

# **Communications quarterly goals and reporting**

Q3 - 2014/2015

# Q3 - Communications

## Quarterly objectives / summary

Objective	Impact on Goal	Dependency	ETA	Status
<b>Staffing:</b> Fill Jr Comms Mgr position; Develop WP0 marketing, internship program	Staff blog and core writing functions; develop WP0 regional marketing strategy.	HR; WP0	Mar 31 <b>Actual: Mar 31</b>	<ul style="list-style-type: none"> <li>- Movement Comms Manager - Fabrice Florin</li> <li>- JCM intern (contract) - Sam Lien</li> <li>- WP0 marketing volunteer - Amy Bebbington</li> <li>- 6 volunteers/interns; Recruiting 6-8 summer</li> </ul>
<b>Reporting:</b> State of the Wiki report, parts I & II of 3.	Deliver part 1 and 2 of State of the Wiki report; include report launch plan for community.	All departments	March <b>Actual: Apr 2</b>	<ul style="list-style-type: none"> <li>- <i>State of the WMF</i> published 4/2 - 1,400 PVs in first 90 days</li> <li>- Rolled out via <i>Signpost</i>; wiki, PDF versions.</li> <li>- Parts II &amp; III repurposed for WP15 campaign.</li> </ul>
<b>Product:</b> Product & Comms workshop; product launch workflow	Co-develop product launch process with product team for more effective public product marketing and PR.	Product & Engineering	TBD for workshop <b>Actual: Apr 9 (workshop) and throughout Q3</b>	<ul style="list-style-type: none"> <li>- Messaging and PR support for 5 features/product: WikiGrok, Gather, error pages, Share-a-Fact and lead images; VisualEditor</li> <li>- Workshop completed 4/9</li> </ul>
<b>Brand &amp; Content:</b> Baseline brand and identity data; preliminary brand book; Content strategy for blog & social media	Deliver preliminary brand strategy exploration. Deliver content strategy.	Fundraising; all departments	Mar 31 <b>Actual: Mar 31</b>	<ul style="list-style-type: none"> <li>- Interim brand book. Planning in progress for brand project plan; WP15 anniversary</li> <li>- Collected content metrics, ran blog survey.</li> <li>- Prepared content strategy for the blog, started social media and video plan.</li> </ul>
<b>External collaboration:</b> Workshop w/ PBS, NPR, chapter affiliates on future of knowledge and public media	Introduce WMF in content and media space, initiate discussion on new knowledge, explore possible brand partners.	WMNY, WMDC, external partners	Mar 31 <b>Actual: Mar 29/30</b>	<ul style="list-style-type: none"> <li>- Workshop with PBS/NPR completed with Wikimedia NYC &amp; Wikimedia DC</li> <li>- Several immediate and longer term projects; incl. plans for edit-a-thons</li> </ul>
<b>Media/PR:</b> Ongoing support for media events (60 Min, ACLU, emerging threats, etc.)	100% max 24 hour response to inquiries. Reinforce positive brand perception. Advance brand values.	All departments; Minassian	ongoing	<ul style="list-style-type: none"> <li>- <i>Wikimedia v. NSA</i> launch (Mar 10)</li> <li>- Art + Feminism editathons (Mar 7)</li> <li>- Introducing SLA tracking in Q4</li> </ul>

# Q3 - Communications

## Quarterly objectives / success

- **Launched first-ever digital [Annual Report](#), in easier to access format**
  - More views every 3 days than previous years' total (13,688 views from March 7 to April 7)
- **[State of the WMF](#) community release**
  - Signpost exclusive introducing report to community, w/ [many thoughtful responses](#) (58)
  - 1,000+ report views in first week
- **Initiated support, collaboration, and process-building for Product teams**
  - Managed 2 integrated product launches; brand and messaging support for 3 product features
  - Offsite workshop with representation from C-level, Product, UX, Engineering, CE, Communications
- ***Wikimedia v. NSA* op-ed placement in *The New York Times***
  - 300+ additional global media coverage
  - Exceptional message delivery, almost all coverage pulled quotes and information from WMF material
- **Drove campaigns for gender initiatives throughout Women's History Month**
  - Visual design for [Inspire Campaign](#) and distribution support; campaign exceeded goals
  - 30+ global media coverage on *Art + Feminism* editathons
  - Original WHM content social and blog campaign with 10k+ impressions on blog alone
- **Initiated development of integrated content strategy**
  - Introduced single-focus themed campaigns with integrated content across multiple channels (blog, video, social, external media); started content research for data-informed decision-making
- **Developed baseline brand book for Wikimedia Foundation identity**
- **Supported 5 high-level executive and board announcements and transitions**
- **Held first team retreat to clarify mission, priorities, planning, and staffing**

