Communications Tuning Session Q4 FY19-20

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Overview

- MTP Brand Awareness
  - Evolve identity system for Wikimedia
- Department Slides
  - Covid-19 trust campaign
  - Trust & Safety communications
  - Narrative in India
  - #WikiHerStory Initiative

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MTP Priority Slides

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 & Challenges

We are developing a new brand identity system by ~~June 2020~~ October 2020 that satisfies community brand criteria and reflects the perspectives of 40+ nations from our movement.

This quarter we undertook the most sensitive part of this project: ***proposed changes to movement names***. The team prepared several names, vetted them with legal counsel, previewed the work with the Board of Trustees and shared 3 proposals for review on June 16. This consultation period continues through July 7 and has sparked organized opposition alongside hundreds of completed surveys.

Key Deliverables

Evolved identity system	

Actions

- Prepared 6 movement naming systems with project partner Snøhetta, including names using Wikipedia, Wiki, Free Knowledge, and W.

- Conducted legal review for proposed naming systems in 52 countries, removing Wiki, Free Knowledge, and W options

- Revised naming proposals to 3 final ideas previewed with Board of Trustees on May 22 and shared to community on June 16

- **Project timeline and delivery now under doubt with Community open letter calling for pause to renaming, and August 5 Board meeting planned to discuss and decide**

Brand Awareness: Naming

Movement
Wikipedia Network

Movement tagline
Part of the Wikipedia Network

User groups
Wikipedia Group Penguins

Chapters / Thematic Orgs
Wikipedia Network Antarctica

Foundation
Wikipedia Network Trust

Movement
Wikipedia Movement

Movement tagline
Part of the Wikipedia Movement

User groups
Wikipedia Group Penguins

Chapters / Thematic Orgs
Wikipedia Organization Antarctica

Foundation
Wikipedia Organization

Movement
Wiki

Movement taglines
[For Projects] A Wiki Project
[For Orgs] A Wiki Organization

User groups
Wiki Group Penguins

Chapters / Thematic Orgs
Wikipedia Foundation Antarctica

Foundation
Wikipedia Foundation

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Naming consultation plan

1. Share proposals with movement

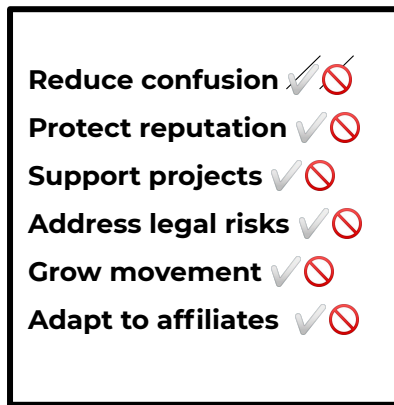**2. Collect feedback via surveys (2 weeks)**

3. Refine and combine elements

Affiliate liaisons

Foundation liaisons

Individual contributors

#1

#2

#3

Reduce confusion ✔️🚫
Protect reputation ✔️🚫
Support projects ✔️🚫
Address legal risks ✔️🚫
Grow movement ✔️🚫
Adapt to affiliates ✔️🚫

#1 **&** **#3**

NAME

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Good Movement branding must…

From the 2019 Community Review

☐ Explain who we are and resolve confusion

☐ Protect and improve our reputation

☐ Support and elevate the sister projects

☐ Assess and address legal risks

☐ Support movement growth

☐ Be opt-in and adaptable for movement groups

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A bit more on the survey

Deutsch
English
Español
Français
✓ Русский
العربية
繁體中文
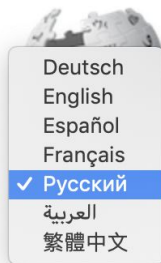
Добро пожаловать!

С помощью этого опроса команда проекта "Бренд Движения 2030" приглашает вас предоставить свой отзыв о предлагаемых названиях для нашего движения. Предлагаемые варианты названий используют наш самый известный бренд – "Википедию". Предлагаемые названия касаются названия движения, организаций движения и Фонда. Предлагаемые изменения не затронут названия и дизайн проектов движения. Ваши ответы и комментарии помогут определить, какие элементы этих трех предложений о названиях должны быть удалены, доработаны и/или рекомбинированы (объединены) в процессе подготовки предложения, которое перейдет в следующую фазу проекта – фазу дизайна.

