

Quarterly review

COMMUNICATIONS

Q2 - 2015/16

Approximate team size during this quarter: 7 FTE

Key performance indicator: See slides 6, 7, Scorecard appendix

Q2 - Communications

Objective: Message platform 

Objective	Measure of success	Status
<i>Message Platform</i> Produce clear message and proof points in support of organizational strategy.	<ul style="list-style-type: none">• Clear concept and phrasing for top-level strategy message• Supporting proof points and messages	Postponed to Q3 based on strategy process timelines

Q2 - Communications

Objective: Brand strategy 

Objective	Measure of success	Status
<i>Brand Strategy</i> Complete brand discovery process. Present synthesis of findings and recommended course of action.	<ul style="list-style-type: none">Recommend course of action to develop effective, powerful brand strategy	<ul style="list-style-type: none">Brand discovery summary for BoardFurther work ongoing for Annual Plan <p>Complete with all measures of success met.</p>

- Reviewed stakeholder statements, known challenges, comparable case studies, and external vendor services for problems
- Brand brief including: Organizational philosophy; Vision & mission; Being effective; A reason to unite, Measures of success; How much change; Options of approach; Moving forward; Timeline draft
- Finalized deck for Board presentation

Q2 - Communications

Objective: Wikipedia's 15th birthday



Objective	Measure of success	Status
<p><i>Wikipedia's 15th birthday</i> Create strategic messaging opportunity to engage new Wikimedia stakeholders and audiences.</p>	<ul style="list-style-type: none">● Clearly defined WP15 campaign● WP15 microsite/AR staged by 12/30 for 1/15 launch● 15 AAA Wikipedia media pieces secured● 5+ global community events planned	<ul style="list-style-type: none">● 'Knowledge is joy' concept● 15.wikipedia.org launched● ~7.5M site impressions● 400+ press stories, trending positive● 149 listed community events <p>Complete with all measures of success met.</p>

Q2 - Communications

Objective: Wikipedia's 15th birthday



AWARENESS

TARGETS/BENCHMARK	PRELIMINARY RESULTS (1/20)
PRESS COVERAGE & EARNED MEDIA TARGET: 2 broadcast TARGET: 30+ print/digital general interest	PRESS COVERAGE & EARNED MEDIA 13 broadcast 50+ print/digital general interest 400+ total
CLICKS ON BANNERS TARGET: WMF benchmark CTR: 0.15%	CLICKS ON BANNERS .447%
PAGEVIEWS ON MICROSITE TARGET: 2.5M pageviews	PAGEVIEWS ON MICROSITE ~7.5M pageviews
REACH ON SOCIAL MEDIA TARGET Cumulative owned content reach Facebook goal: 1M users Twitter goal: 250,000 users	REACH ON SOCIAL MEDIA Cumulative owned content reach Facebook preliminary: 3.5M users Twitter preliminary: ~410,000 users
SOCIAL MEDIA MENTIONS BENCHMARK 25,000/individual Twitter mentions	SOCIAL MEDIA MENTIONS Peak: 75,000/daily individual Twitter mentions Total: 235,000+ during banner campaign

Q2 - Communications

Objective: Wikipedia's 15th birthday



APPRECIATION

TARGETS/BENCHMARK	PRELIMINARY RESULTS (1/20)
<p>ENGAGEMENT ON SOCIAL MEDIA TARGET: Total owned content engagements Facebook: 30,000 Twitter: 5,000</p>	<p>ENGAGEMENT ON SOCIAL MEDIA Total owned content engagements Facebook: ~242,000 #1 trending tech topic (Jan 15) Twitter: ~7,900</p>
<p>USER COMMENT SENTIMENT Analyze with <u>Sprout Social</u> sentiment tools Compare to Q2 user sentiment</p>	<p>USER COMMENT SENTIMENT No sentiment tools on Sprout Exploring alternatives for final report</p>
<p>PRESS QUALITY & TONE TARGET: Compare with Wikipedia 10 Less than 15% negative More than 40% on message</p>	<p>PRESS QUALITY & TONE Preliminary indicators Less than 15% negative More than 40% on message</p>

