

WIKIMEDIA FOUNDATION COMMUNICATIONS



WIKIMEDIA
FOUNDATION



Today you will learn:
**What the Foundation
Communications team DOES**

The Communications department leads the Foundation's efforts to openly and effectively share information—about the Wikimedia movement, the Wikimedia projects and the Wikimedia Foundation's work itself—with a global audience including volunteer editors, site readers and other stakeholders. The department's work includes:

- **Audience development**
- **Digital media**
- **Brand**
- **Corporate communications**
- **Community communications development**
- **Public / media relations**

A close-up photograph of a diverse group of children, mostly of South Asian descent, smiling and making peace signs with their hands. The children are in the foreground, with some slightly out of focus in the background. The background shows trees and a building, suggesting an outdoor setting. The overall mood is joyful and positive.

Audience development

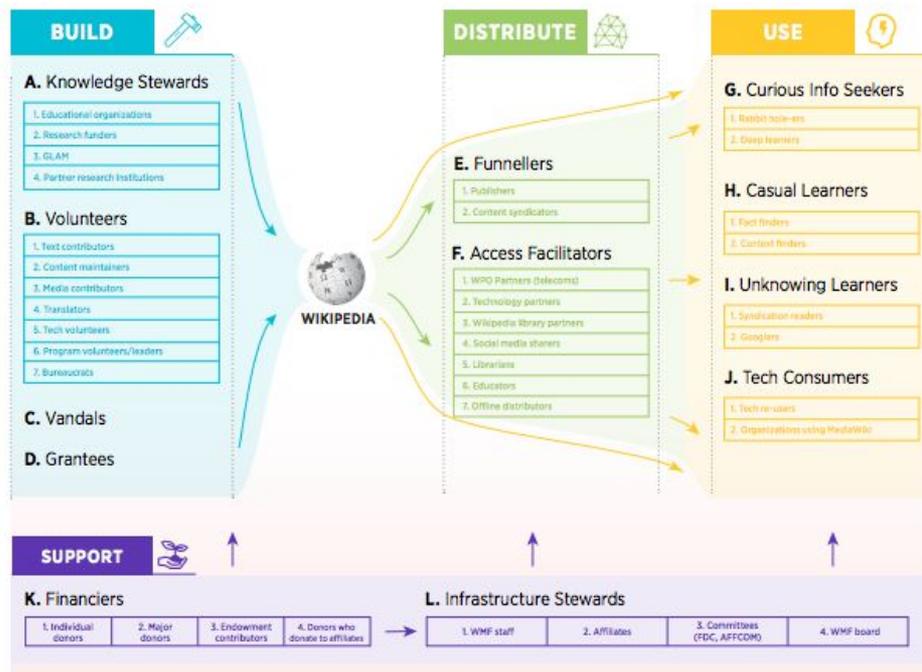
Grow or increase engagement among key “audiences” (i.e. readers, donors, partners). Build understanding of audience needs to inform communications strategies.

Audience development

Audience Map: Current Understanding

This map is a reflection of how we currently describe our ecosystem of audiences, including end users, intermediaries, and movement audiences. It maps audiences based on their role in the Wikipedia production flow—how they develop, maintain, and/or use Wikipedia. It defines audiences based on a functional and one-dimensional understanding, which may be constraining when determining how to better serve audiences.

Note: This map is not a scientific representation of our audiences and should be considered as a living document.



Digital media

Share Wikimedia content across digital platforms (blog and social media).

Explain the movement, encourage participation, and drive advocacy for free knowledge.



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CC by SA 4.0, Zachary McCune

Digital media



Wikipedians and the world celebrating Wikipedia, seen by nearly 5 million people

Brand

Manage trust and reputation associated with Wikimedia project names and logos.



Brand

COMMUNICATIONS, YEAR IN REVIEW

*No, we're not in a post-fact world. On
Wikipedia, facts matter.*

By [Victor Grigas](#), Wikimedia Foundation

[Heather Walls](#), Wikimedia Foundation

December 27th, 2016





Corporate communications

Develop and distribute communications related to the Wikimedia Foundation and communications made on behalf of the entire Foundation.