О проекте "Бренд Движения 2030"
Наши проекты свободных знаний созданы глобальным движением. С 2003 года мы используем термин "Викимедиа" для обозначения этого движения. Проект "Бренд Движения 2030" направлен на создание

![Wikimedia Foundation logo]
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Different participants

Affiliate Liaison

Individual Contributor

Foundation Liaison

Same survey

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Brand Awareness: Feedback

Affiliate Liaison

63 surveys complete
Goal: 40 ✔️

Individual Contributor

1,085 surveys complete
Goal: 500 ✔️

Foundation Liaison

7 surveys complete
Goal: 8 ⚠️

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Brand Awareness: Discussions
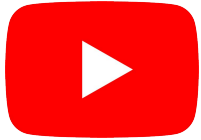
YouTube LIVEs

*Naming Proposal &
Consultation Launch (500
live, 1500 views since)*

Google Meets

*All-Affiliates (80 ppl)
Office Hours (17 ppl)*

**Meta-Wiki Pages
& Talk Pages**

*Project hub
Project FAQs
Project/Naming Proposals
Survey text
Project/Exec. Statement
Board Update
Open letter on naming
CentralNotice request
Straw poll on naming*

**Mailing list
discussions**

*Wikimedia-l
Affiliate mailing lists*

Telegram groups

*Wikimedia General (543 ppl)
Wikimania chat (455 ppl)*

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Brand Awareness: Discussions

- *5,710 pageviews on main project hub*
- *Content translated to 17 languages*
- *187 volunteers commenting across Talk Pages*

Request PAUSE to renaming, changes in decision-making

Signed by
- *44 Affiliates*
- *552 Volunteers*

as of July 1, 2020 and likely to grow further

Brand Awareness

MTP Outcomes	MTP Metrics	Y1 Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
Clarify and strengthen brand architecture	Build brand recall in areas with high internet access but low Wikipedia awareness **Baseline:** N/A	N/A	N/A	N/A	N/A	N.A
Increase global outreach where awareness is below 50%						
Strengthen brand affinity with existing audiences for a sustainable future	Clarify and strengthen Wikimedia brands **Baseline:** Brand strategy by Wolff Olins	Develop a system that follows the brand strategy and reflects 40 nations	**Hiring staff, planning and scouting a design agency**	**Hiring design agency, Planning 6-month process, Recruiting community "brand network" working group**	**Draft and refine brand concepts with community Brand Network, Snøhetta, AffCom, Board, and Foundation staff**	**Develop and share naming convention proposals for feedback from affiliates, volunteers, and Foundation staff**

Department: Communications

Evolve identity system for Wikimedia ↘

Objective:

Clarify and strengthen the global perception of Wikimedia and our free knowledge mission

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The Communications department continued our global brand collaboration in Q4, developing and vetting new naming options for clarifying our brand architecture. We are at risk of failing to complete this project by January 2021 (Q3 FY20/21) for Wikipedia's 20th birthday.

Some of the work accomplished includes:
- **Developing 6 naming systems to achieve Movement goals. Refining to 3 with Legal guidance. Documenting risks & rewards.**
- **Preparing and launching wide-consultation with materials in 7 languages, and live discussions with community groups reaching thousands of movement members**
- **Sustained, respectful, and open-engagement with dissenting community perspectives including editing project materials to link to community concerns and open letter.**

Target quarter for completion: Q3 FY20/21?

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Evolve identity system for Wikimedia

Key Results	Y1 Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
Develop a new brand identity system by June 2020 that satisfies community brand criteria and reflects the perspectives of 40+ nations **Baseline: 2 milestones**	10 milestones as explained [link]	**2 milestones achieved (2/10 total)**	**2 milestones achieved (4/10 total)**	**1 milestone achieved (5/10 total)**	**1 milestone still in progress**

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Drill down: Affiliate dissent

The situation

There is substantial dissent, and organized opposition against the idea of using Wikipedia in movement naming.

We did not expect a shift in commitment from affiliates, particularly chapters in our "Brand Network" who have been in biweekly contact with the project team. **While only 6 affiliates explicitly opposed naming changes in 2019, we now count more than 44 opposing it or calling for pause to renaming activities in 2020.**

The impact

Without strategic affiliate support for naming changes, the value proposition for "Clarifying and strengthening brand architecture" is at risk.

Following up with affiliates that have signed the Community Open Letter, the project team learned that postponements for Board elections, community events, and grants has led to questions about why the brand project needs to proceed at this time with such urgency. Alternatives include pursuing name changes when community can meet again.

Recommendation

There is a clear change in urgency for growing new audiences, directly threatening knowledge equity and growth goals. These need to be discussed with our Board and revisited directly with our affiliate partners. Reframing the discussion as "movement vs. our goals" instead of "community vs. Foundation" is essential to further work. Some affiliates have also recommended **restorative practices** to rebuild trust and alignment between movement collaborators.