- **Executive Director global visits**
  - Developed calendar but had to cancel trip to South Africa due to lack of planning
  - No further process in planning for remaining visits
- **Social media strategy**
  - Did not develop strategy due to lack of resources (headcount, time)
  - Did not successfully acquire social media management tool
- **State of the Wikis and State of the Internet**
  - Reevaluated importance of these projects/formats and postponed development
    - Aim to incorporate in major report for Wikipedia 15 campaign
- **Wikipedia 15 planning delayed**
  - Coincided with *Wikimedia v. NSA*, annual planning, and leadership announcement support
- **Annual Report challenges**
  - Made request for data too late for full capture, leading to incomplete statistics
  - Production of print version of Annual Report took longer than planned
- **Unsuccessful media outreach**
  - Open Access Policy - no significant coverage secured, possibly due to short timeline
  - Funding free knowledge the wiki way - only negative coverage despite significant time investment; community response centered on report being commissioned by WMF
- **Product/Comms offsite pushed back**
  - Underestimated amount of time required to align internally with stakeholders

# Appendix 1: State of the Wikimedia Foundation

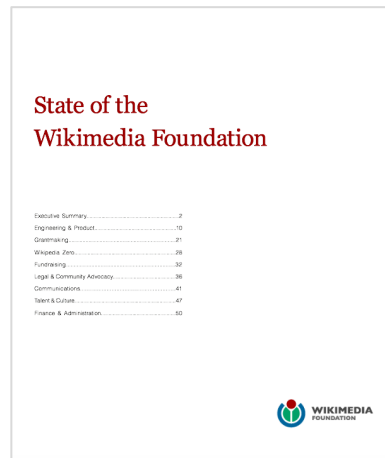
*“Thanks. This looks indeed like a candid report. If it's an indication of a change in communication style, I like it.*

*Good to have it available on Meta as well as in pdf format (I think the pdf is very nicely done).”*

*Best,  
Andreas*

*“I agree, pretty much. This is probably the best 'big picture' look at the WMF I have seen: accomplishments, plans, honest assessments of challenges. Thanks very much!”*

*Riskier/Anne*



## State of the Wikimedia Foundation

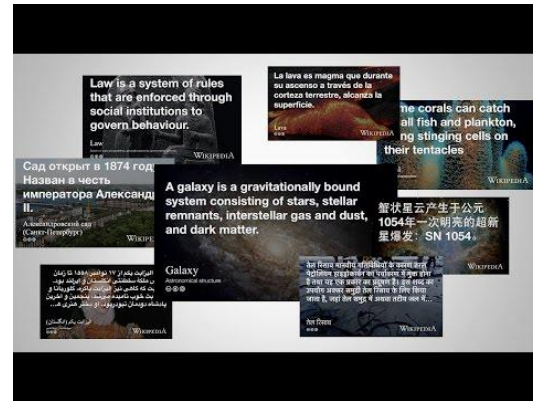
- PDF version [on Commons](#)
- Wiki version [on meta](#)
- Signpost [article](#)
  - [58+ community responses](#)
- 1,400 pageviews in first 30 days

# Appendix 2: Product

- **Product/Comms Offsite:**
  - Agenda and presentation
  - Report back on next steps, challenges, and opportunities
- **Product/Comms Launches:**
  - Share a fact (Android) communications plan: blog, social, and video promotion; holding press until iOS release due to perception of iOS feature back-log
  - Lead images communications plan
    - 24 media hits including TechCrunch, VentureBeat, The Next Web, and Android-specific outlets

