

# Write an article for Wikipedia Birthday

How we organised it in Ukraine and how to try this at home

step  
by step



1

plan

## On Wikipedia

- \* first of all, ask for the suggestions from Wikipedians online

create #hashtag

## make a landing page for the event

- \* prepare a list of articles to be created
- \* create userbox for participants
- \* create a template for article talk pages

## Live gatherings

- \* invite people to organise events in their home cities
- \* find places: talk to libraries first!
- \* expand geography

## On Internet

analyse latest press mentions:

- \* what Internet users *know* about Wikipedia?
- \* what they *don't know*?
- \* what they understand *wrong*?
- \* what would *surprise* them?

2

create

"this article was created on Wikipedia Birthday"

- \* create a map of locations
- \* create ultra-short rules/instructions about creating articles

- \* create a slogan
- \* make a memorable picture
- \* post online about upcoming event with the link to page

## invite people!

- \* mailing lists
- \* village pump
- \* user talk pages (especially invite those who did not edit for a while)

- \* posters for locations
- \* ads (e.g. in social media, targeted on needed audiences)

- \* send a press announcement with
- \* a catchy infographics

3

invite

prepare

- \* place a site notice and/or watchlist notice
- \* recruit online helpers to monitor recent changes

- \* have volunteers to help on site
- \* prepare souvenirs for participants
- \* take pictures
- \* **a cake!**

- \* can you hold a press conference?

## on Wikipedia Birthday day: have fun!

encourage people to go social with your hashtag and boast about created articles!

## share results and thank people

- \* count created articles, compare to the average
- \* send thanks to the authors on their talk pages

- \* send souvenirs by post to those who didn't get them on site
- \* thank your hosts!
- \* upload best pictures to Wikimedia Commons

- send post-release with:
- \* numbers
- \* results analysis (what interesting articles were created, why do you find it interesting, what interesting people participated etc.)
- \* what's next, what is your next event in the future

5

thank

highlighted things are likely to cost money but everything else is free!

6

repeat

→ **was it cool? make it a tradition!** ←