Q2 - Communications

Objective: Wikipedia's 15th birthday



- "Campaign Guide" containing all planning, research, strategic guidance, creative approaches
 - Voice workshop for campaign
 - "Knowledge is Joy" messaging test on social, 3rd best performing post ever.
 - 30+ marks for celebration and reuse
 - Jimmy as spokesperson: two op-eds, global press call, dozens of media pitches
 - 6 new shirts for the store, stickers for celebration
- Banners on Wikipedia
 - Banner workshop.
 - Translated into over 90 languages.
- Collaborative community celebration and planning page on Meta
 - Curated collection of striking Wikipedia-based data visualizations
 - Community "Party packs"
 - San Francisco community party with 100 guests, including friends and supporting organizations
- Annual report and microsite (15.wikipedia.org)
 - 15 Wikimedian stories
 - 15 years of Wikipedia
 - 15.wikipedia.org domain planning with Operations and Mule Design
 - Endowment announcement
 - Website engagement metrics on Piwik with WMF analytics team
- Wiki Education Foundation to develop "Wikipedia Playlists" tools

Q2 - Communications

Objective: Wikipedia's 15th birthday



Wikipedia 15 Find an event	Events Plan an event	Get involved Share your experiences
Media Get the word out	Material Branding and marks	Discussion Collaborate with others

Want to help translate? [Translate the missing messages.](#)

Other languages:	Afrikaans • العربية • مصرى • অসমীয়া • asturianu • авар • azərbaycanca • تۆرکجه • български • বাংলা • bosanski • català • čeština • Cymraeg • dansk • Deutsch • Ελληνικά • emiliàn e rumagnòl • English • Esperanto • español • eesti • euskara • فارسی • suomi • français • Nordfriisk • Frysk • Gàidhlig • galego • گیلکی • Alemannisch • עברית • हिन्दी • hrvatski • magyar • Հայերեն • Bahasa Indonesia • Ido • italiano • 日本語 • Lojban • ལྷོ་ཁྲོན་ལྷོ་ཁྲོན་ • ಕನ್ನಡ • 한국어 • Kurdî • Latina • lietuvių • 文言 • मैथिली • македонски • МОНГОЛ • Bahasa Melayu • မြန်မာဘာသာ • Neapolitano • Nederlands • occitan • ଓଡ଼ିଆ • ਪੰਜਾਬੀ • polski • پښتو • português • português do Brasil • română • русский • Scots • سنڌي • ཅིང་ཅིང་ • shqip • српски / Tagalog • Türkçe • та Википедия 15 (92% translated) • o'zbekcha/ўзбекча • Tiếng Việt • i
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Wikipedia turns 15 on January 15, 2016.

This **Wikipedia 15** meta page is an initial framework the global Wikimedia community can use to coordinate around the 15th birthday of Wikipedia.

Find some interesting facts about Wikipedia's first 15 years.

This space serves as:

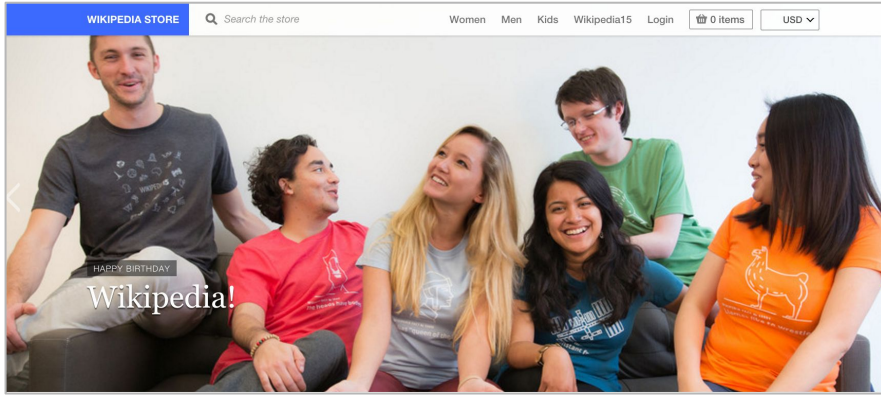
- A space to organize and plan events and meetups locally to celebrate the 15th;
- [Tips and inspiration](#) on how to organize and run an event;
- A place to share birthday photos, videos, stories, favorite articles, and more;
- A collection of tips for pitching to local media.
- Please tweet with the hashtag [#Wikipedia15](#).



