

# COMMUNICATIONS

April 2017 quarterly check-in



**WIKIMEDIA**  
FOUNDATION

[LAST YEAR'S DECK](#)

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**Standing for our values.**

**It's important. It's not  
always easy. It's what  
we're here to do.**



**WIKIMEDIA**  
FOUNDATION

# Immigration restrictions

 **Wikipedia**   
Published by Jeff Elder (?) · January 30 · 

The Wikimedia Foundation supports communities around the world, and strongly urges open borders that invite collaboration.



Knowledge knows no boundaries – Wikimedia Blog  
The Wikimedia Foundation is headquartered in the U.S., where we have unique freedoms that are essential to supporting the Wikimedia projects. But our mission is...  
[BLOG.WIKIMEDIA.ORG](http://BLOG.WIKIMEDIA.ORG)

65,194 people reached Boost Post

 Like  Comment  Share  

    396 Top Comments

61 shares 13 Comments



Wikimedia Foundation supports communities around the world & strongly urges open borders that invite collaboration.  
[blog.wikimedia.org/2017/01/](http://blog.wikimedia.org/2017/01/)



RETWEETS 82 LIKES 94



6:09 PM - 30 Jan 2017

COMMUNICATIONS, FOUNDATION

## *Knowledge knows no boundaries*

By Katherine Maher, Wikimedia Foundation

January 30th, 2017

*The Wikimedia Foundation is headquartered in the U.S., where we have unique freedoms that are essential to supporting the Wikimedia projects. But our mission is global. We strongly urge the U.S. administration to withdraw the recent executive order restricting travel and immigration from certain nations, and closing the doors to many refugees.*

FOUNDATION, LEGAL

## *Wikimedia Foundation joins amicus brief supporting challenge to U.S. immigration and travel restrictions*

By Michelle Paulson, Wikimedia Foundation

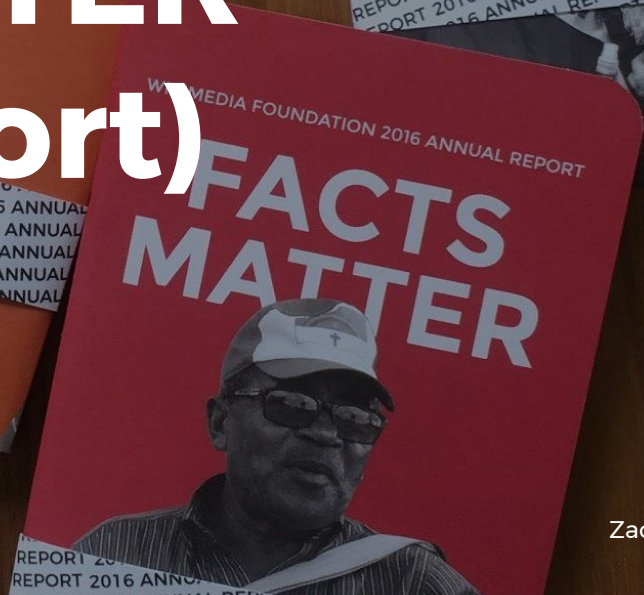
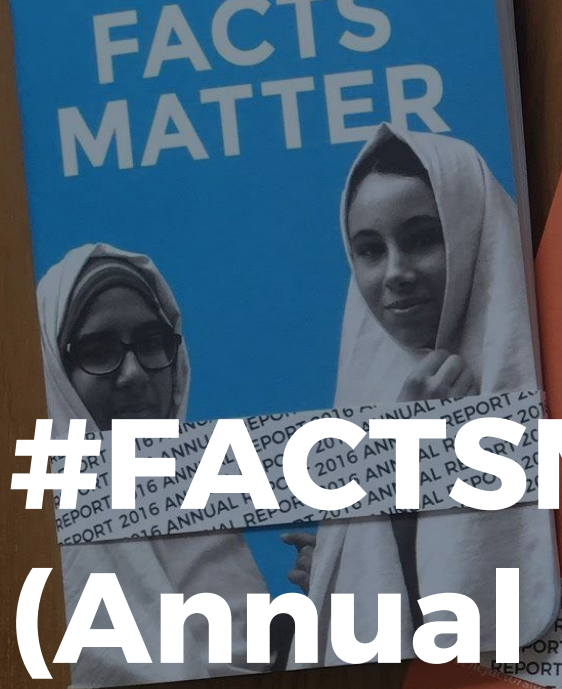
February 6th, 2017



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Earth photos public domain, Wikimedia blog screenshots CC by SA 3.0

# #FACTSMATTER (Annual Report)



# Non-discrimination policy

FOUNDATION

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

By [Katherine Maher](#), Wikimedia Foundation

March 14th, 2017

*The Wikimedia Foundation has updated its non-discrimination policy to make our commitment to our diverse community of colleagues explicit.*



Wikimedia at Work

@wikimediaatwork

Wikimedia Foundation updates non-discrimination policy on gender identity, disability, citizenship, and more.