Corporate communications

Archive of updates on the 2017 Wikimedia movement strategy process.

Messages [\[edit \]](#)

- [Update 11 on Wikimedia movement strategy process](#) (20 March 2017)
- [We invite you to join the movement strategy conversation \(now through April 15\)](#) (15 March 2017)
- [Update 10 on Wikimedia movement strategy process](#) (10 March 2017)
- [Overview 2 of updates on Wikimedia movement strategy process](#) (9 March 2017)
- [Update 9 on Wikimedia movement strategy process](#) (2 March 2017)
- [Update 8 on Wikimedia movement strategy process](#) (24 February 2017)
- [Update 7 on Wikimedia movement strategy process](#) (15 February 2017)
- [Initial announcements review](#) (15 February 2017)

FOUNDATION

Wikimedia Foundation appoints Chief Talent & Culture Officer and Chargée d’Affaires (Vice President)

By [Katherine Maher](#), Wikimedia Foundation

February 27th, 2017

FOUNDATION

Wikimedia Foundation updates non-discrimination policy to support inclusive and diverse workplace

By [Katherine Maher](#), Wikimedia Foundation

March 14th, 2017



Community communications development

Provide and support resources which help movement groups, organizations, and volunteers develop their communications skills.

Community communications

d

Communications Resource Center

Sharing knowledge on Wikimedia communications — Please add!

[Home](#)

[Storytelling and messaging](#)

[Press](#)

[Design and branding](#)

[Social media](#)

[Capacity building](#)

[Center development](#)

[Discussion](#)

Learn more about the Movement communications skills library.

Sections [\[edit \]](#)

[Storytelling and messaging](#)

Learn more about telling the rich stories behind Wikimedia and tips on how to talk about Wikimedia with people who are not familiar with the Wikimedia movement.

[Press](#)

Learn more about communicating and working with members of the press.

[Design and branding](#)

Learn more about working with Wikimedia's brand and how to build on branding materials for your Wikimedia affiliate or activities.

Contents [\[hide\]](#)

- 1 [Sections](#)
- 2 [How you can help](#)
- 3 [About this resource center](#)
 - 3.1 [Feedback and contact information](#)



Public + media relations

Manage communications between Wikimedia Foundation and general public through press, statements, opinion pieces, speaking and events. Protect Wikimedia brand and maintain relationships and communication with media.

Public + media relations

КОММЕРСАНТ.RU
01 АПРЕЛЬ, СУББОТА
КАРТОЧКА БАНКРОТСТВА

коротко подробно

СРР возбудил дело по факту кражи в московском бизнес-центре в Москве

«Ваше правительство готово платить, чтобы они написали 1,3 млн статей»

Создатель «Википедии» рассказал “Ъ” о принципах работы энциклопедии мира

СРР сообщил о задержании одного из нападавших на чистоту в Петербурге в Чечне

«Роботы» Игу Яваданова обвинили в ролике по делу о подделке покушение на Рахмана Хадыева

В НАТО исключили войну с Россией из ар Кляшани и Юнкера Осман после выступления Гутерриш в Штате

Ирина Казурю Яваданова обвинили в ролике по делу о подделке покушение на Рахмана Хадыева



BloombergBusinessweek

Is Wikipedia Woke?

The ubiquitous reference site tries to expand its editor ranks beyond the Comic Con set.

قلمة تسجيل الدخول BBC عربي

تصفح ويكيبيديا في العراق دون احتساب تكلفة الاتصال بالانترنت

28 فبراير / شباط 2017

شارك

EL UNIVERSAL METRÓPOLI

Inicio | Aviso Oportuno | Secciones | Suplementos | Minuto x Minuto | Impreso | Opinión | C. Deportiva | Region | Nacion | Mensajes | Ediciones | Red Política | Estados | El Mundo | Carrera | Tu carrera | Emprendedor | Espectáculos | C

DF será sede de 'Wikimania 2015'

Sandra Hernández | El Universal
21:56 Ciudad de México | Martes 16 de junio de 2015

La reunión anual de wikipedistas de más de 42 países se realizará del 15 al 19 de julio en la Ciudad de México

La Secretaría de Turismo del Distrito Federal dio a conocer que la Ciudad de México será sede de la Reunión Anual Wikimania 2015, a realizarse del 15 al 19 de julio próximo.