Collaborative community [celebration and planning](#) page on Meta

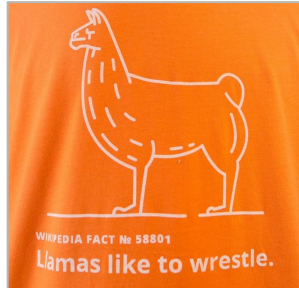
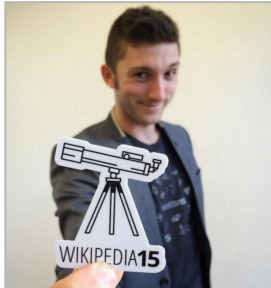
Q2 - Communications

Objective: Wikipedia's 15th birthday



Used Facebook, Twitter to connect with readers and get input for #Wikipedia15

New images, shirts, stickers advance brand and engage store



Q2 - Communications

Objective: Wikipedia's 15th birthday



Who is Kitamura?



Born in Japan

Joined Wikipedia in 2010



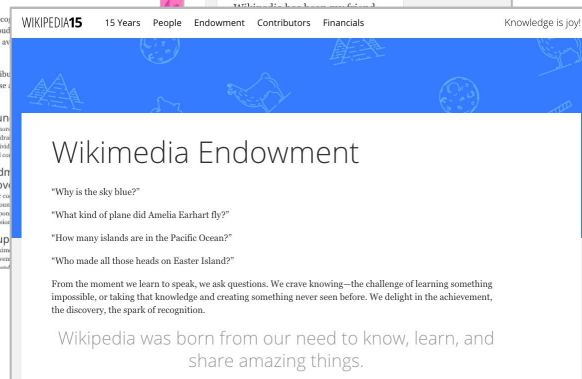
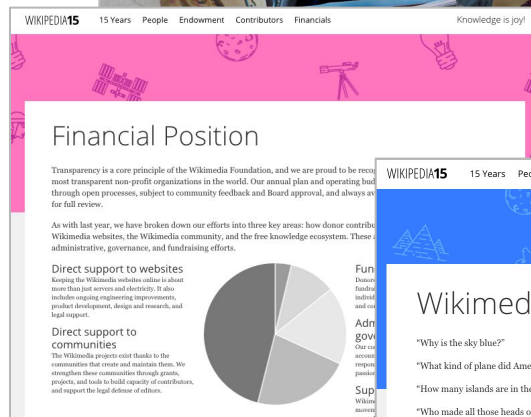
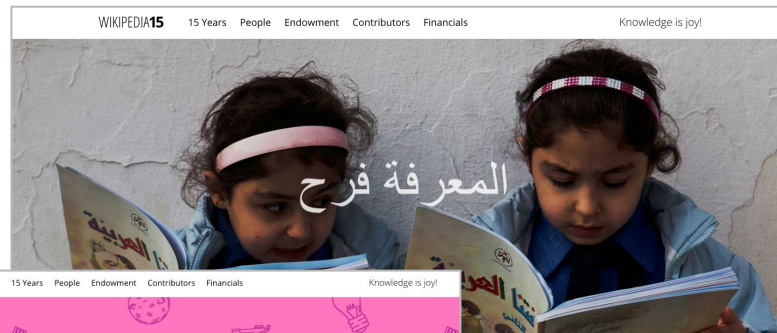
Favorite Wikipedia article is
激おこぶんぶん丸.

Kitamura Sae

Joined Wikipedia in 2010

In Professor Kitamura Sae's Tokyo classroom, Wikipedia is not just read, it is written. As part of their university coursework, Sae's students regularly make contributions to Japanese Wikipedia.

[Read Kitamura's story >](#)



Annual report: 16 community stories, financial position, endowment

Q2 - Communications

Objective: Core 

Objective	Measure of success	Status
Timely, professional, first-rate support on core and reactive communications workflows.	<ul style="list-style-type: none">• Evaluative chart of core workflows and SLAs	<ul style="list-style-type: none">• See Core workflows and metrics (slide 20). Complete with all measures of success met.