[blog.wikimedia.org/2017/03/14/non ...](http://blog.wikimedia.org/2017/03/14/non...)

RETWEETS

10

LIKES

10



3:18 PM - 14 Mar 2017



10



10



WIKIMEDIA  
FOUNDATION

# Environmental resolution

## [Wikimedia Announcements] Wikimedia Foundation's commitment around our environmental impact

María Sefidari [msefidari at wikimedia.org](mailto:msefidari@wikimedia.org)

*Wed Mar 29 13:06:29 UTC 2017*

Hi everyone,

Since early 2015, the Wikimedia Foundation has been evaluating efforts and engaging in discussions related to the environmental impact of the movement, and specifically the Foundation. During that time, we supported improvements to our on-wiki documentation,[1] talked with members of the community, and began reviewing internal processes.



# Real-life application of the Wikimedia Foundation messaging platform

Overall message	<b>We are the future of free knowledge.</b>				
Pillars	<b>Reintroducing Wikimedia</b>	<b>The future of open</b>	<b>Building an inclusive community</b>	<b>Wikipedia for new readers</b>	<b>Where we're going together</b>
Overview	Get to know the Wikimedia you never knew.	The world needs the free and open web. Let's protect it together.	We are better with many voices. Let's make a space for everyone.	Everyone, everywhere, should have access to free knowledge.	Let us 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.

# DETAILS (by program)



**WIKIMEDIA**  
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**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 Executive Director (ED) in developing and running a process to determine the strategic priorities of the Wikimedia movement.	<b>LAST QUARTER</b>	
	<ul style="list-style-type: none"> <li>- Executive Director</li> <li>- Consultants</li> <li>- Staff</li> </ul>	<ul style="list-style-type: none"> <li>- Supported weekly updates and other communications including at Wikimedia Conference in Berlin</li> <li>- Joined the team as Track C lead (Juliet)</li> </ul>
	<b>NEXT QUARTER</b>	
	<p>Core strategy team</p> <p>Co-lead track C (Juliet and Caitlin)</p>	<p>Strategy communications: Work with core team to distribute engaging, digestible communications that clearly communicate the different phases of the strategy process and show people how they can be involved.</p> <p>Track C: Lead creation of research and findings to inform strategy discussion in higher awareness regions. Engage experts and partner institutions in strategy process.</p>

April 2017

**Communications****What you learned working on this objective or workflow:****Did anything unexpected (good or bad) happen?**

With Juliet at 50% time on strategy (Track C), we had limited capacity for normal communications work and had to adjust internal workflows and support.

For general strategy communications, we were able to maintain weekly updates from Katherine as the process was being developed. We found that we need a different approach now that the process has launched in order to engage people in the conversation.

**What would you do differently if you had to do it again?**

- Clearly define roles and responsibilities from the beginning of a project involving multiple stakeholders.
- Plan ahead and begin Track C work earlier

**Did you struggle with anything?**

See above.

April 2017

**Communications****GOAL:** Support future of Communications department

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting? And what did you learn?
Support future team direction and resources through planning and engaging in organizational processes around team leadership.	<b>LAST QUARTER</b>	
	<ul style="list-style-type: none"> <li>- Executive Director</li> <li>- Talent &amp; Culture</li> </ul>	<ul style="list-style-type: none"> <li>- Mapped current and potential capacities on team</li> <li>- Helped finalize job description through team survey</li> <li>- Engaged in process as needed (feedback, interviews, etc.)</li> <li>- Outline long-term goals for Communications</li> <li>- Investigate global localization strategies for media and PR</li> <li>- Created annual plan budget draft and supporting narrative</li> </ul>
	<b>NEXT QUARTER</b>	
	<ul style="list-style-type: none"> <li>- Executive Director</li> <li>- Talent &amp; Culture</li> <li>- Finance</li> </ul>	<p>Finalize annual planning that aligns with Foundation goals and team direction.</p> <p>Participate in team leadership process.</p>

