Kulturbotschafterinnen und -Kulturbotschafter, a GLAM-approach in Germany, Austria and Switzerland (DACH)

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Link to the Project Page at DE-Wikipedia
Let’s not discuss the name, let’s speak about the concept. If we like the concept we can find a better international name.
What is the need for this?

The sum of all Knowledge

Institutions

The Wikiverse
The Different Perceptions

Institutions
- Experts
- Hierarchy
- Departments
- Public Relations/
  Social Media
- Science/
  Research

You, as perceived by the Institution

The Wikiverse
- Individuals
- Funny User Names
- unknown expertise
- Meritocracy
  (standing through (good) edits
- Closed Community (even if we try to be not)

You, as perceived by the Community

This is what the World knows about us
The Triangle of Communication

- Institutions
  - Experts
  - Hierarchy
  - Departments
  - Public Relations/
    Social Media
  - Science/
    Research

- The Wikiverse
  - Individuals
  - Funny User Names
  - unknown expertise
  - Meritocracy (standing through ‘good’ edits)
  - Closed Community (even if we try to be not)

- Kulturbotschafter

Institutional exchange at eye level

no content intervention

support - infrastructure - trademark owner
The Kulturbotschafter

- is part of the community
- knows the community
- knows the projects
  - ideally is active in more than one community
- is willing to commit themself for longer periods
- open to new challenges even in fields beyond their usual interests
- is willing to learn
  - new techniques and features
  - legal backgrounds
  - inner working mechanisms of institutions
  - networks and associations of the institutions
- has the backing of the community AND the Chapter/WMF to represent the Wikimedia projects
The Kulturbotschafter isn’t

- some kind of “Super” Wikimedian
- in it for a fancy title
- granted any special privileges

- to be confused with a Wikipedian in Residence
  - is not linked to a specific institution
  - there is no employment or part-time work

- When there is contact to specific institutions
  - we try to empower the people there to become part of the Wikimedia Community
  - within the constraints of paid editing
  - teach the dos and don’ts
Thank You