AFRICA WIKI CHALLENGE 2022 ORGANISER'S GUIDE

Why should you participate as a local organiser?

As of 2016, only 2.6% of the content on Wikipedia was about Africa. Since then, there have been several concerted efforts to improve the number. We acknowledge the work put in by editors and Wikipedians all over the world; affiliates and individuals who have a passion for making information available.

Currently, just about 5% of the content that exists on Wikipedia is on Africa. This campaign is aimed at contributing more to improve the number. Keeping in mind that Africa is the Second (2nd) largest continent on the planet, this is a concerted effort aimed at improving not only the statistics but the narrative. And to help bridge the content gap about Africa on the web.

The Africa Wiki Challenge is aimed at getting contributions about Africa, from Africans in Africa and in the diaspora. Simply put, it seeks to generate Africa-related content on Wikipedia to project not only places in Africa but to highlight the unique stories and values the continent holds.

How can organisers participate?

Organisers can help this campaign by;

--**Coordinating activities in their country or region.**

- Host a webinar or virtual training - Train and educate participants who want to learn about how to contribute to the campaign
- Host a (virtual) editathon - Host participants either virtually or physically to contribute to the campaign together. Please adhere to the covid restriction and safety protocols in your country.

--**Create awareness about the campaign.**

- Run a local drive - Advertising the campaign and encouraging participation through publications (press release, media drive, granting interviews about the campaign, etc.).
- Help us to amplify the campaign - Share information about the campaign on social media including Facebook, Instagram, WhatsApp, Twitter, etc.
- Translate and transcribe - Create campaign videos or messages in languages that communicate best to your community.

--**Assist individual participants who want to participate from their respective countries.**

- Organise a training session or webinar to educate participants on how to contribute
- Direct prospective participants to necessary resources that could help their participation

Before AWC 2022

Ensure to create your program dashboard on the AWC campaign dashboard if your community is participating to track their contributions

- Encourage members to sign up on the dashboard
- 3 weeks before the launch date which is (25th May)
- Start engaging your community about your intentions and ideas.
- Identify what kind of events are ideal for your community.

2 weeks before the launch date:

- Share the How to Participate guide(s)
- Share communication materials to encourage participation
- Share about 2 or 3 times a week to encourage more people to participate

At least 1 week before the launch date:

- Inform your community and invite them to attend the launch
- Share blog and publication for the AWC.

During the AWC 2022 Challenge (25th May to 31st June)

- Keep sharing the how-to-participate resource materials on all available social media platforms and other selected communication media for your community.
- Encourage users to share their achievements on social media (to encourage others/create a sense of competition).
- Remind participants to always use the hashtag #AWC in their Edit summaries.
- Keep sharing statistics via social media to encourage more participation and competition.
- You can reshare posts from the international organizing team
- As an organizer, ensure you are available to provide further tips and advice when required.
- Reach out to the International Organizing Team at any point during the contest.

After the campaign

- Compile all statistics and generate your metrics from the programs dashboard you created
- Communicate the results to your community and the International Organizing Team.

Local Prizes

If you wish to provide a local (or national) prize to support #AWC in your community, you may apply for a rapid grant between **Now to May**. We strongly advise that you apply **before the 15th May**, as after that date WMF may not receive or process grant applications.

Track Activities

You can track your activities via the outreach dashboard. The outreach dashboard allows you to track stats such as;

- The total number of articles improved,
- The total number of articles created,
- The number of participants, etc.
- Signup to the AWC Campaign Dashboard to help us track activity from your country.

Need ideas? Watch our office hour video.

If you need help please reach out to **Kaffzz (Eugene)** via emasiku@ofwafrica.org or **Naa Tsotsoo (Christabel)** via clarmie@ofwafrica.org
Please remember to evaluate your contest in light of local COVID-19 protocols for events. Consider using the WMF Grants COVID risk assessment.