**STATUS: IN PROGRESS**

# PROGRAM 1

## Improve public understanding



**WIKIMEDIA**  
FOUNDATION

April 2017

**Communications**

1 [LINK]

**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?
Continue media and sentiment monitoring.	<b>LAST QUARTER</b>	
	<ul style="list-style-type: none"> <li>- Meltwater</li> <li>- Minassian</li> </ul>	<ul style="list-style-type: none"> <li>- Measured impact of #ILoveWikipedia and Women's History Month promotion</li> <li>- We had an opportunity to experiment with media outreach in a new market through the WP0 partnership launch in Iraq. We are in the process of producing a coverage report with more detailed findings.</li> </ul>
	<b>NEXT QUARTER</b>	
	<ul style="list-style-type: none"> <li>-Minassian</li> </ul>	<ul style="list-style-type: none"> <li>- Ongoing media monitoring</li> <li>- Reassess how we monitor and assess impact of proactive media opportunities against messaging strategy.</li> </ul>

**ONGOING MONITORING: IN PROGRESS**

April 2017

**Communications**1 [\[LINK\]](#)**GOAL 1.2/3:** 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?
<p>Identify top narratives for messaging strategy</p> <p>Implement messaging strategy</p>	<b>LAST QUARTER</b>	
	<ul style="list-style-type: none"> <li>- Minassian</li> <li>- Department and team leads</li> <li>- Executive Director</li> </ul>	<p>Proactively secured coverage along key messaging pillars</p> <ul style="list-style-type: none"> <li>• Iraq WP0 partnership (Wikimedia for the World)</li> <li>• Anti-harassment work (Building an Inclusive Community)</li> <li>• Met Open Access, structured data on Commons (Future of Open)</li> </ul> <p>Amplified key themes through Executive Director messaging. Informed Metrics Meetings themes with messaging strategy. Developed messaging theme for Wikimania 2017.</p>
	<b>NEXT QUARTER</b>	
	<ul style="list-style-type: none"> <li>- Minassian</li> <li>- Department and team leads</li> <li>- Executive Director</li> </ul>	<p>Amplify messaging pillars through proactive broadcast media opportunities for Executive Director. Implement messaging strategy and secure proactive communications opportunities for Wikimania 2017.</p>

PILLAR DETAILS: IN PROGRESS

# Wikipedia in Iraq

Asiacell partnership:  
100+ stories in 31 countries

What will the world learn from Iraq?



# Structured data on Commons

FOUNDATION, TECHNOLOGY, WIKIDATA

*Wikimedia Foundation receives \$3 million grant  
from Alfred P. Sloan Foundation to make freely  
licensed images accessible and reusable across  
the web*

By [Wikimedia Foundation](#)

January 9th, 2017

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*The funding will support Wikimedia community efforts to enable structured data on  
Wikimedia Commons, the free media repository with more than 35 million media files.*



**WIKIMEDIA**  
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Tagline

# En savoir plus

**This year's Wikimania is a chance to go further and learn more:**

Examples of tracks or key themes

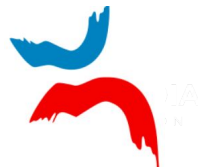


**More than an encyclopedia**  
(Wikipedia and sister projects)

**The future of free knowledge**  
(movement strategy)

**Our shared missions**  
(partner organizations /GLAM )

**The world around us**  
(cultural outings in Montreal)



# Community health initiatives

FOUNDATION, GLOBAL, WIKIMEDIA

*Wikimedia Foundation receives \$500,000 from the Craig Newmark Foundation and craigslist Charitable Fund to support a healthy and inclusive Wikimedia community*

By Wikimedia Found  
January 26th, 20

COMMUNITY, RESEARCH, TECHNOLOGY

*Algorithms and insults: Scaling up our understanding of harassment on Wikipedia*

By Ellery Wulczyn, Wikimedia Foundation  
Dario Taraborelli, Wikimedia Foundation

, Jigsaw  
Jigsaw  
h, 2017

COMMUNICATIONS, COMMUNITY, DATA ANALYTICS, GENDER GAP,  
INTERVIEW, WIKIPEDIA

*How a feminist stood up to trolls and measurably changed Wikipedia's coverage of women scientists*

