

# Communications Tuning Session Q2 FY20-21



**WIKIMEDIA**  
FOUNDATION





THIS IS HOW WE  
CELEBRATE



# MTP Priority slides



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# Brand Awareness



## Overview

**Brand Awareness** is important to our strategic direction because we intend to grow around the world, and you cannot join a movement you do not understand. Our objective is to clarify and strengthen the global perception of Wikimedia and our free knowledge mission.

## Progress and Challenges

Partnership with the WHO and concerted efforts to fight misinformation during the US election have **elevated the Foundation Brand**. We have grown our social media channels towards goal levels, but needed to move staff and resources to support Wikipedia 20 activities, limiting impact.

**Wikipedia 20** is ready-to-launch with dozens of events, hundreds of birthday symbol designs, major press outreach, and a paid media campaign planned for the US and Nigeria. This global storytelling milestone is posed to deepen Brand Awareness for Wikipedia as a human-driven, non-profit.

The Board Committee on Brand has convened in support of efforts to **evolve the Movement Brand**. The three Trustee team is led by Shani Evenstein as Chair with Raju Narisetti and Dr. James Heilman. Project activities are proceeding towards a planned “unpause” in March.



## OKRs

Elevate Foundation brand	
Celebrate Wikipedia's 20th Birthday	
Evolve Movement brand	

## Actions

- Launch of Foundation Messaging destination
- Launch Wikipedia 20 birthday on Friday January 15 and measure impact by February
- Complete resolution (case + process + decision frameworking) with Board Committee to restart Movement Brand Project

# Brand Awareness



## MTP Outcomes

Clarify and strengthen the brand architecture

Protect brand affinity with existing audiences for a sustainable future where brand awareness is **70% and above**.

Increase brand awareness in markets where brand awareness is **below 70%**.

## MTP Metrics

Clarify and strengthen Wikimedia brands to maintain awareness of 70% and above.  
**Baseline:** 2020 Global market research.

Invest in localized efforts designed to maintain awareness and use of Wikipedia where brand awareness is below 70%.  
**Baseline:** 2020 Global market research

## Y2 Goal

Maintain brand awareness of 70% and above in core readership growth markets

Maintain brand awareness below 70% in core readership growth markets

## Q1 Status

Wikipedia awareness:  
GERMANY - 80%  
US - 74%  
—  
Wikimedia Foundation awareness 34% across 10 markets

Wikipedia awareness in growth regions:  
BRASIL - 62%  
NIGERIA - 40%  
S. KOREA - 38%  
INDIA - 31%

## Q2 Status

Protect campaign in US Market contributed [1.4% lift in brand favorability](#)

Not measured

## Q3 Status

-

-

## Q4 Status

-

-



# OKR slides



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# Elevate Foundation Brand



## Objective:

**Strengthen the worldwide narrative of the Wikimedia Foundation to educate people about our projects and how they work and raise our exposure globally as leaders on open internet and free knowledge issues.**

- We saw increases in social media following across our channels. In terms of gender demographics, we increased our share of women followers on both Instagram (37.49% to 40.05%) and Facebook 29.75% to 30.1%. *\*Note: We can't track these stats on Twitter.*
- The Foundation's efforts to safeguard content around the US election allowed us to educate people about how Wikipedia works to prevent misinformation, connected to a relevant timely issue.
- We leveraged a major partnership with WHO to increase awareness of Wikipedia efforts to provide people with accurate, trustworthy, up-to-date information about COVID-19.
- On the thought leadership front, Katherine was part of the opening keynote at the 2020 Lung Health conference alongside the Director-General of WHO and former President Bill Clinton. She spoke on misinformation around COVID-19 and Wikipedia's role. We also participated in panels with Foreign Policy Magazine panel, Bloomberg New Economic Forum, an Internet Archive panel, and a Truman National Security Project Panel.
- Upgraded functionality on Diff so that volunteers can login to submit articles and post comments with existing Wikimedia account; no new account and password to manage. This makes it easier for people to participate in telling stories to others in the movement. We also introduced high-level tracking metrics. In December we saw 5,400 unique visitors and that more than doubled in January. So far in January, 13,818. Traffic is coming from US, India, UK, Canada, and Germany as our top 5 countries.