"Wikimania es la reunión anual de wikipedistas, en donde se realizan conferencias y se comparten experiencias relacionadas con Wikipedia y con diversos proyectos dirigidos por la Fundación Wikimedia, organizadora de este evento. (...) La

M Idées

IDÉES Tribunes Enquêtes Rencontres Controverses Livres Analyses Editoriaux

ARTICLE SÉLECTIONNÉ DANS LA MATINALE DU 24/11/2016 > Découvrir l'application

« Le droit à l'oubli menace la protection du droit au souvenir »

Des entreprises ou des individus usent de ce droit pour supprimer les informations en ligne les mettant en cause. Les citoyens doivent rester vigilants, considère Emeric Vallespi, président du Wikimédia France, et Jimmy Wales, cofondateur de Wikipédia.



DISCUSSION



ANY TIME

communications@wikimedia.org

- <https://meta.wikimedia.org/wiki/Communications>
- https://meta.wikimedia.org/wiki/Communications/Resource_center
- https://meta.wikimedia.org/wiki/Wikimedia_Foundation_Annual_Plan/Quarterly_check-ins

Join the [Wikimedia Foundation social media hub](#)

APPENDIX



WIKIMEDIA
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Our programs for next year

Continued from previous years:

- Share our culture
- Lead the narrative

Began in FY16/17:

- Build awareness

New to FY17/18:

- Connect and amplify

Share our culture

Share the Wikimedia story, values and experience.

- Original media that showcases the work and values of the Wikimedia Foundation and movement
- Expanded reach and engagement with Wikimedia communities
- Expanded reach and connection to underserved communities

Share our culture

Why this is important:

This is required to fulfill our vision of sharing all knowledge with everyone. When people understand Wikimedia they want to participate and they learn ways to do so. This includes community members, donors, Foundation staff, thought-leaders, and partners.

Goals: (Reach/Communities/Knowledge)

Engage our audiences particularly in places we have underserved. Explain our values and be accountable to them. Integrate with activities happening across the movement. Attract project and movement participants. Improve talent retention and recruiting.

Areas of work:

- *Social media:* Grow and balance our social media followers through campaigns for specific groups; develop brand advocates around specific causes and events; daily engagement on our channels as a major brand
- *Creative projects:* Continue efforts like the annual report that act as traditional nonprofit transparency and spreading awareness of our projects and values
- *Video production:* Record Wikimedia movement achievements and create assets that can be shared by Wikimedians
- *Blog and storytelling:* Explain the work of the Foundation to a variety of audiences—eg researchers, open technology contributors, donors, patrons, and other supporters—and showing the movement to the world.

Lead the narrative

Define narratives to support the Wikimedia mission and Wikimedia Foundation's strategic objectives.

- Wikimedia Foundation storytelling that is aligned with messaging strategy
- Wikimedia narratives and values included in relevant international media through Wikimedia Foundation and community spokespeople
- New opportunities and resources for staff and community members to speak with the media, and publicly at events

Lead the narrative

Why this is important:

Wikimedia is directly impacted by changes in policy, technology, media, culture and society. We should be included in the most visible and important conversations on these topics so we can advocate for our values and positions. We need to build and protect perceptions that affect our ability to reach organizational goals.

Goals: (Reach/Communities)

Position Wikimedia as a leader in the conversations and policies that are key to our vision's growth and durability. Ensure that the public discourse around Wikipedia, the Wikimedia movement, and the Foundation is correct and understood. Clarify misinformation or misunderstandings that appear in global media.

Areas of work:

- *Communications*: Build a messaging platform that aligns Foundation communication around key organizational goals
- *Executive Director and Board*: Support in public speaking, interviews, and statements
- *PR*: Proactive pitching of priority issues, daily media responses and press releases
- *Crisis communications*: Clarify public misunderstanding, and react to both internal and external issues
- *Foundation announcements*: Assist with clear communications in and out of the organization
- *Media connections*: Further develop relationships with journalists and other media experts, pitch important initiatives

Connect and amplify

Build a strong network of people and organizations that build, distribute, use, support and influence our work.