By [Ed Erhart](#), Wikimedia Foundation  
[Jeff Elder](#), Wikimedia Foundation

March 7th, 2017



WIKIMEDIA  
FOUNDATION

# Met open access launch

24K views on blog as orgs  
worked together to promote



Public domain

**GOAL:** Amplify messaging through Executive Director appearances

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting? And what did you learn?
Support public speaking and media opportunities with Executive Director as critical spokesperson to amplify key messages around the world	<b>LAST QUARTER</b>	
	<ul style="list-style-type: none"> <li>- Executive Director</li> <li>- Minassian</li> </ul>	<ul style="list-style-type: none"> <li>- Supported media and public speaking appearances</li> <li>- Refined Executive Director narratives and key messages</li> <li>- Secured proactive media opportunities based on messaging strategy</li> </ul>
	<b>NEXT QUARTER</b>	
	<ul style="list-style-type: none"> <li>- Executive Director</li> <li>- Minassian</li> </ul>	Support media and public speaking appearances Refine Executive Director narratives and key messages Identify and secure proactive broadcast media opportunities Major appearances on Al Jazeera English and Accelerate Good Global conference

**STATUS: IN PROGRESS**

April 2017

**Communications**

1 [LINK]

**What you learned working on this objective or workflow:****Did anything unexpected (good or bad) happen?**

- Public relations support for Wikipedia Zero Asiacell partnership was a new opportunity for us to proactively message a Zero partnership, it also came up about a month before the launch at Mobile World Congress 2017.
- We had an opportunity to be part of the conversation around the recent executive orders from the U.S. administration, but this also had its pain points -- addressing community feedback, quick turnaround, new territory for us.

**What would you do differently if you had to do it again?**

- Talk internally about how we position the Foundation in matters like the U.S. Administration's Executive Orders with key stakeholders to guide how we choose to get involved and how we respond to questions, negative feedback, etc.

**Did you struggle with anything?**

- Understanding the media landscape, collaboration with Asiacell, and venturing into new territory with a proactive partnership launch in a short time frame was hard. Starting early, leveraging the expertise of media experts and community local knowledge is key.

# PROGRAM 2

# Brand consistency



**WIKIMEDIA**  
FOUNDATION

April 2017

**Communications**

2 [LINK]

**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?
Share Wikimedia culture and promote community action through video	<b>LAST QUARTER</b>	
	Various stakeholders	<a href="#">What is Creative Commons?</a> , <a href="#">This is Wiki Indaba</a> , <a href="#">Teaching Wikipedia in Egypt</a> , <a href="#">The purpose of copyright is to build a rich public domain</a> , <a href="#">Wikimeetup Baghdad, Iraq (and in Arabic)</a> , <a href="#">Message from Wikimedians of Iraq</a> , <a href="#">Felix Nartey clip</a> , <a href="#">2030.wikimedia.org</a> , <a href="#">Women in botany and Wikipedia</a>
	<b>THIS QUARTER</b>	
	Out on leave	Out on leave

**STATUS: COMPLETE**



**Anyone is welcome  
to edit Wikipedia.**





"This is Wiki Indaba" screenshot of video by Victor Grigas, CC by SA 3.0

April 2017

**Communications**

2 [LINK]

**GOAL 2.2: Design standards and support**

What is your objective?	Who are you working with?	What impact / deliverables? And what did you learn?
Kick-off Annual Report 2017	<b>LAST QUARTER</b>	
	<ul style="list-style-type: none"> <li>- Fundraising, Community Engagement, Technology, Legal, Mule Design</li> </ul>	<ul style="list-style-type: none"> <li>- Completed and published Annual Report</li> <li>- Reviewed status of MediaWiki and options for WikimediaFoundation.org</li> <li>- Developed design system for all Fundraising event materials (invitations, coasters, banners, etc.)</li> </ul>
Kick-off WikimediaFoundation.org site redesign	<b>THIS QUARTER</b>	
	<ul style="list-style-type: none"> <li>- Fundraising, Community Engagement, Technology, Legal, Web development agency, Annual Report agency</li> </ul>	<ul style="list-style-type: none"> <li>- Create an expanded process (committee + vendor) for the Annual Report</li> <li>- Kick-off WikimediaFoundation.org redesign process by creating project brief and finding design partner (vendor)</li> </ul>
Support Wikimania design needs		

