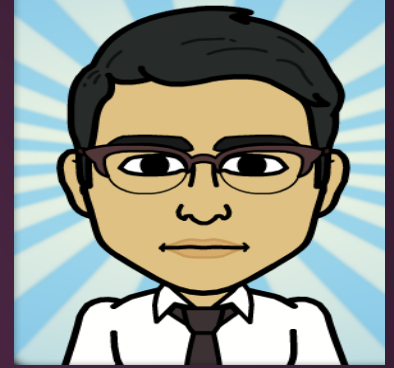


# Zero-cost strategies for Wikimedia outreach

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*Wikipedian*



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# Why zero cost?

- \* Freedom to try out any idea. No boring reports to fill out :-)
- \* Can be easily repeated by others. Eg : GLAM
- \* Timeline of your choice.
- \* Easier to make changes to the event.
- \* The PE&D team found it's the way to go!

# Zero-cost projects

- \* Online edit-a-thons (our favourite!)
- \* Wikipedia Workshops
- \* *Featured Wikimedian of the Month*
- \* Wikipedia talks
- \* Blogging party

# Key learnings from online edit-a-thons



## WHAT WORKED

- \* Themed edit-a-thons on weekends
- \* Media coverage
- \* Engaging existing participants & recruiting new participants
- \* Institutional support



## WHAT DIDN'T WORK

- \* Editing workshop on IRC
- \* Uniting all Indic language communities

# Numbers from the WHM edit-a-thon

\* 4 languages, 67 signed up participants, 251 new articles, 8 workshops

\* Post-event evaluation: 11 edits/person (median)

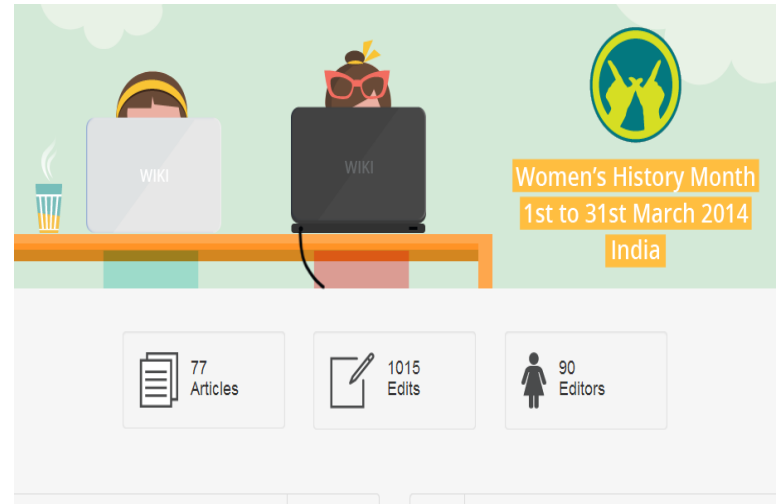
\* 18.25 % of all edits in the event category

\* Highest no. of edits by a participant = 345

\* 7 signed up participants with zero edits

# Some other ideas

- \* Label-a-thons on Wikidata
- \* A Stat-board for fun :-)
- \* Wikiparty for friends
- \* Translate-a-thons!
- \* Adopt-a-biography



# Wikipedia workshops

- \* Spread the word : social media, event page
- \* Facilitators : volunteers from the same locality
- \* Gather : at a public place or an office space
- \* Best timing : evenings
- \* Give : barnstars
- \* Resources : as e-mail or .pdf
- \* Help : on-wiki/e-mail support



# Featured Wikimedian of the Month



## WHAT WE DID

- \* 12 profiles, selection ensuring diversity
- \* an option to include editors not willing to reveal their identity
- \* spread the word on mailing lists and social media



## YET TO DO

- \* Refined criteria for selecting the featured Wikimedian
- \* Clarity on who is an Indian Wikimedian
- \* Clarity on Wikicredits

# Wikipedia talks

## WHERE & HOW?

- \* Fests in educational institutes
- \* A talk or two about Wikimedia projects or programs by volunteers
- \* Aimed at introducing Wikimedia & inspiring to contribute

## PROS

- \* Mass awareness
- \* Less volunteer time

## CONS

- \* No hands-on experience

# Learnings from blogging

- \* Simple language, suitable for all reading ages and non-native speakers
- \* Short, illustrated and jargon-free
- \* Review by non-Wikimedians
- \* Use multiple publishing platforms
- \* Add translations if possible

# Volunteers & zero-cost projects

# Where are your volunteers lurking ?

- \* On-wiki, of course!
- \* Wikimedia workshops, Wikipedia talks
- \* On social media and blogs
- \* Or even your neighbour :-)

# What should you have in store for your volunteers?

- \* The event page!
- \* Toolkit for different workgroups
- \* A list of useful resources
- \* FAQ (and answers!)
- \* An open mind :-)

# How to engage your volunteers?

- \* Always keep them in the loop
- \* Ordering v/s suggesting
- \* Appreciate heartily
- \* Offer help
- \* Make them famous!
- \* Smile :-)

# How do we deal with volunteer burnout?

- \* Adequate interval between events
- \* Rotate your volunteers, don't keep ping-ponging the same people :-)
- \* Hang out on a Friday evening :-)



# Stay Cheerful :-)

Thank You!