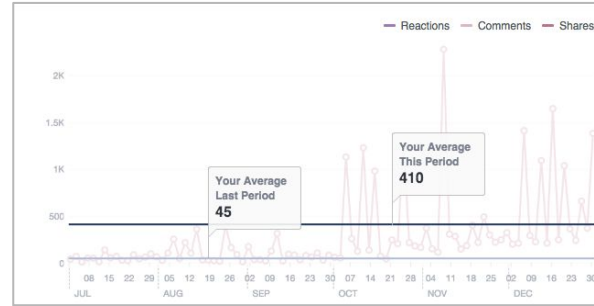
Q2 - Communications

Other successes and misses

SOCIAL MEDIA

SUCCESS: Facebook engagement

- 306% increase QoQ (likes, comments and shares)
- 900% increase in comments QoQ, creating authentic connections, brand sentiment and product feedback loop

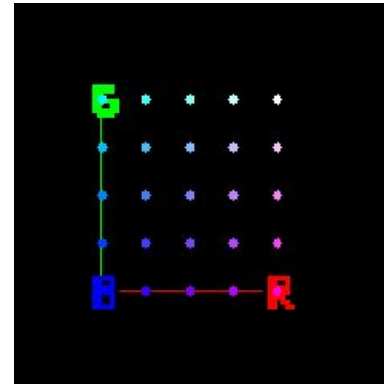


SUCCESS: Sharing Commons photos and GIFs on Twitter

- 238% increase in views QoQ, raising awareness of the diversity and quality of Commons content

MISS: Link-shortener

- Lingering project is still lingering in Phabricator, despite efforts to make progress



Credit: Wikimedia Commons user Cuddlyable3.

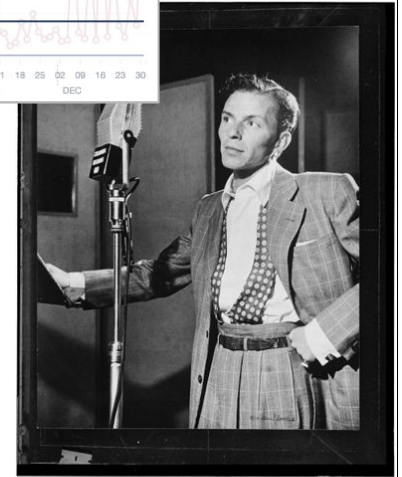


Photo Credit: William P. Gottlieb

Q2 - Communications

PR & MEDIA

SUCCESS: Princess of Asturias Awards

- Coordinated and staffed WMF appearances at event.
- Pitched MENA and India reporters, issued press advisory.
- Built 5 briefing documents (executives and community).
- Coordinated 15+ interviews.
- Majority positive press, new reach in Spanish markets.

SUCCESS: ORES announcement

- Pitched 15+ outlets, resulted in 60+ media hits.
- Organized 4+ interviews with Aaron.
- Majority positive press.

MISS: Edit 2015

- Pitched 80+ outlets, limited coverage.



Photo credit Barcex

MESSAGING AND POSITIONING

SUCCESS: Wikipedia Zero

- Ran 1 month strategy consultation with legal, policy, and Zero team to develop 2016 [communications strategy](#) for WP Zero global awareness and growth.

SUCCESS: Fundraising support

- Collaborated on banner messaging for English fundraising campaign.
- Updated Wikimedia Foundation FAQ in time for fundraising campaign.
- More than 100 tweets thanking donors or helping them give, including retweeting verified influencers.

Q2 - Communications

Other successes and misses

SUCCESS: Public speaking training

- Developed public speaking program in collaboration with HR and Katy Love to pilot at All Hands.
- Media trained 4 Wikimedia Foundation representatives.

MISS: Product marketing

- Interviewed 10+ candidates for Audience Development Manager (Product); no offer due to lack of fit

VIDEO PRODUCTION

Success: #Edit2015

- Compiled 200+ images from a pool of more than 2,000.
- Active collaboration with community members from Jan. 2015 - Nov. 2015 to document news events and images for the video.

Q2 - Communications

Category	Workflow	Comments	Type
Blog	Edit submitted community posts	~35 community submissions from non-WMF sources requiring individual editing and review	R
	Produce original content	~27 posts about community	M
	Source imagery and approve licensing	~220 freely licensed images	M
	Public content calendar	Maintained community <u>calendar on Meta</u>	M
	Comment moderation and response	167 total comments, 15 featured/curated comments, 6 moderated comments	M
	UX improvements, code patches, bug fixes	Exygy design updates to the front of the website and story pages, including mobile design.	N
	Blog content development	Revised and expanded "News on Wikipedia," and "Community Digest"; Began series highlighting WMF tech teams; "What I Learned"	M