- Support organization's programmatic goals by reaching priority audiences with tailored messaging and materials (ex: GLAM, educators, funders)
- Our messages and material reach more people and new audiences through collaboration with networked organizations and people
- Increase opportunity for future collaboration and build community of allies for specific topics

Connect and amplify

Why this is important:

Wikimedia seeks to serve every single person, but our Communications should focus on specific audiences. This helps us achieve the most impact and know when we're reaching our goals. By piloting new forms of targeted engagement, we'll reach the audiences that most directly impact our work across the Foundation and build a strong network that will amplify our influence in the world.

Goals: (Reach/Communities)

Ensure that we are reaching organizations and people who can help spread our mission, find collaboration partners and organizations that will help amplify our work, build buy-in with other communities and organizations who can support the Wikimedia mission.

Areas of work:

- *Cooperate with Wikimedia community:* Connect with leaders in our own movement
- *Identify audiences:* Find high-priority audiences who can amplify the work of our community and teams
- *Audience research:* Learning the needs of our users to improve our products and other offerings
- *Interventions:* Develop programmatic or platform-based projects based on strategies identified
- *Capacity building:* Build our understanding in this area
- *CRM:* Develop a customer relationship management tool to support audience development
- *Leverage like-minded organizations:* Connect and share work

Build awareness

Develop repeatable systems for promoting community messages & explaining Wikimedia projects to new audiences.

- Prototypes for Wikipedia brand messaging and values to develop common approaches across regions and create repeatable frameworks
- Fulfilled New Readers objectives, specifically increased awareness for Wikimedia projects where Wikimedia understanding and usage is low

Build awareness

Why this is important:

There is a large portion of the world that doesn't know Wikipedia, and this is our main growth area. The (famous) billions-of-people-coming-online, and children entering the world, are exciting fields of potential for new contributors of every kind. Not only that, without these people it will be impossible to reach our vision.

Goals: (Reach/Communities)

Develop repeatable systems for promoting community messages and explaining Wikimedia projects to new audiences in lower awareness regions. Adapt media approaches to work across distinct cultures forming best practices for community marketing.

Areas of work:

- *Community marketing advisory committee*: Build a team of community members from around the world who are experienced or interested in supporting awareness efforts
- *Awareness benchmarks*: Establish awareness numbers and measure to know if we're succeeding
- *Global agencies and partners*: Find regional experts to plan and execute on awareness efforts
- *Awareness campaigns*: Pilot plans and measure against benchmarks, fresh and localized messaging
- *Campaign guidance*: Share what we learn with the whole Wikimedia movement to join us in improving awareness for Wikimedia

BRAND



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*The millions of hours contributed by volunteer writers and editors leverage this modest budget, funded by donations, into an asset **worth tens of billions of dollars that produces hundreds of billions of dollars of benefit.***

— Band and Gerafi [\[1\]](#)

Brand strategy

A global brand strategy initiative that aligns and integrates with movement strategy process, goals, and outcomes.

- Research of positioning and market environment of Wikimedia, and the needs of Foundation initiatives and Wikimedia projects, affiliates, and community members
- Understanding of our near and future goals as determined by that research, including measurements of success
- A resulting brand strategy; campaigns, assets, and collateral

Brand strategy

Why this is important:

The Wikimedia brand—which is really the trust that the public has in the projects because of the efforts of volunteers—is one of the most valuable things we steward. As the Foundation, we maintain strong trademark protections, ensure the Wikimedia brand is consistent and protected from abuse and misappropriation, and work to increase brand awareness around the world. Wikimedia’s vision is for everyone to share in all knowledge, and good use of the brand is part of how we reach toward that incredible goal.