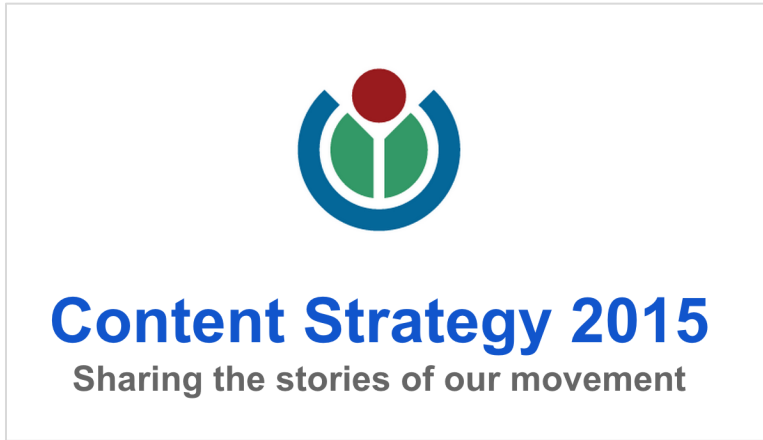
*“In the new release, a prominent, contextually relevant image is being added to the top of each article – something that’s designed to engage readers with the topic, the organization says. In addition, the search experience now features a more defined, higher-contrast search bar alongside a list of recently searched topics.”*

TechCrunch on lead images launch

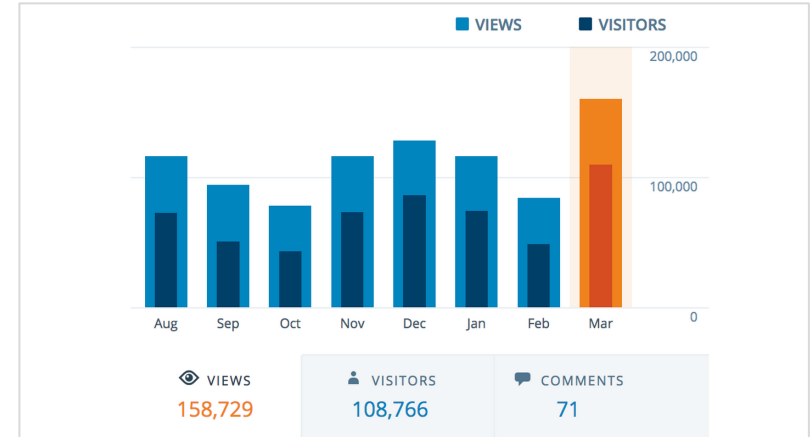


Share a Fact [video](#)

