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

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Link to the Project Page at DE-Wikipedia

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Rainer at Wikimania 2016

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

culture of Germany (Q1979615)

culture (Q11042) ambassador (Q121998)

envoy (Q11051391)

civilization (Q8432)

GLAM (Q1030034)





Romeo and Juliet, Act II, Scene II

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?



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The Different Perceptions



You. as perceived by the Institution



You. as perceived by the Community



This is what the World knows about us





The Wikiverse

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



Public Relations/

Institutions **Experts** Hierarchy Departments

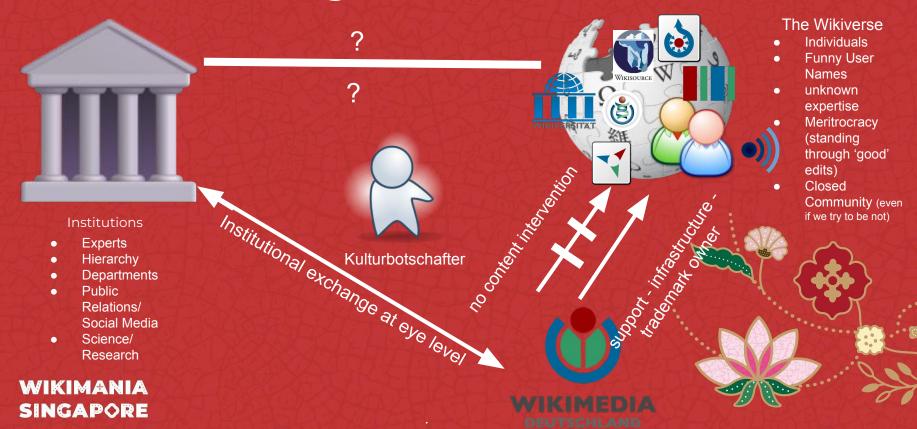
Social Media

Science/ Research

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The Triangle of Communication



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 payed editing
 - teach the dos and don'ts





Thank You



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