

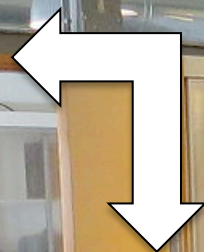


How to design and run  
a successful virtual  
editathon on a budget  
of \$0


... a Lightning Talk  
using the example of  
an event which ran for  
31 days, attracted  
71 participants  
& generated  
~841 articles

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WikiConference North America  
San Diego, CA, US | 8 October 2016 | CC-BY-SA-3.0

This is not a  
virtual  
editathon



# DESIGN STRATEGY - KEY POINTS

- 
1. Determine objective(s)
  2. Define scope
  3. Organize people
  4. Affiliate with a partner?
  5. Optimize timing
  6. Pre-event deliverables
  7. Choose tools
  8. Project management
  9. Post-mortem evaluation

- Branding
- Theme
- Meetup page
- Redlists
- Comm Plan

# OBJECTIVE & SCOPE

## **Determine Objectives(s):**

- Support for a ground event?
- One time or multi-event?

## **Define Scope:**

- How broad?
- How narrow?
- Problems with setting boundaries? What do you do?


# MONEY




- What will it cost to run this event?
- Where will you get the money?
- Grant?
- Contest? Amazon gift vouchers?

- Be creative!
- It can be done for \$0!

# PEOPLE

- 
- Identify Event Facilitator(s)
  - Engage with your editor base
    - Recruit Event Coordinators
    - MassMessage to your initial Participants' List
    - Hand deliver invitations to later editors
    - Non-invited Participants will also want to participate
  - Differentiate between Contributor and Participant
  - Deal politely with Negative Nellies

# PARTNER

- 
- If applicable to the objective or scope, align with a partner org
  - Allot enough time (weeks/months) in advance of the event to develop a plan which you can both agree to
  - Identify best communication channel with the org's liaison
  - Identify liaison, project timelines, and deliverables

# TIMING



**When:**

The timing has to work for the facilitator + the partner organization (if applicable) + your volunteer editor base

**Duration:**

3 days? 2 weeks? 1 month? 9 months?



# PRE-EVENT DELIVERABLE #1: BRANDING & THEME



- Brand awareness
- Logo(s)
- Look/feel
- Colors
- Images

# PRE-EVENT DELIVERABLE #2: MEETUP PAGE

- Hashtag
- Authority control
- Stub options


- Event template
- Wikiprojects

## Infobox:

- Dates
- Host, Facilitator, Sponsor
- Hashtag
- Social media
- Concierge Button

- Header
- Participants' List
- Redlist(s) & redlinked images
- Outcomes
  - New articles
  - Improved articles
  - New images
- Newbie How-To
- Add these to articles
- Add these to article talkpages
- Press
- External links
- Navbox
- Categories

# PRE-EVENT DELIVERABLE #3: REDLISTS

- 
- **Definition:** a redlist is a list with redlinks\*
  - **Objectives:**
    - Identify redlinks in a sortable list
    - Turn redlinks into bluelinks
  - **Development:**
    - Curated by an expert
    - Crowd-sourced
    - Meta-data-generated
  - **Intertranswiki:** Some redlinks have an article in other language Wikipedia; others don't

**\*Note:** Not all redlinks meet Notability policy.

# PRE-EVENT DELIVERABLE #4: COMMUNICATIONS PLAN

## Templates:

- Invitation
- Thank You
- Specialized Barnstar
- Talkpage Event Banner

- Project talkpage
- Chapter email list
- Hashtag
- The press

## Social Media:

- Twitter
- Facebook
- Pinterest



# TWITTER BANNER



Social media idea: create Twitter banners  
@wikiwomeninred

## TOOLS


- Lots of choices
- What works for you?
- Try something new; if you don't like it, switch.



## PROJECT MANAGEMENT

- Learn the basics
- Rely on others
- Anticipate that you'll need to make changes along the way

# POST-MORTEM

- 
- Article clean-up:
    - Add stub tags, Authority Control, etc. to article
    - Add Event Talkpage Banner, and project banners to talkpages
    - Rescue what can be rescued from AfD
  - Conduct a lessons-learned with the coordinators and/or sponsor
  - Survey the participants and the contributors
  - Debrief on the talkpage - seek feedback - don't steer the conversation.
  - Develop and/or append a "Tasks" list for your next event

# CREDITS

## Image credits:

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- [https://commons.wikimedia.org/wiki/File:Women\\_in\\_Red\\_logo.svg](https://commons.wikimedia.org/wiki/File:Women_in_Red_logo.svg) (slide 13)

## Virtual editathon example:

- [https://en.wikipedia.org/wiki/Wikipedia:Meetup/Women\\_in\\_Red/8](https://en.wikipedia.org/wiki/Wikipedia:Meetup/Women_in_Red/8)



THANK YOU

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