Department:  
Communications

**Target quarter for completion:** Q4 FY20-21

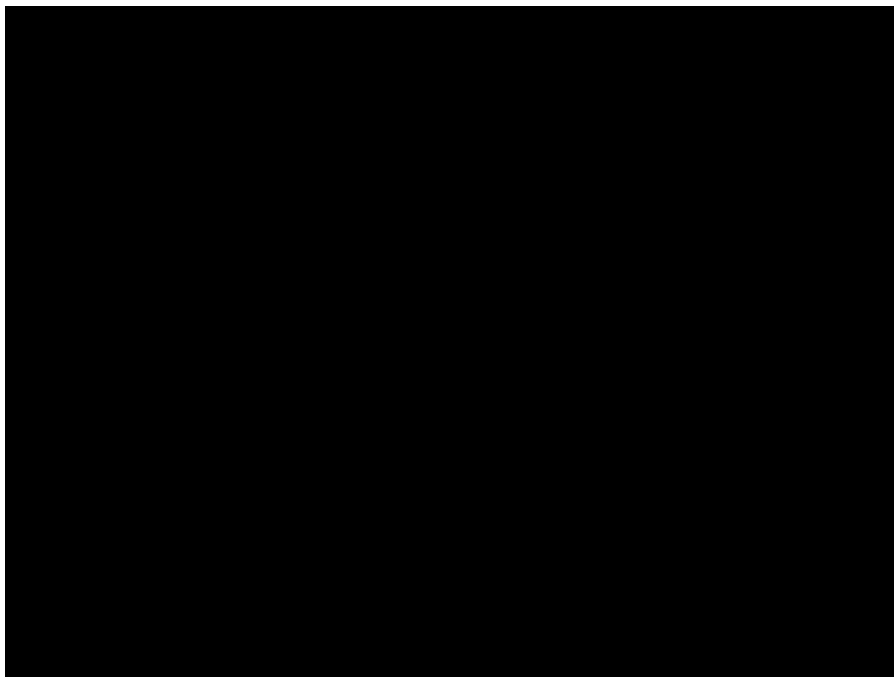
# Wikimedia-WHO Partnership Reach

## EARNED MEDIA IMPACT

- There were **53 total mentions** of Foundation's WHO partnership announcement. Including a **New York Times** article
- The coverage had a potential audience reach of **55 Million worldwide**
- International media coverage was **39% of the total** earned media
- The total ad equivalency of the earned media campaign would have been **\$103,000**

## IMPACT ACROSS SOCIAL MEDIA PLATFORMS

- Combined social media posts from Wikipedia and Wikimedia regarding the announcement were seen nearly **270,000 times** and garnered **over 2,550 engagements** (likes, shares, comments, etc.)
- Based on keyword searches, the announcement **reached 14,259,805 users** across Facebook, Twitter, and Instagram.





# Safeguarding U.S. Election Content

## EARNED MEDIA IMPACT

- Received **49 pieces** of coverage (Reuters story led to syndication in international outlets in Japan, UK, Canada, France and India)
- The original coverage had an average SEO impact score of 87
- The total potential reach including syndicated pieces from the Reuters story is **80.75M** (not including newsletter and broadcast)
- The task force was mentioned in influential newsletters like the Politico Playbook, and The Washington Post's Cybersecurity 202)

## IMPACT ACROSS SOCIAL MEDIA PLATFORMS

- Two Medium posts on Wikimedia efforts were **viewed over 1,200 times**
- Combined social media posts from Wikipedia and Wikimedia regarding the announcement were **seen over 921,000 times** and garnered almost **10,000 engagements** (likes, shares, comments, etc.).

### Proactive Planning

## DISINFORMATION INCIDENT EXTERNAL COMMUNICATIONS PLAYBOOK

[DISINFORMATION INCIDENT EXTERNAL COMMUNICATIONS PLAYBOOK](#)

[Overview](#)

[Best Practices For Communicating in a Crisis](#)

[Communications Response Team](#)

[External Communications Statement Approval Process](#)

[Communications Process and Workflow](#)

[U.S. Election Context and Scenario Planning](#)

[Scenario 1](#)

[Scenario 2](#)

[Scenario 3](#)

[Scenario 4](#)

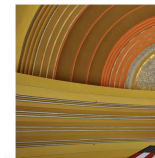
### Medium.com

How Wikipedia is preparing for the 2020 U.S. Election

 Ryan Merkle [Follow](#)  
Oct 30, 2020 · 6 min read

By: Ryan Merkle and Diego Sáez

What Wikipedia saw during election week in the U.S., and what we're doing next



 Ryan Merkle [Follow](#)  
Dec 17, 2020 · 4 min read



### Press



Wikipedia buttons up key pages ahead of U.S. election

By Elizabeth Culliford

(Reuters) - Wikipedia has locked down its main election page ahead of the U.S. presidential election so that only certain editors can make changes, part of preparations to combat potential disinformation and abuses related to Tuesday's vote.