ANNUAL REPORT 2016: COMPLETE

WIKIMEDIAFOUNDATION.ORG: IN PROGRESS

April 2017

**Communications**2 [\[LINK\]](#)**What you learned working on this objective or workflow:****Did anything unexpected (good or bad) happen?**

The Annual Report inspired conversations among Wikimedians and Foundation staff. In 100+ emails, folks discussed the Report's tone, timing, and messaging. The first community response had a negative tone, which created an antagonized dynamic for many of the subsequent conversation. Many responses addressed a topic larger than the Communications department could address alone, especially, what should the parameters be for the Foundation regarding anything perceived as political. On a Wikimedia-1 thread about the Report, 9 community members said the project was inappropriate for political content, 9 said it was acceptable as political content but should have been crafted differently, and 9 said they felt the Report was well-done and acceptable.

**What would you do differently if you had to do it again?**

We have already restructured the process for the annual report. This includes a longer timeframe, clear roles for stakeholders, and better alignment around expectations. We are planning for more transparency to community to avoid surprise and misunderstanding. We hope to create measurable outcomes with Major Gifts for the next year.

**Did you struggle with anything?**

There was tension during and after the annual report which is difficult to deal with during a tightly scheduled project. We are interested in expanding the conversation around the Foundation's role, and staff's role in discussing our work with the community.



**54,058**

**Website pageviews**

**79,012+**

**Social media post views**

**32**

**Unique community responses**

**23,974**

**Unique visits to website**

**2,500**

**Printed editions created**

**9**

**Negative community responses**

# 2016 Annual Report overview

*Data from Annual Report launch on March 1 through April 24. Social media post data reflects just top Annual Report Facebook post among several published. Community responses were measured from Wikimedia-1 thread titled [More Politics "WMF Annual Report"](#)*

A photograph of three people in a field. In the foreground, a man wearing a grey jacket and a light-colored bucket hat is looking through a telescope mounted on a tripod. The telescope has a blue logo that says 'JICA'. Behind him, another man in a grey jacket is looking in the same direction. In the background, a third man in a brown jacket and glasses is also looking. The background is filled with green foliage, including what appears to be corn plants. The overall scene suggests a field study or observation activity.

# 5 updates to Annual Report

Photo by Ade Javanese.CC BY-SA 4.0

# PROGRAM 3

## Understand new audiences



**WIKIMEDIA**  
FOUNDATION

April 2017

**Communications**3 [\[LINK\]](#)**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?
<ul style="list-style-type: none"> <li>- Develop a framework for the way we think about current and future audiences.</li> <li>-Begin targeted research into identified priority segments.</li> </ul>	<b>LAST QUARTER</b>	
	<ul style="list-style-type: none"> <li>- Stakeholders from across the organization.</li> <li>- External audiences</li> <li>- Editing, Design Research, Community Engagement</li> </ul>	<ul style="list-style-type: none"> <li>Prioritized audiences for further research (complete)</li> <li>- Scoped and completed preliminary research about external audiences</li> <li>- Socialized research to internal and external parties</li> <li>- Editing research launched</li> </ul> <p>Note: Sr. Aud Dev Manager on leave for part of last quarter.</p>
	<b>NEXT QUARTER</b>	
	<ul style="list-style-type: none"> <li>- Editing, Design Research, Community Engagement</li> </ul>	<ul style="list-style-type: none"> <li>- Provide guidance via Steering Committee on New Editors research. Locations confirmed: South Korea and Czech Republic. Internal team working with Reboot.</li> </ul> <p>Note: Sr. Aud Dev Manager on leave for part of this quarter.</p>

AUDIENCE SEGMENTATION: NEW

# PROGRAM 4

# Increase adoption



**WIKIMEDIA**  
FOUNDATION



April 2017

**Communications**

4 [LINK]

