



**CONNECT
TO LEARN!**
შეუერთდი სწავლას!

How we use thematic challenges for the Czech community

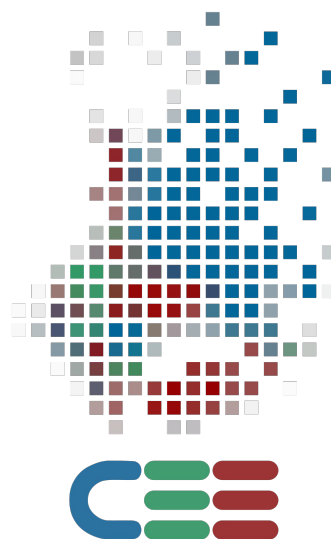
Klára Joklová, Wikimedia Czech Republic



Who am I
(to tell you what to do)?



Klára Joklová
Executive director of
Wikimedia Czech Republic
since march 2018.



What does it look like?

- An editing or photo challenge or a contest focused around a specific topic.
- Lasts around a month or longer.
- Is a mix of several online and usually on site events like editathons.



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Goals of thematic challenges

- to attract new editors,
- to motivate wikipedians to create content,
- to gain more articles/photos on a given subject for Wikimedia projects,
- to attract attention of media and public to Wikipedia and given subject - these are all topics of media interest (influencer wiki),
- to link the activities of all WMCZ programs - educational, community and partnership - join forces for the one main topic.



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Busy all year round

march



**Women's month
on Wikipedia**

june



**Human rights
month
on Wikipedia**

august-september

**Czech Wiki
Photo**



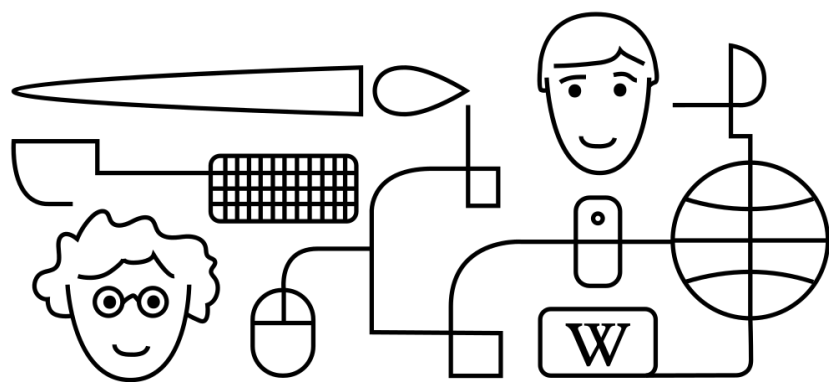
**Contest
Czechoslovakia
1948-89**

october-november



Thanks to that the backbone of our annual plan looks like this:

<i>January</i>	Announcement of Czech Wiki Photo 22
<i>February</i>	Community Minigrants
<i>March</i>	WIKIGAP MONTHLY CHALLENGE
<i>April</i>	Open collections report
<i>May</i>	We Photograph Czechia
<i>June</i>	HUMAN RIGHTS MONTH
<i>July</i>	Czech Wiki Photo 23
<i>August</i>	Budget 24
<i>September</i>	Approval of the activity plan
<i>October</i>	Wikimedia Community Fund application
<i>November</i>	CHALLENGE CZECHOSLOVAKIA 48'-89'
<i>December</i>	SENIORS MONTH





March



**Women's month
on Wikipedia**

MAIN FOCUS: To attract specific target group: woman & newcomers

Other specifics:

- Partners: woman/gender NGOs; local institutions with an interest in bring attention to certain issues -e.g. Czech Academy of Sciences – women scientists.
- Cooperation with different Ambassadors (Embassies of Sweden, USA, UK, Ireland, ...)
- It is a mix of several online and usually on site events like editathons in more than one city.

Useful tip: creating a Czech women's wiki FB group where can members share their experiences throughout the year.



June



**Human rights
month
on Wikipedia**

MAIN FOCUS:

Covering the content gap of complicated and complex topics

Other specifics:

- Topic: is wider than might seems - minorities, migrants, LGBTQ+, historical events, climate change etc.
- Attract specific partners (mainly NGOs), who could cover this content gap
- Student participation
- It is a mix of several online and usually on site events like editathons and editing training for NGOs

Useful tip: take advantage of existing partners' activities and join them - International Refugee Day.

Czech Wiki Photo



august-september

MAIN FOCUS:

Support quality photography

Other specifics:

- Target group: newcomers
- A way to bring attention to Commons and free licenses
- The challenge ends with an exhibition of award-winning photographs in January
- Useful tip: use an expert jury of professional photographers/ wiki photographers



**Contest
Czechoslovakia
1948-89**



october-november

MAIN FOCUS:

Covering the content gap of complicated and complex topics

Other specifics:

- Topic: Czech modern historical theme
- Involvement of academic partners - teachers and students
- It is a mix of several online and usually on site events like editathons in more than one city - we connect with public lectures by historians; editaton culminates semester course for students
- Useful tip: we found a wikipediaian ambassador who's been covering the topic

**Challenges help
to gain new
(diverse) editors
and keep the
current ones
engaged.**



PHOTO: Richard Sekerak (WMCZ), [CC BY-SA 4.0](#), via [Wikimedia Commons](#)

Women's month on Wikipedia



MĚSÍC ŽEN
NA WIKIPEDII



PHOTO: Richard Sekerak (WMCZ), [CC BY-SA 4.0](#), via [Wikimedia Commons](#)



Women's month on Wikipedia



**MĚSÍC ŽEN
NA WIKIPEDII**

- This year's challenge was covered by 6 newspapers and radio stations.
- Last year in March 394 articles about women were created in total – once as many as usual on Czech Wikipedia.
 - 238 articles from 71 participants were created and enriched thanks to the challenge in total in 2022.
- In 2023, we got 6 female influencers to promote the project on their social media.
- The US Embassy supports this project financially. The Swedish and British Embassies and many NGOs have also shown their support.



STEP BY STEP

How to do it

1

Think of a topic that would be beneficial for your community, Wikimedia projects, and ideally appealing to the public and media.

2

Plan it out with your team – length, editathons, financing, partners, prizes (in a case of contest) etc.

3

Get people on board – ambassadors from your community, volunteers, influencers, NGO's, media, donors and other partners.

4

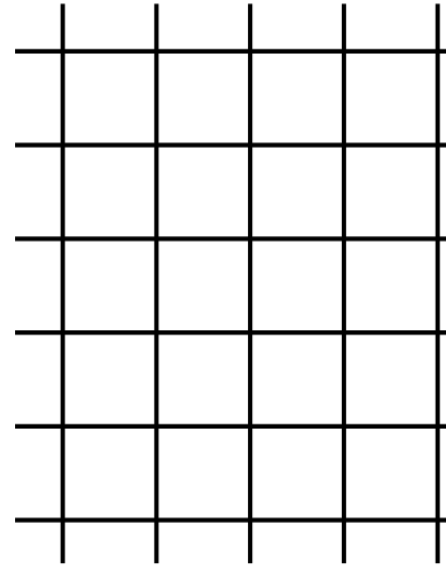
Promote it – on social media, within Wikimedia (Wikipedia banner and other means), send out a press release, ask partners to share, use influencers etc.

5

Make it happen, measure results (we mostly use the Hashtag tool).

6

Evaluate the results and learn the lessons.



Thank you for your attention!

I'll gladly talk more and answer any questions. Reach out on my email.



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