# WIRED

## Wikipedia's Plan to Resist Election Day Misinformation

**Vox**

Wikipedia is better prepared for Election Day than Facebook or Twitter

For the 2020 United States presidential election page, as well as the pages for ... Wikipedia is hosted by the nonprofit Wikimedia Foundation, which covers its ...



# Elevate Foundation Brand



## Key Results

Increase engagement and social media following for foundation accounts on Twitter, FB and Instagram by 30% and our Medium audience from 19K to 30K followers in the next year. Progress will be tracked per quarter.  
**Baselines: Social Combined Total - 86,748 /Medium 19,000**

Engage new audiences and create strong brand associations between our projects and our social good work by developing proactive communications campaigns; impact will be measured by tracking social media, press, and community engagement by campaign.  
**Baseline: No strategic campaigns**

Raise Wikimedia's media impact score by 12% (judged on the basis of the number of influential publications that highlight our work). Progress will be tracked per quarter with approximately 3 percent growth in each.  
**Baseline: 117.91 Media Impact Score**

	Year Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
	Increased engagement on Medium and social media	3.4% increase in social media audience (now 89,700); 1% rise in Medium audience (to 19,225)	6.11% increase in social media audience (to 92,050); 1.3% rise in Medium audience (to 19,239) -	-	-
	Engage new audiences and forge strong brand associations	Completed a wide-reaching campaign around India fundraising effort and thought leadership, Diff blog launched.	Completed campaigns around WP disinformation efforts and partnership with WHO.	-	-
	Raise Wikimedia Foundation's media impact	Impact Score is 123.36 as of Sept. 30, representing a 4.6% increase	Impact Score was 125.7 as of Dec. 31, representing a 6.6% increase	-	- Department: Communications

# Wikipedia's 20th Birthday



## Objective:

**Increase the public's awareness of our movement ecosystem, and celebrate how humans made Wikipedia what it is.**

- This quarter, the team responded to requests from the Executive Director to expand the depth and breadth of Birthday activity. New investments were made in social media, marketing, and video production to deepen the impact of our program while additional funds were secured for community grants, press outreach, and design work.
  - **KR1: PRESS** - Press coverage began with two pieces in Esquire (UK) and the New Yorker (US). "[What We Know And Can Agree On: Wikipedia At 20](#)" and "[Wikipedia, 'Jeopardy!,' and the Fate of the Fact](#)". This represents 2 nations (goal 50) with 100% positive sentiment (goal 60%).
  - **KR2: CELEBRATIONS** - Community celebrations planned through end of Q2 represent 33 countries (82% of goal, if all realized.) Additional funds have been confirmed for community grants after requests through December 15 window total ~\$37,000 (of \$40,000 budget). In design, community groups DOUBLED the amount "Birthday symbols" by drawing [106 icons](#) (and counting) up from the [98 original files](#). With the leadership of Nadee Gunasena and Jerry Kim, a Foundation-led virtual birthday event for January 15 is now ready to launch .
  - **KR3: AWARENESS** - The Audience Engagement team led by Nino Hemmer, completed benchmarking for site user awareness of Wikipedia as part of a movement. Results were surprisingly high with Indian Wikipedia users reporting 97% awareness of this, contrasted with 77% of Nigerian site users. New investments in a birthday video and paid media campaign will target the US and Nigeria.

**Target quarter for completion:** Q3 FY20-21 launch, thru Q4.



# Wikipedia's 20th Birthday



## Key Results

	Year Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
<p>Earn press coverage for the Wikipedia movement in 50 nations (priority: emerging markets) resulting in more than 60% positive sentiment</p> <p><b>Baseline:</b> 0 press coverage for Wikipedia 20. <a href="#">Current tracker</a></p>	<p><b>Press coverage in 50 nations</b></p>	-	<p>Coverage in 2 nations (4% of goal), with 60% positive sentiment</p>	-	-
<p>Support community celebrations in 40 nations by February 2021 to increase sense of movement interconnection</p> <p><b>Baseline:</b> 0 community celebrations to date, <i>events for Q3 &amp; Q4</i></p>	<p><b>Community celebrations in 40 nations</b></p>	-	<p>Celebrations planned in 33 countries (82% of goal, if realized)</p>	-	-
<p>Increase understanding that Wikipedia forms part of movement by 10% among existing users</p> <p><b>Baseline:</b> <a href="#">December benchmarking</a> of Wikipedia users in US, Germany, Russia, Argentina, Nigeria, India.</p>	<p><b>10% increase in awareness</b></p>	-	<p>Benchmarks established: India 97% / Russia, Germany 85% / US 83% / Argentina 80% / Nigeria 77%</p>	-	-



