10 Things You Can Do to Improve Your Communications
1. Conduct a communications audit

- Review goals for past year
- Assess press coverage and impact
  - Assess media channels
- Assess marketing efforts and impact
- Identify common narratives or questions
- Opportunity to identify focus areas for upcoming year
2. Develop a communications plan

- Timeline
- Channels
- Audience
- Smart goals
- Evaluation
- Team
3. Focus on building relationships with 2-4 specific media outlets

- Identify media outlets
- Identify your primary message
- Reach out appropriately and consistently
- Request to meet with editorial board
- Discuss your planned "big news" events in advance
4. Explore new communications channels (Be bold!)

- Review social media
  - Which are most popular in your area?
- Consider media outlets not previously contacted
  - There is more than TV and newspapers
  - Education focused magazines
  - Technology blogs
  - Radio stations
  - Podcasts

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5. Utilize movement-wide resources

- Wikimedia Blog
  - Community Digest
  - Events
  - Volunteer profiles
  - Affiliate milestones
- Social media
  - Twitter, Facebook, Instagram, and Pinterest
  - Facebook group: Wikimedia Foundation Social Media Huddle
- m:ComCom
- communications@wikimedia.org
6. Build communications resources that will be frequently used

- Press kits
- Template press releases
- Answers to frequently asked questions
- Help with the above is available (or coming) to Communications Resource Center
  - m:_CRC
7. Organize a communications team

- Helpful to spread the work
- Empowered group that can respond to media inquiries
- Clarity on who is "managing" social media channels
- Contact people for Wikimedia Foundation Communications Team
- Helpful to have a group email mailing list
8. Collect stories for future use

- Collection to pull from for media inquiry
- Written
- Video
- Photo
- Graphics
- Audio

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9. Talk to your audience

- No need to be a mind reader!
- Begin dialogue on:
  - What they want communicated
  - Where they want it communicated
  - When they want it communicated
- Begin to collect stories
  - "What does Wikipedia mean to you?"
  - "Why do you edit?"

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10. Talk to your colleagues!

- Other affiliates:
  - m:AFF
- Wikimedia Foundation Communications Department
  - m:Communications
  - communications@wikimedia.org