Goals: (Reach/Communities/Knowledge)

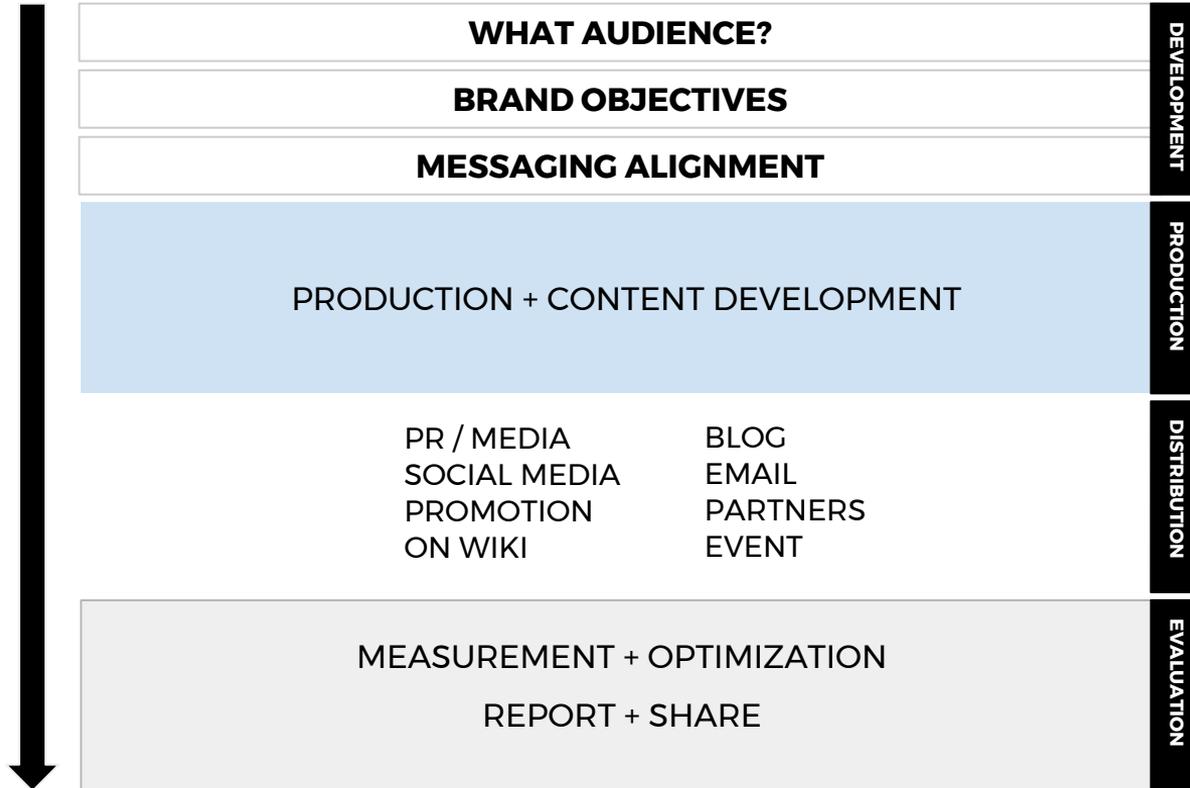
Run a deep discovery process, build a brand strategy and underlying architecture that helps the Wikimedia movement and projects reach their goals and fulfill potential. Support the durability of Wikimedia, and near-term goals of movement members. Allow and seek out uses of the brand that align with our goals, and ensure the trademarks are protected as we expand brand awareness. Stop and prevent uses that have the potential to damage the brands and trademarks.

HOW WE WORK



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Our workflow



Steps in planning

- Fill out a creative brief
 - (What is that? We'll tell you)
- **Priorities** for limited resources
- **Audience:** Who are you communicating with?
- **Outcome:** What do you want them to do or know?
- **How:** Practical details, like budget
- **Measure:** Did it work?



CREATIVE BRIEF

You can borrow ours

PRIORITIES

Which projects and initiatives do we start when we can't do them all?



AUDIENCE

Who does this project reach and assist? Try to avoid saying “everyone”. The tighter your focus, the better your chance of creating the right solution.

OUTCOME

- What is the challenge?
- What are you trying to accomplish?
- What do you want your audience to do or know?
- What have you done that is not working?

It's best to have a call to action

HOW

- Project leaders, who is responsible for what?
- Plan collaboration, who else can you work with to increase your outcome
- Budget
- Timeline
- Inspirations and examples

MEASURE

- How will you know you have succeeded?
- What are you measuring to assess impact?



SHARE

Share what you've learned!