**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?
<p>Create and launch promotional materials in Nigeria</p> <p>Consult and plan promotional approach in India</p>	<b>LAST QUARTER</b>	
	<ul style="list-style-type: none"> <li>- Community events, Partnerships, Facebook, and Google's Next Billion Users team</li> </ul>	<ul style="list-style-type: none"> <li>- Attended Wiki Indaba to hold workshops about Wikipedia promotion across African communities</li> <li>- Met Facebook Non-Profits lead in February to plan outreach among New Readers nations</li> <li>- Met with Google's Next Billion Users team to discuss Knowledge Panel and local language content support</li> <li>- Interviewed 8 Nigerian marketing agencies &amp; selected 1 partner (Anakle) for Q4 New Readers video ad pilot</li> </ul>
	<b>NEXT QUARTER</b>	
	<ul style="list-style-type: none"> <li>- Wikimedia Nigeria, Anakle, New Readers team, Wikimedians in India, Indian agency TBD</li> </ul>	<ul style="list-style-type: none"> <li>- Full consultation, production, and launch of Wikipedia promotional materials (videos) in Nigeria</li> <li>- Selection of marketing partner in India</li> </ul>

**STATUS: IN PROGRESS**

A large group of approximately 50 people, including men and women of various ages and ethnicities, are posing for a group photo on a green lawn. They are arranged in several rows, with some people sitting or kneeling in the front and others standing behind. The background features a tall, dense green hedge and a paved walkway. The overall atmosphere is bright and outdoorsy.

# Wiki Indaba In Ghana

**fundi**

(Swahili: expert)

معرفة

(Arabic: knowledge)

**nilee**

(Ga: knowledge)

**ìtókásí**

(Yoruba: reference)

**ìmò**

(Yoruba: knowledge)

**nimdie**

(Twi: knowledge)

**How to explain Wikipedia in 1 word...**

April 2017

**Communications**

4 [LINK]

**What you learned working on this objective or workflow:****Did anything unexpected (good or bad) happen?**

- Learned that Google's Next Billion Users countries overlap 5 of our 6 New Readers nations (Mexico, India, Nigeria, Brazil, Indonesia) and that their team validated much of our user research
- Found massive support and enthusiasm for awareness work at Wiki Indaba, with many countries interested in promotional videos and social media posts
- With a modest budget for promoted posts we broke through to a strong new global audience of women who "liked" Wikipedia as a brand on Facebook and engaged with Women's History Month posts

**What would you do differently if you had to do it again?**

- Would have formed Wikimedia Nigeria marketing group earlier to more formally consult on marketing vendor selection (we still ended up choosing a community-suggested vendor)

**Did you struggle with anything?**

- We need to be bolder about commenting and engaging in real time, realizing that sometimes we will misstep

April 2017

**Communications**

4 [LINK]

**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?
Work to increase diversity via specific channels and programs.	<b>LAST QUARTER</b>	
	<ul style="list-style-type: none"> <li>- Campaign to increase female Facebook fans via Women's History Month (WHM) posts.</li> <li>- Explore branded GIFs</li> </ul>	<ul style="list-style-type: none"> <li>- We targeted women with Women's History Month posts in an effort to address gender imbalance on our Facebook page.</li> </ul>
Engage through social media  Create (now improve) social campaign prototype	<b>NEXT QUARTER</b>	
	<ul style="list-style-type: none"> <li>- Work with social team members and other teams to apply WHM learnings to processes for a greater relevance of targeted posts</li> <li>- Comment more in real time with community and social audience around timely topics</li> </ul>	<ul style="list-style-type: none"> <li>- Cut workload while expanding return on investment (ROI) by better applying goals and processes to production</li> <li>- Use new grid for daily schedule and documentation</li> <li>- Greater alignment with larger Foundation goals</li> <li>- Greater engagement in measurable metrics and in a larger ongoing conversation that provides feedback</li> <li>- Expanded use of GIFs but did not brand them</li> </ul>

**STATUS: IN PROGRESS**

# Women's History Month

**March 2015:** Gender gap grew by 54,615

**March 2016:** Gender gap grew by 9,573

**March 2017:** Gender gap *shrank* by 100,224



# PROGRAM 5

## Grow audiences



**WIKIMEDIA**  
FOUNDATION

April 2017

**Communications**

5 [LINK]