# Appendix 3: Content/Strategy & research



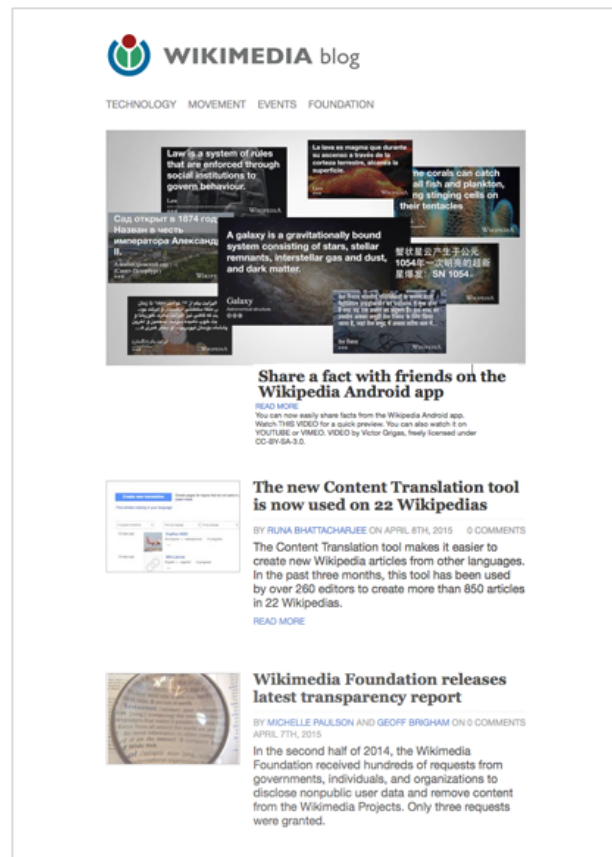
**Content strategy**



**Content research**

# Appendix 3: Content/Blog

- **Small but growing channel**
  - 356k views in Q3; 2x last year
  - 75 blog posts in Q3; 1.2 posts/day
    - Average 2.1k views/post in first week
    - Average 4.7k views/post in quarter
- **Wide range of stories:** community, foundation, tech, etc.
- **Top stories in Q3:**
  - **Wikimedia v. NSA** - 67k views
  - **Civility, Wikipedia and Gamergate** - 16k views
  - **Women and gender diversity** - 10k views (15 stories)
  - **Share a Fact on Android** - 3.8k views
  - **Love on the Wikis** - 3.6k views



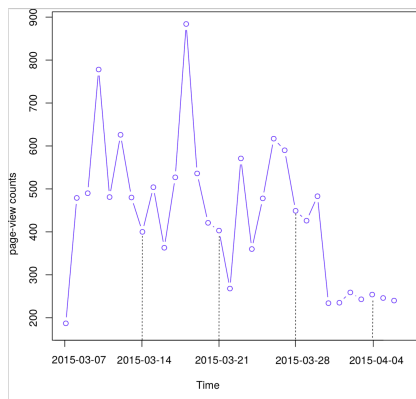
The screenshot shows the Wikimedia blog interface. At the top is the Wikimedia logo and the text 'WIKIMEDIA blog'. Below this are navigation links for 'TECHNOLOGY', 'MOVEMENT', 'EVENTS', and 'FOUNDATION'. The main content area features a grid of article thumbnails with titles in multiple languages, including English, Chinese, and Arabic. Below the grid is a section titled 'Share a fact with friends on the Wikipedia Android app' with a 'READ MORE' link. Further down is an article titled 'The new Content Translation tool is now used on 22 Wikipedias' by Runa Bhattacharjee, dated April 8th, 2015, with a 'READ MORE' link. At the bottom is another article titled 'Wikimedia Foundation releases latest transparency report' by Michelle Paulson and Geoff Brigham, dated April 7th, 2015, with a 'READ MORE' link.



# Appendix 4: Annual report

## Fiscal Year 14-15

- Every 3 days more people see the annual report than previous year versions
  - ~450 views/day
  - ~14,000 Annual Report views  
03/07 to 04/07 (via Analytics)



Knowledge Wikipedia People The Wikimedia Foundation Contributions Financials Listen Give

## Knowledge is a foundation

We believe that knowledge is a foundation. It is a foundation for human potential, a foundation for freedom, a foundation for opportunity.

[annual.wikimediafoundation.org](http://annual.wikimediafoundation.org)

# Appendix 5: Interim brand book

**Wikimedia Foundation  
interim brand book**

**Q4 FY 14 - 15**

Introduction ..... 2

Guiding principles ..... 3

History ..... 4

Current assets ..... 9

**Guidelines & policies**

Visual design guidelines ..... 11

Trademark policy ..... 11

Typography & text ..... 12

Title capitalization ..... 12

Colors ..... 12


Icon application ..... 12

Wikipedia mark localization ..... 13

Attribution ..... 13

Communications guidelines ..... 14

Photography & video ..... 15



## History

### Origins

The history of the Wikimedia projects and the establishment of the Wikimedia Foundation are inseparable from the living, changing nature of our brands.

**Before Wikipedia, Wikimedia or the Wikimedia Foundation**



The web portal Bomis.com was founded in 1996, gaining traction for its ability to reuse web content. Jimmy Wales hired Larry Sanger and founded Nupedia in 2000 as a subsidiary of Bomis, a freely licensed online encyclopedia with content supplied by experts. To set a new standard for breadth, depth, timeliness and lack of bias, and in the aftermath of time to become the most comprehensive encyclopedia in the history of humankind.