Type: new, reactive, maintenance

Q2 - Communications

Category	Workflow	Comments	Type
Social	Edit submitted content	~150 social media approval requests	M
	Produce original content	Draft or approve ~18 posts per day	M
	Schedule/distribute on FB, Twitter, Google+	Schedule ~20 posts per/day made on those accounts	M
	Source or produce public domain imagery	~300 photo and GIF posts on Twitter and Facebook	M
	Social campaigns for specific news/events	English-language fundraiser; #Wikipedia15, #FreeBassel	M
	Comment moderation and response	~25 replies on Twitter and Facebook per day	M

Type: new, reactive, maintenance

Q2 - Communications

Category	Workflow	Comments	Type
Video	Find stories / Conduct interviews	#Edit2015 stories identified across calendar year	N
	Write scripts	#Edit2015 storytelling and image approval with Legal; "Jimmy's Eyes"	N
	Produce videos	#Edit2015; "Jimmy's Eyes."	N
	Distribute videos	30K views for "Jimmy's Eyes"; 160K views for "#Edit2015."	N

Q2 - Communications

Core workflows and metrics

Category	Workflow	Comments	Type
Brand	Brand review for all WMF departments	Wikipedia store; Fundraising banners; HR benefit and onboarding materials; Metrics decks; Grants reorganization, design, and renaming	M
	Brand projects for all WMF departments	Wayfinding; Major gifts invitations, etc.; metrics deck support; All Hands 2016 collateral and marks; testing unified approach to Foundation messaging; Wikipedia education brochure; Began talks for Wikimedia Research refresh	N
	Brand review for the community	2017 Wikimania collateral review; Existing t-shirt designs sent to Wikimedia Israel	R
	Brand projects for Communications	Brand plan; WP15; Blog design feedback for Exygy, including differentiation of Wikimedia Foundation staff and Wikimedia community authors	N
	Brand capacity development	External expert contacts	N
Design	Design projects for all WMF departments	Major Gifts sign for fall fundraiser, Craig Newmark toilet celebration	R

Type: new, reactive, maintenance

Q2 - Communications

Core workflows and metrics

Category	Workflow	Comments	Type
PR/Media	Respond to regular media inquiries	322 requests evaluated	R
	Monitor for inaccuracies and request corrections	30 corrections requested	M
	Maintain and build good relationships with key reporters	Proactively connected with 20+ key reporters	N
	Maintain press FAQ for ongoing inquiries	Updated and maintained	M
	Daily media reports	Daily reports	M
	Respond tactically to negative stories	China, The Atlantic (gender gap), Fundraising, other	R
	Proactively pitch stories and document success	ORES, #Edit2015, Asturias, Fundraising, Link preview, WikiLoves Earth	N

Type: new, reactive, maintenance

Q2 - Communications

Core workflows and metrics

Category	Workflow	Comments	Type
Trademark	Trademark issue review	Trademarks@; Wikipedia Zero	M
Org support	Support for WMF/general wiki	Strategy consultation and support; Assistance with Annual Plan Grant page updates on Meta	R
Reports	Ongoing work on reports	Annual report, content gathering, organization; requested revisions to previous annual report	N
Executive support	ED presentation deck support	Creative Commons deck; Metrics for Jimmy and Lila; Strategy decks	N
	ED travel coordination; briefing docs	Built 8 briefing documents, coordinated for Asturias, Erasmus, CGI, and Creative Commons	N
Intern support	Design intern development	School written review; design discussion and review	N

Type: new, reactive, maintenance

Q2 - Communications

Appendix: Blog posts

Artificial intelligence service gives Wikipedians ‘X-ray specs’ to see through bad edits

BY AARON HALFAKER AND DARIO TARABORELLI ON NOVEMBER 30TH, 2015 1 COMMENT



Illustration by Mun May Tee, freely licensed under CC BY-SA 4.0.

Today, we're announcing the release of a new artificial intelligence service designed to improve the way editors maintain the quality of Wikipedia. This service empowers Wikipedia editors by helping them discover damaging edits and can be used to immediately “score” the quality of any Wikipedia article. We've made this artificial intelligence available as an open web service that anyone can use.

Most popular post

ORES story on major research engineering initiative, with 12.5k pageviews, #11 on HackerNews, 60+ press pickups.

News on Wikipedia: Global editing community updates terror articles in real time

BY JOE SUTHERLAND ON DECEMBER 4TH, 2015 0 COMMENTS



After the terror attacks in Beirut and Paris, Wikipedians responded with comprehensive entries on the tragedies. Photo by Sandro Schroeder, freely licensed under CC BY 2.0.