Department:  
Communications

# Evolve Movement Brand



## Objective:

**Adopt and advance evolved Movement brand identity system (from FY19-20) to increase global understanding, support, and participation in our projects.**

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- This quarter, the Board committee on Brand was formed with Shani Evenstein (Chair), Raju Narisetti, and Dr. James Heilman. The Committee met twice and resolved to deliver the following by Q3 2021:
  - **A canonical case for brand change**
  - **A revised (online) process for developing brand changes**
  - **An agreed upon framework for deciding on brand changes**
- Timing for project completion is difficult to confirm with the wide-range of deliverables (above) yet to be confirmed by the Board.
- Board Committee conversations have also explored the tensions around “bottlenecks” in community consultations that will stretch from January to August 2021, which may further hinder Brand revision progress.

**Target quarter for completion:** Q2 FY21-22

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# Evolve Movement Brand



## Key Results

	Year Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
<p>[CONTINUED FROM FY19-20] Develop evolved Movement brand identity system by October 2020 that satisfies 6 qualities of community brand criteria and reflects the perspectives of 40+ nations</p> <p><b>Baseline:</b> 0 of 6 brand criteria met</p>	Evolved brand system meets 6 community criteria	1 of 6 brand criteria met (Branding should grow movement)	-	-	-
<p>Establish list of Foundation branding points with input from 100% of Foundation departments, and complete phased plan for brand identity system adoption by December 2020.</p> <p><b>Baseline:</b> 0 department brand change lists collected</p>	List for Foundation rebranding touchpoints developed by Q2	POSTPONED Until KRI is completed (expected FY21-22)	-	-	-
<p>Adopt evolved Movement brand identity system across 70% of Foundation branding points and with 10 affiliates by June 2021.</p> <p><b>Baseline:</b> 0% of Foundation branding points updated / 0 affiliates committed to adoption</p>	70% adoption of new brand into Foundation + 10 affiliates adopt new brand	POSTPONED Until KRI & KR2 are complete (expected Q3 FY21-22)	-	-	-



# Department update



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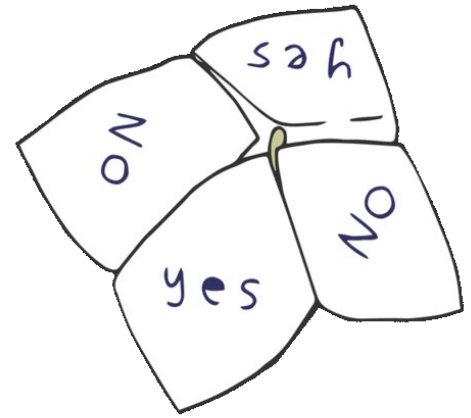
# Communications Department welcomes



Mayur Paul  
Movement Communications Director



**What it means to be a  
virtual organization; or,  
what we learned while  
planning our offsite**



*Your spicy hot take  
On false communism is  
Lost in our DMs*

**THINGS ARE IN YOUR WAY  
I WILL MAKE THEM LOST IN TIME  
LIKE TEARS IN RAIN. OH.**

Foundation \* Movement  
Who are "the communities"  
Sea of four tildes

**dashboards and reports  
reporting on the top trends  
here are your insights**

**a new seed sprouts forth  
the community should know  
shared expectations**

eighty-eight emails  
in press@. we tell strangers  
stories, win their love.

**poets we are not  
insert seven syllables  
measurements are us**

Last line of a speech  
Always the hardest to write  
Another meeting

ORGANIZE ALL THINGS  
TO COMMUNICATE AS ONE  
TIME FOR A. P. P.

*guided by a brief  
I move pixels, add color,  
concepts come to life*



# Questions



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# Appendix



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# Acronyms

**WHO:** World Health Organization