In 2001, Wikipedia was started as a side project of Nupedia, to act as an article incubator before being submitted to the peer review process. Wikipedia became more separate to an, and Bomis revenue was in decline. In 2003, Wales and Sanger decided to turn the workgroup over to a not profit, and established the Wikimedia Foundation with former leaders as the original board of trustees.

Nupedia ceased operation in 2003 with a total of 24 articles.

**Project identities**

Each project has an identity that grew organically from the community. Whether by continuous use or during a community voting process, logos were designed by community members. In 2014, the Wikimedia Foundation legal team made sure that the trademarks were released CC BY-SA and each one requires proper attribution.

WIKIMEDIA FOUNDATION BRAND BOOK Q4 FY 14 - 15 4


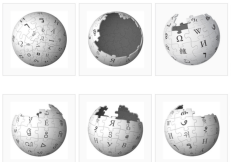
## History

### Wikipedia logo revision

In 2010, the Wikipedia globe logo was pointed out in the New York Times.\*

**Current Wikipedia logo**

In 2010, the Wikipedia globe logo was revised to the one we have today. A few scripts were corrected, and the Firefox character was removed. The new globe is a rendering of a 3D version created by Philip Neosmith.†

WIKIMEDIA FOUNDATION BRAND BOOK Q4 FY 14 - 15 6

## Guidelines and policies

### Visual identity guidelines

Wikipedia is a precious, shared resource, used around the world by millions of people every day. We created these guidelines to help authorized re-users of the Wikimedia Foundation's official marks, including Wikipedia, represent our identity in a way that is consistent with the quality, impact, and importance of our projects.

The Wikimedia Foundation marks represent much of what our projects and our movement stands for: solid-based, global collaboration, typography and text, integrity and quality. We ask that everyone who has permission to use these marks treats those values in mind. Using these marks well is a serious responsibility.‡


### Trademark policy

The Wikimedia marks represent free educational content developed through an open and collaborative process. Trademark protection reinforces the connection between the Wikimedia marks and the projects they represent. The protection serves to ensure that the marks are only used for activities that promote our mission.

When readers see the puzzle globe mark in the top left corner of a website that looks like Wikipedia, they should be confident that they are looking at neutral, reliable, and high-quality content that is the result of the rigorous and transparent editing process on Wikipedia. Likewise, people should be able to rely on their impression of Wikimedia trademarks when they see the Foundation mark or one of the Wikimedia logos on websites or products.

The goodwill supporting the Wikimedia marks has been generated by a prolific and passionate volunteer community. The Wikimedia community has developed the leading online source of free educational content. To preserve the goodwill they have created, we have prepared the policy according to the community's direction. The resulting policy ensures that all uses of the marks are consistent with our mission and promote the Wikimedia movement.

Our mission of sharing knowledge relies on and encourages free speech. To make it really easy to share knowledge, our trademark policy embraces all free-speech protections built into trademark law to the broadest extent possible. The trademark policy also seeks to minimize the hurdles of trademark licensing. We are particularly liberal in supporting uses by the Wikimedia community that are closely aligned with our mission.¶¶¶



WIKIMEDIA FOUNDATION BRAND BOOK Q4 FY 14 - 15 11

## Interim brand book

- Wiki version on Office

# Appendix 6: Media

## Coverage reports:

- Wikimedia v. NSA
  - 300+ global media coverage
- Art + Feminism
  - 30+ media coverage
- Android updates (lead images)
  - 20+ media coverage

## Broadcast:

- Al Jazeera [The Stream](#)

## Stop Spying on Wikipedia Users

By JIMMY WALES and LILA TRETIKOV MARCH 10, 2015

ISSIE LAPOWSKY BUSINESS 03.05.15 7:00 AM

## MEET THE EDITORS FIGHTING RACISM AND SEXISM ON WIKIPEDIA

The Switch

## Wikipedia is suing the NSA over online spying

## Hoping To Engage More Readers, Wikipedia Rolls Out A Redesigned Mobile App

Posted Jan 15, 2015 by Sarah Perez (@sarahintampa)