About an hour after the first terrorist attack in Paris on November 13, Gareth E Keggs—a veteran Wikipedia editor from London with thousands of edits who has created hundreds of articles—wrote a *modest draft* about the unfolding tragedy. An hour later, the article had ten referenced sources and hundreds of edits.

Revised “News on Wikipedia”

Revamped regular blog feature explores how the world interacts with breaking news on Wikipedia.

Our most popular posts of 2015: black hats, artificial intelligence, John Oliver, and a photobomb

BY ED ERHART ON DECEMBER 29TH, 2015 0 COMMENTS



Our story on John Oliver’s “fowl” jokes was one of the blog’s most popular posts of the year. Photo by TechCrunch, freely licensed under CC BY 2.0.

On December 15, the Wikimedia Foundation’s Victor Grigas, in collaboration with several Wikimedia community members, released #Edit2015, a look back at the wonder, pain, and triumph that happened in the world over the last year.

Setting the story

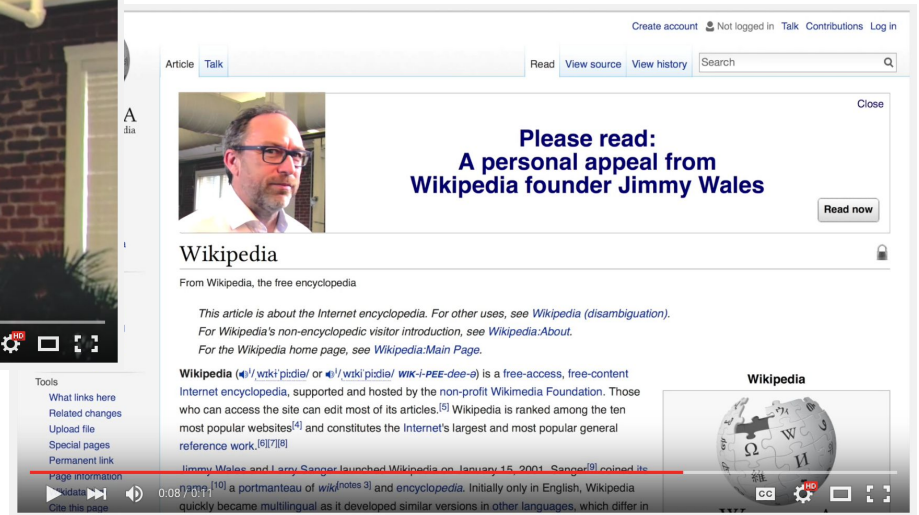
A focus on quality stories has resulted in press attention, greater traction on social, and more community engagement.

What did we edit in 2015?



Wikipedia: #Edit2015

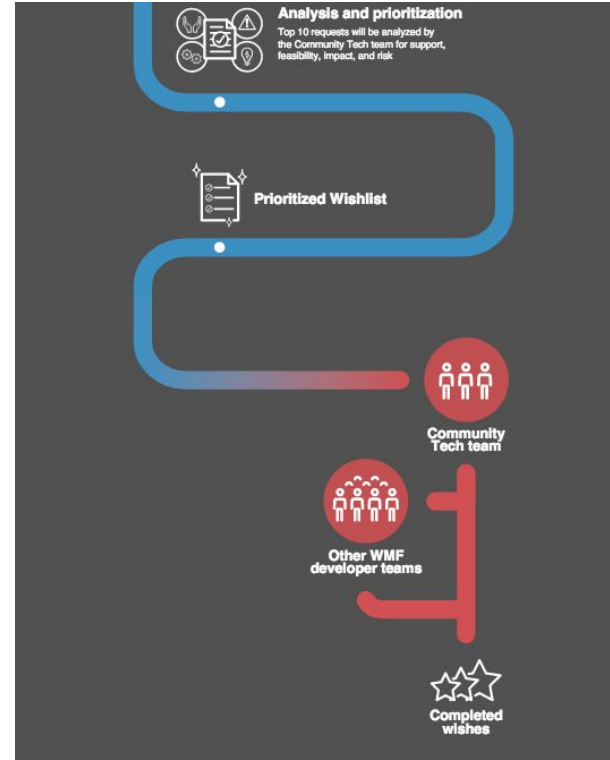
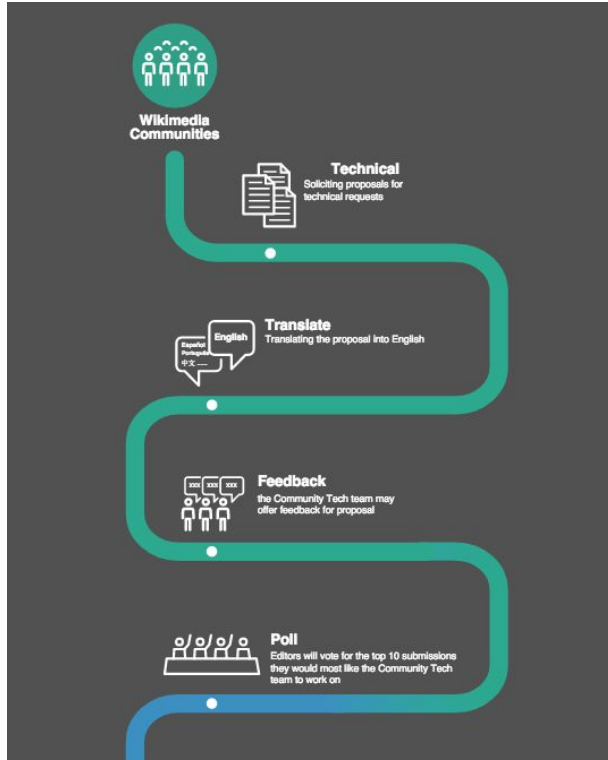




