2.16K	10 ¹

Last statistics update: 19 minutes ago. Next estimated update: in about 2 hours. [See more](#)

My Articles

[Assign myself an article](#) [Review an article](#) [Find Articles](#)

SheSaid in the Philippines 2023

Editathon to improve Wikisambit and Wikikawikaan. [Edit Description](#)

Details

[Edit Details](#)

Facilitators: [Ballardmaize](#)

Institution: Wiki Advocates Philippines

When: 2023

Home Wiki: [tl.wikiquote.org](#)

Tracked Wikis: [commons.wikimedia.org](#), [en.wikiquote.org](#), [bcl.wikiquote.org](#), [tl.wikiquote.org](#)

Suppose that there is a wiki program, for example, a wiki editing drive to improve a certain sort of content, or a wiki event, for example a wiki editing meetup at a local community center. In either of those cases, the dashboard provides the following:

- A **registration button** for participants to note that they are joining the program
- **Tracking functions** for organizers to measure and report the outcome of a program
- **Training modules**, such as those on dealing with online harassment and keeping events safe



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Registration & Tracking

[Find Programs](#)[My Dashboard](#)[Training](#)[Documentation](#)[Report a problem](#)[en](#)[Ballardmaize](#)[Log out](#)[Campaign: SheSaid Campaign in the...](#)[Home](#)[Programs](#)[Articles](#)[Editors](#)[ORES](#)[Alerts](#)**3**

Programs

84ⁱ

Editors

755K

Words Added

0ⁱ

References Added

47.2K

Article Views

3.39K

Articles Edited

2K

Articles Created

1.88Kⁱ

Commons Uploads

SheSaid Campaign in the Philippines Programs



Programs	Institution/When	Recent Edits [^] [?]	Words Added [?]	References Added [?]	Views [?]	Editors	Creation Date	Actions
SheSaid in the Philippines 2023	Wiki Advocates Philippines/2023	1970	258K (6.45K/user)	0	2.16K	40 40 training up-to-date	2023-10-12	Clone Remove
SheSaid in the Philippines 2021	Wiki Advocates Philippines/	0	0 (0/user)	0	0	23 7 training up-to-date	2021-10-28	Clone Remove
SheSaid in the	Wiki Advocates		497K			21	2023-10-	Clone

Hashtags or the Wikimedia Hashtag Search is a tool for monitoring and searching the usage of hashtags in Wikimedia edit summaries.

The tool monitors edits to all Wikimedia projects (except Wikidata) and allows users to search for them. It was initially created in 2016, but was rewritten in 2018.

Hashtags

Wikimedia hashtag search

Search for `hashtags` in Wikimedia edit summaries

SheSaid

Start date: End date:

#SheSaid

Oct. 7, 2023 - Oct. 18, 2023
3862 revisions
818 pages
41 users
1 project

Page	User	Date
Anita Among (tl.wikiquote.org) #SheSaid #SheSaidPH2023	MaxixKatana	Oct. 18, 2023, 7:28 a.m.
Anita Among (tl.wikiquote.org) #SheSaid #SheSaidPH2023	MaxixKatana	Oct. 18, 2023, 7:28 a.m.

Event Metrics

rams / Language Preservation through Local Wiktionary Development

Ballardmaize (Log out)

EVENT LIST

Language Preservation through Local Wiktionary Development

Settings

Create a new event

Organizers: Ballardmaize and Kunokuno

Event		Participants	New editors	Retention after 7 days	Pages created	Pages improved	Uploaded files	Uploaded files in use
Wiktionary Development, Training, and Edit-a-thon 2023	  	46	10	10	1,224	878	0	0
Bikol Wiktionary Edit-a-thon 2022	  	44	25	7	122	521	0	0
Bikol Wiktionary Edit-a-thon	  	–	–	–	–	–	–	–
Central Bikol Wiktionary Edit-a-thon with Lingua Libre and Spell4Wiki Recording	  	27	8	3	3,301	3,288	2,558	1,243

Enables organizers of events like editathons and content drives to get metrics about those events in order to understand and demonstrate the scale and impact of their contributions.

Wikimedia grantees can use the program to provide grant documentation (such as metrics listed at Grants:Metrics). Event Metrics works with the following projects: **Wikipedias, Wikivoyages, Wiktionaries, Commons and Wikidata.**



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Tracking

Central Bikol Wiktionary Edit-a-thon with Lingua Libre and Spell4Wiki Recording

Settings

Update data

Download reports ▾

Last updated 2023-10-12 21:58 (Asia/Shanghai)

Start date: 2021-12-01 00:00 (Asia/Shanghai)**End date:** 2022-07-11 23:59**Wikis:** [bcl.wiktionary](#), [commons.wikimedia](#) and [en.wiktionary](#)

▸ Participants filter

27 participants ✓

▸ Categories filter

CONTRIBUTIONS · [View all edits](#)