**GOAL 5.1:** 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?
Connect with growing communities	<b>LAST QUARTER</b>	
	<ul style="list-style-type: none"> <li>- Facebook group</li> <li>- Global reach</li> <li>- Targeted audiences</li> </ul>	<ul style="list-style-type: none"> <li>- Brought in NIMBEI members</li> <li>- Targeted posts on Facebook</li> </ul>
Grow three new social channels, with at least one in Asia.	<b>NEXT QUARTER</b>	
	<ul style="list-style-type: none"> <li>- Work with Facebook group and global reach team to target social media posts</li> <li>- Execute blog and social campaign recruiting new channel partners and audiences in Asia and for Pinterest</li> <li>- Work with global reach and Commons community to grow Instagram in key communities</li> </ul>	<ul style="list-style-type: none"> <li>- Connect more specifically to capture feedback, deliver messaging, and deepen connections; procure data and quotes to inform blog and social team and others</li> <li>- Expand measurable reach, add community feedback to processes</li> <li>- Expand reach of image-driven social media into global communities, measuring fan growth and engagement</li> </ul>

**STATUS: IN PROGRESS**



April 2017

**Communications**5 [\[LINK\]](#)**What you learned working on this objective or workflow:****Did anything unexpected (good or bad) happen?**

- We did not expect such success from the Women's History Month campaign that gained us 100,000 new women fans in key growth nations
- Our Instagram growth plateaued, and we ceased growth in key nations

**What would you do differently if you had to do it again?**

- We would have paid for sponsored posts on Facebook earlier, especially to target countries and audiences we are seeking to break through to
- If we pay for sponsored Instagram posts in nations like Nigeria we will likely boom for very little ad spend

**Did you struggle with anything?**

- There was pushback from male staff in Metrics when we presented on the Women's History Month campaign
- We continue to struggle connecting with Asian Wikimedians on social media, dating back to China killing our verified Weibo account

April 2017

**Communications**5 [\[LINK\]](#)**GOAL 5.2:** Surfacing and spreading best audience practices

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting? And what did you learn?
<p>Surface best practices in events across Foundation</p> <p>Work with teams across organization to think about how to use audience work in their own work</p> <p>Customer relationship management (CRM) research</p>	<b>LAST QUARTER</b>	
	Product; Research; Analytics; cross-team collaboration on CRM research; Movement	<ul style="list-style-type: none"> <li>- Collected and disseminate information from events audit and research</li> <li>- Make recommendations for CRM solution for teams across Foundation</li> </ul>
	<b>NEXT QUARTER</b>	
	To be determined (TBD)	<ul style="list-style-type: none"> <li>- Piloting CRM (Highrise) for strategy process</li> <li>- Other work and planning on hold until Mel is back</li> </ul>

**STATUS: IN PROGRESS**

April 2017

**Communications**

5 [LINK]

**GOAL 5.3: 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	<b>LAST QUARTER</b>	
Humanize the movement  Feature Wikimedians, their work, and their motivations	<ul style="list-style-type: none"> <li>- Foundation staff</li> <li>- Community</li> </ul>	<ul style="list-style-type: none"> <li>- Continued pushing regular features: the digest, profiles, "Why I," and "Wait, what?," including interviews with Wikipedians whenever possible</li> <li>- Supported Foundation announcements</li> </ul>
Support and announce Foundation initiatives	<b>NEXT QUARTER</b> <ul style="list-style-type: none"> <li>- Add process for blog post and digest item requests</li> <li>- Increase number of community members in digest and photos</li> <li>- Codify organized drafts process for Foundation blog posts</li> </ul>	<ul style="list-style-type: none"> <li>- Add documentation to process to improve tracking of blog team's work</li> <li>- Continue to show community the digest is a destination for their smaller news</li> <li>- Use documentation process to guide posts toward larger drafts and away from incremental and ongoing changes</li> </ul>

**STATUS: IN PROGRESS**



**Thanks!**

# COMMUNICATIONS SCORECARDS

April 2017 quarterly check-in



**WIKIMEDIA**  
FOUNDATION

[PREVIOUS YEAR](#)

CHECK IN

TEAM/DEPT

PROGRAM

April 2017

**Communications**

Press

Topic		This quarter	Previous quarter	QoQ	YoY	Type
Total OTRS requests evaluated		~200	191	5%	93%	M
	Press requests responded to	125	90	28%	12%	M
	Misc. requests vetted (spam)	217	99	119%	42%	M
Earned media (# articles) (proactively pitched)		107	41, (2 op-eds placed)	61%	88%	N