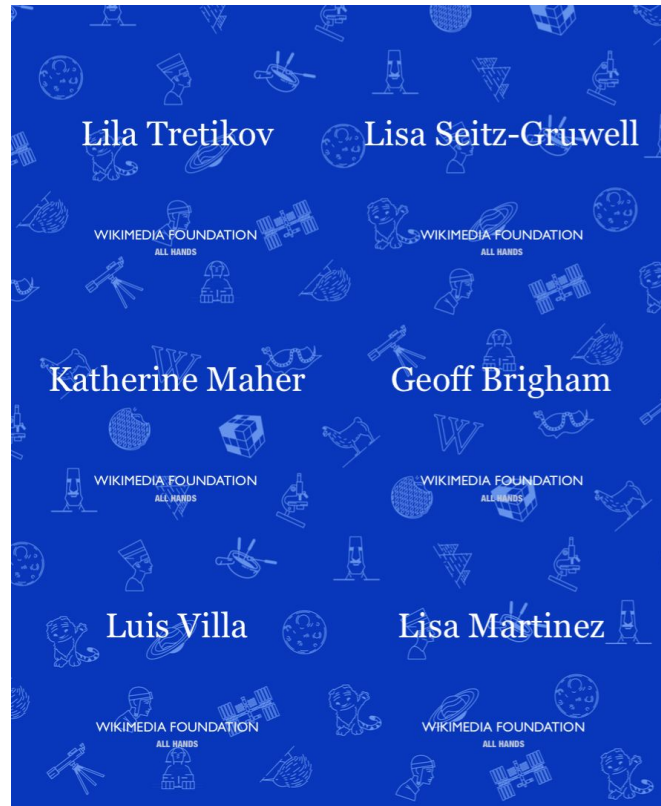
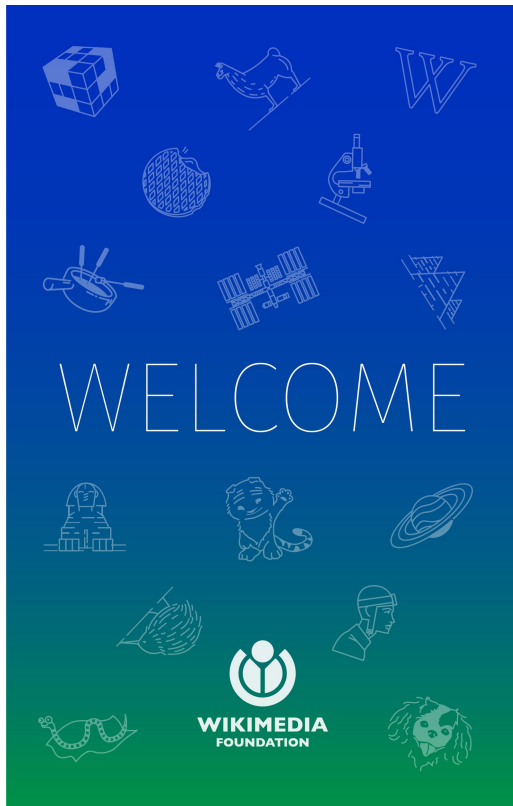
A screenshot of the Wikipedia homepage. At the top right, there are links for "Create account", "Not logged in", "Talk", "Contributions", and "Log in". Below these are tabs for "Article" and "Talk", and a search bar. A prominent notification box in the center reads "Please read: A personal appeal from Wikipedia founder Jimmy Wales" with a "Read now" button. Below the notification, the text "Wikipedia" is displayed, followed by "From Wikipedia, the free encyclopedia". A paragraph of text follows, starting with "This article is about the Internet encyclopedia. For other uses, see Wikipedia (disambiguation)." A "Tools" sidebar is visible on the left, and a "Wikipedia" logo with a globe is on the right. A video player at the bottom shows a progress bar at 0:08 / 0:11.