PAGES CREATED ⓘ

3.3k

PAGES IMPROVED ⓘ

3.3k

EDITS ⓘ

16.3k

UPLOADED FILES ⓘ

2.6k

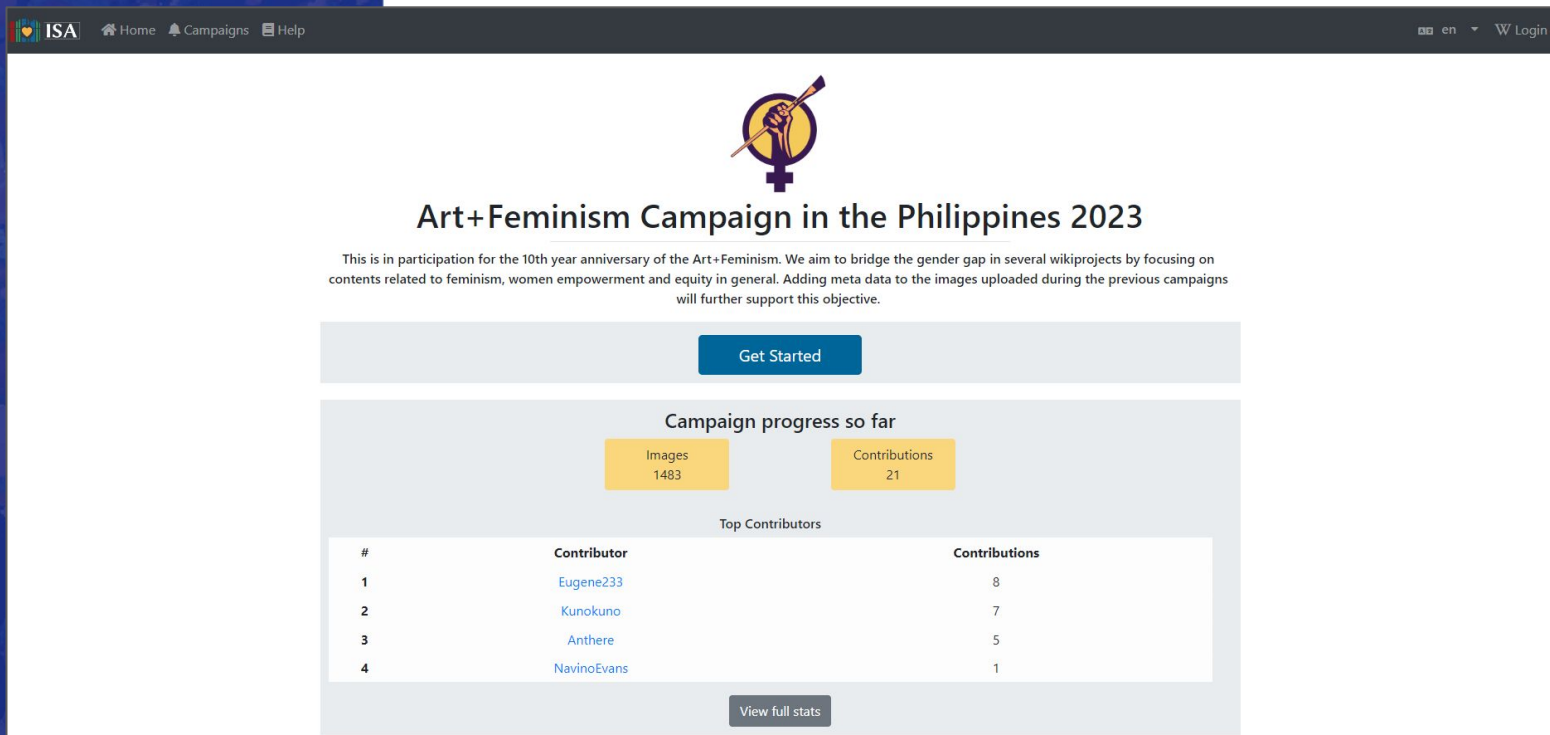
BYTES CHANGED ⓘ

1.2M

IMPACT

VIEWS TO PAGES
CREATED ⓘ**220k**AVG. DAILY VIEWS TO
PAGES IMPROVED ⓘ**12.8k**AVG. DAILY VIEWS TO
UPLOADED FILES ⓘ**3.1k**UNIQUE PAGES WITH
UPLOADED FILES ⓘ**1.1k**UPLOADED FILES IN USE
ⓘ**1.2k**

ISA Tool



The screenshot shows the ISA Tool interface for the 'Art+Feminism Campaign in the Philippines 2023'. At the top, there is a navigation bar with 'Home', 'Campaigns', and 'Help' links, and a 'Login' button. The main header features a logo of a hand holding a paintbrush over a female symbol. Below the logo is the campaign title and a paragraph explaining the goal: to bridge the gender gap in Wikipedia by adding meta-data to images related to feminism. A 'Get Started' button is prominently displayed. The 'Campaign progress so far' section shows 1483 images and 21 contributions. A table lists the top contributors, with Eugene233 having the most contributions (8).