Type: new, reactive, maintenance

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TEAM/DEPT

PROGRAM

April 2017

**Communications**

Press

Topic		This quarter	Previous quarter	QoQ	YoY	Type
Staff and executive interviews/trips supported		87	76	14%	+24%	M
Staff receiving media training		0	2	-100%	-100%	M
Requests for media corrections		5	0	100%	-80%	R
Total announcements		7	7	0%	-28%	M
	WMF external/press announcements	4	2	100%	0%	R
	WMF internal announcements	3	4	-25%	-40%	R

Type: new, reactive, maintenance

CHECK IN

TEAM/DEPT

PROGRAM

April 2017

**Communications****Social**

<b>Topic</b>	<b>This quarter</b>	<b>Previous qr/yr</b>	<b>QoQ</b>	<b>YoY</b>	<b>Type</b>
Twitter posts (@Wikipedia)	819	1,537	-47%	+156%	<b>M</b>
Twitter followers (@Wikipedia)	360,701	350,729	2.8%	+43%	<b>M</b>
Tweet impressions (@Wikipedia)	13.3M	13M	2.3%	+44%	<b>M</b>
Media views (@Wikipedia)	510,774	62,989	710%	+121%	<b>M</b>
Twitter posts (@Wikimedia)	149	110	35%	-61%	<b>M</b>
Twitter followers (@Wikimedia)	40,810	38,500	6%	+30%	<b>M</b>
Twitter posts (@Wikimediaatwork)	33	26	27%	NA	<b>N</b>
Twitter followers (@Wikimediaatwork)	3,368	3,153	6.8%	NA	<b>N</b>



CHECK IN

TEAM/DEPT

PROGRAM

April 2017

**Communications****Social**

Topic	This quarter	Previous quarter/yr	QoQ	YoY	Type
Facebook posts	640	738	-15%	+60%	M
Facebook engagement actions	1,799,929	1,769,867	1.7%	+129%	M
Facebook followers	5,585,735 (as of 3/31)	5,447,694 (as of 12/31)	2.8%	+9.5%	M
Unique users who engaged with content	1,851,503	1,767,835	4.5%	+22%	M
Impressions	135,957,425	136,352,225	0.2%	+26%	M

Type: new, reactive, maintenance

CHECK IN

TEAM/DEPT

PROGRAM

April 2017

**Communications****Social**

Topic	This quarter	Previous quarter/yr	QoQ	YoY	Type
Instagram posts	210	270/na	-28%	N/A*	M
Instagram followers	51.8K	46.2K/na	10%	N/A*	M
Pinterest	92	94/94	-2%	N/A*	M
Pinterest followers	69.2K	64.7K/na	7%	N/A*	M
Pinterest impressions (all Wiki content)	20.4M a month	18M a month	13%	N/A*	M

\*Instagram and Pinterest were not used last year

Type: new, reactive, maintenance

April 2017

**Communications****Blog**

Topic	This quarter	Previous quarter	QoQ	YoY	Type
Total blog posts	66	74	-11%	-21%	M
Blog pageviews	299,850	252,168	+19%	-11%	M
Blog visitors	191,871	153,897	+25%	-12%	M
Pageviews per visitor	1.6	1.6	0%	-11%	M
Blog pageviews (-on-wiki banner promotion)	250,400	232,875	N/A*	N/A*	M
Blog pageviews (on-wiki banner promotion)	49,801 ( <a href="#">2016's most-read English Wikipedia articles</a> )	19,293 ( <a href="#">Wiki Loves Monuments</a> )	N/A*	N/A*	M
Blog posts <b>from/about</b> community	16/27	21/31	-24%/ -13%	-20%/ -21%	M

\*Banner promotions for the blog are not directly comparable

Type: new, reactive, maintenance

CHECK IN

TEAM/DEPT

PROGRAM

April 2017

**Communications**

**Storytelling**

Topic	This quarter	Previous quarter	QoQ	YoY	Type
Videos produced	10	7	+3	same	N
Storytelling interviews	-	0	0	same	N
Trademark reviews*	5	10	-5	same	R

Type: new, reactive, maintenance

CHECK IN

TEAM/DEPT

PROGRAM

April 2017

**Communications**

**Product & ED**

<b>Topic</b>	<b>This quarter</b>	<b>Previous quarter</b>	<b>QoQ</b>	<b>YoY</b>	<b>Type</b>
Product launches	0	0	-	n/a	<b>R</b>
Product messaging support	-	-	-	n/a	<b>R</b>
Executive presentations	6	6	-	+20%	<b>R</b>

Type: new, reactive, maintenance