

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



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

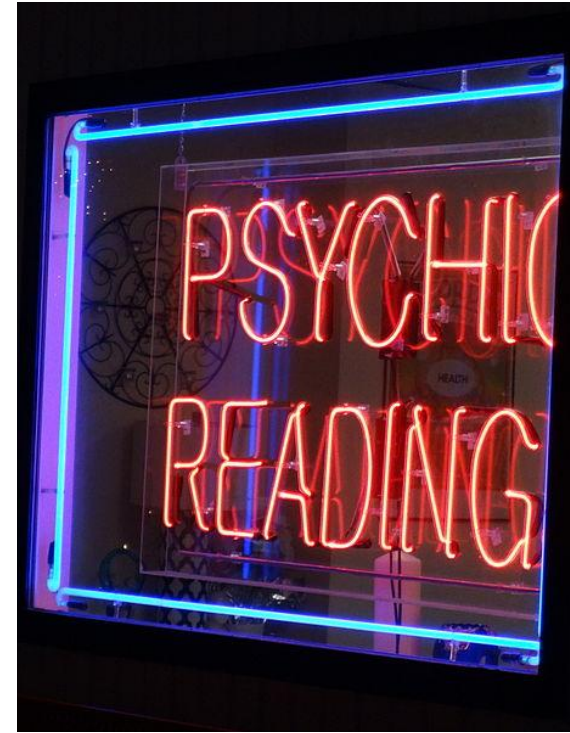
8. Collect stories for future use

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



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?"



10. Talk to your colleagues!

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

<https://meta.wikimedia.org/wiki/CRC>
communications@wikimedia.org