ISA Home Campaigns Help en W Login

Art+Feminism Campaign in the Philippines 2023

This is in participation for the 10th year anniversary of the Art+Feminism. We aim to bridge the gender gap in several wikiprojects by focusing on contents related to feminism, women empowerment and equity in general. Adding meta data to the images uploaded during the previous campaigns will further support this objective.

[Get Started](#)

Campaign progress so far

Images: 1483 Contributions: 21

Top Contributors

#	Contributor	Contributions
1	Eugene233	8
2	Kunokuno	7
3	Anthere	5
4	NavinoEvans	1

[View full stats](#)

Structured Data

Learning on using on-wiki campaign tools

- Free and accessible by everyone
- Support is available
- Build by volunteers around the Movement
- Easy for other organizers to see your progress and impact
- Learn from others



Event Registration Tool

Special page

English Stax1223

Enable event registration

Provide general information about the event you are organizing

Event page ⓘ

Timezone *

Start time ⓘ

End time ⓘ

Event meeting type

- Online event
- In-person event
- Online and in-person event

Meeting URL

Group chat invite ⓘ

Enable registration

1 Choose the right time zone on when your event is happening

2 Date when your event will start

3 Date when your event will end

4 Type of your event whether it is an virtual event, an in-person gathering or both

5 Link to your scheduled virtual meetings (e.g. Google Meet, Zoom, etc.)

6 Link to your communication channel invite (e.g. WhatsApp, Telegram, Facebook etc.)

7 Review all the information, then **Enable Registration**

i Only usernames will be collected from participants during registration. [Learn more.](#)

Try the new tool!

The event registration tool is the first on-wiki solution for event registration. With this tool, event participants can click on a "Register" button to sign up for events, rather than needing to add their signature to an event page or using third-party registration solutions that are off the wikis.



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Event Discovery

The event discovery project aims to create or improve tool(s) that make it easier for editors to learn about campaign events on the wikis. We hypothesize that, if more editors can stumble upon and learn about events, then more editors will join events and therefore improve the number of articles on high impact topics.



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**What can we
expect in the near
future?**

What am I hoping as an organizer?



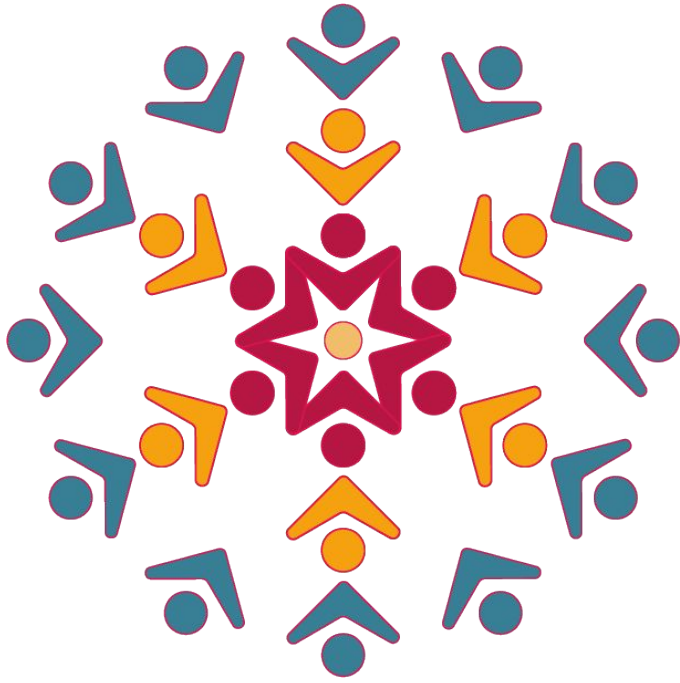
Reach us at:



Wiki Advocates Philippines
User Group



Thank You!



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QUESTIONS?

Showcase

#SheSaid campaign + Organizing in multiple languages/partners

Afeq Ben Chahed



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SheSaid! SheSaid! SheSaid!SheSaid! SheSaid!

Showcase

#SheSaid campaign + Organizing in multiple languages/partners

Afeq Ben Chahed



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wikiwomen camp



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CAMP 2023

Discussion

- Participation and engagement
- Identifying content knowledge gaps and topics for impact
- Tech and tools
- + Organizing in multiple languages/partners

Other important topics?

The [Wikimedia Foundation Campaigns team](#) - represented at the WWC by Masana Mulaudzi and Tila Cappelletto - would like to hear from you.

Are you an organizer working on Campaigns/events? We are looking forward to getting to know your projects to support the communities better. Please take 5 minutes to answer [this](#) survey.



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