Q2 - Communications

Appendix: Community wishlist survey graphic



Q2 - Communications



Q2 - Communications

Topic		This quarter	Previous quarter	QoQ	YoY	Type
Total OTRS requests evaluated		322	319	+0.9%	N/A	M
	Press requests responded to	122 (not including proactive pitching)	198	-38%	N/A	M
	Misc. requests vetted (reassigned or junk)	117	173	-32%	N/A	M
Earned media (# articles) (proactively pitched)		115+ pitches resulted in 350+ articles	103 total pitches resulted in 300+ articles	+17%	N/A	N

Q2 - Communications

Topic		This quarter	Previous quarter	QoQ	YoY	Type
Staff and executive interviews/meetings supported		60+ (5+ community) (strategy support)	62 (3 community members)	0%	N/A	M
Staff receiving media training		4	0	100%	N/A	M
Requests for media corrections		30	56	-46%	N/A	R
Total announcements		11	9	+22%	N/A	M
	WMF external/press announcements	7	5	+40%	N/A	R
	WMF internal announcements	8	5	-20%	N/A	R

Type: new, reactive, maintenance

Q2 - Communications

Appendix: Social scorecard

Topic	This quarter	Previous quarter	QoQ	YoY	Type
Twitter posts (@Wikipedia)	603	239	+152%	N/A	M
Twitter engagement ¹ actions (@Wikipedia)	112,772	36,334	+210%	N/A	M
Twitter followers (@Wikipedia)	326,557	316,541	+3%	N/A	M
Twitter posts (@Wikimedia)	228	291	-28%	N/A	M
Twitter engagement ¹ actions (@Wikimedia)	7,646	12,904	-69%	N/A	M
Twitter followers (@Wikimedia)	31,218	29,202	+6%	N/A	M

Type: new, reactive, maintenance

Q2 - Communications

Topic	This quarter	Previous quarter	QoQ	YoY	Type
Facebook posts	456	326	+40%	N/A	M
Facebook engagement actions	970,197	487,551	+99%	20%	M
Facebook followers	5,159,724	4,976,280	+3.7%	17.6%	M
Unique users who engaged with content	845,650	456,589	+85%	N/A	M
Impressions	108.5M	55.8M	+94%	93%	M

Type: new, reactive, maintenance

Q2 - Communications

Topic	This quarter	Previous quarter	QoQ	YoY	Type
Total blog posts	87	83	+4.8%	N/A	M
Blog pageviews	227,568	288,711	-21.2%	N/A	M
Blog visitors	129,766	178,657	-27.4%	N/A	M
Page views per visitor	1.8	1.6	+12%	N/A	M
Blog pageviews (-major announcements/banner promotion)	N/A	261,990 (removed: Public Policy, Orangemoody)	N/A	N/A	M
Blog pageviews (major announcements)	N/A	26,721 (Public Policy, Orangemoody)	N/A	N/A	M
Blog posts from/about community	35/24	36/33	-2%/- 27%	N/A	M

Type: new, reactive, maintenance

Q2 - Communications

Appendix: Storytelling/general scorecard

Topic	This quarter	Previous quarter	QoQ	YoY	Type
Videos produced	2	7	-5	N/A	N
Storytelling interviews	0	50	-50	N/A	R
Trademark reviews	4*	21	-17	N/A	R
	Trademark responses	4*	7	-3	R
	Requests vetted	4*	14	-10	R

Per agreement with the trademarks team
to do only requested reviews*

Type: new, reactive, maintenance

Q2 - Communications

Appendix: Storytelling/general scorecard

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

Type: new, reactive, maintenance