Evolve identity: NEXT UP

1. Review and analyze feedback on Naming Convention by July 30
2. Share analysis and recommendations with Board of Trustees on August 5
3. Communicate feedback summary, next steps for project, and likely timeline changes with community audiences in presentation by end of August
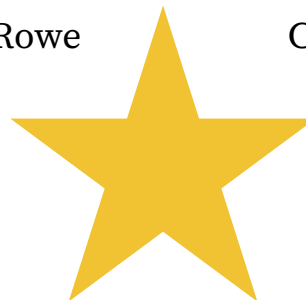4. Adjust OKRs and milestones for FY20-21 by October 1

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Department slides

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New colleagues!

Kelsi Stine-Rowe

Carla Casilli

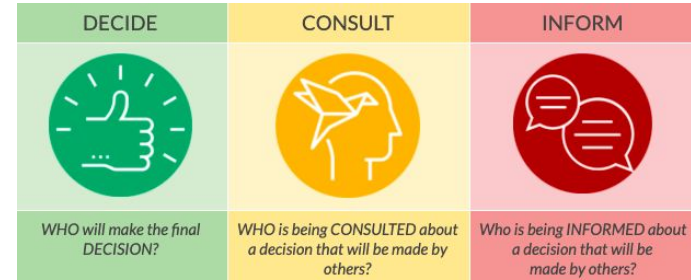| DECIDE	CONSULT	INFORM
WHO will make the final DECISION?	WHO is being CONSULTED about a decision that will be made by others?	Who is being INFORMED about a decision that will be made by others?

Movement consultation

In collaboration with Toby Negrin, Matt Thompson, and more than 40 people from across the organization, we have built on the work from the Consultation Summit in February. We have produced a Wikimedia Foundation Consultation Guide that will soon be introduced to the whole organization.

The purpose of this new function is to ensure strong consistent consultations and build trust between staff and community.

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COVID-19 trust campaign

The situation: Significant traffic to Wikipedia for COVID-19 information and an economic risk to donations

The campaign: Leverage this high traffic to Wikipedia through paid media to increase positive awareness and trust ahead of Fundraising tests in the US

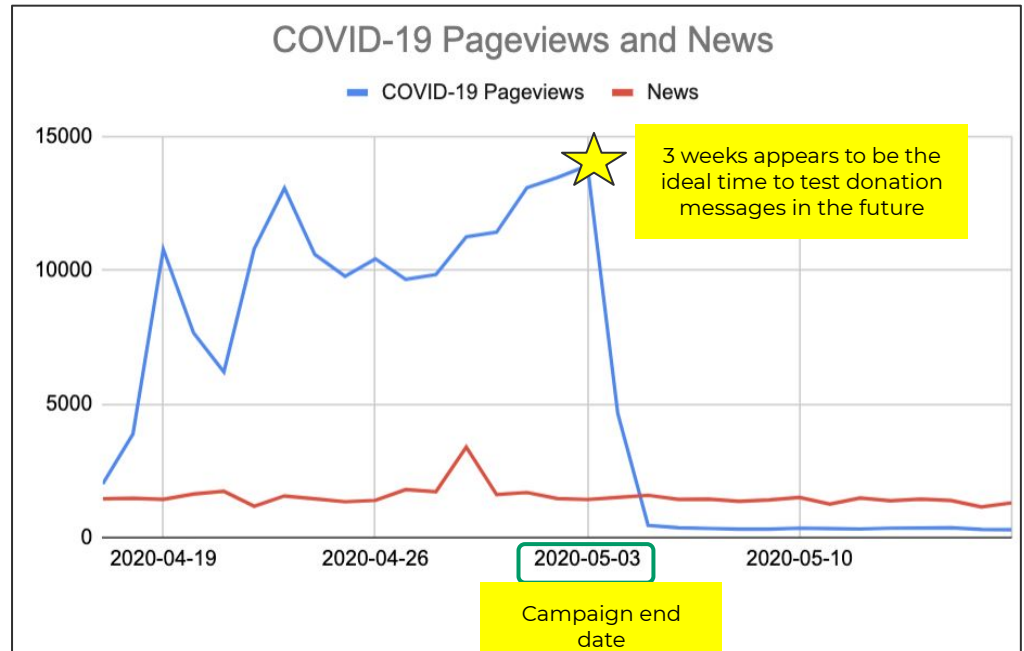# The campaign increased awareness of trust in Wikipedia

- We reached > 12 million people with our trust messages.

- > 2 million people visited our sites for more information.
  This number exceeds Facebook's industry average by 64%.

- Those who visited our sites returned for more.
  Content revisit rates are indicators of trust (COVID-19 trust campaign revisit rate of 1.09).

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The campaign created an optimal environment for future tests

A direct indicator of awareness is engagement, and engagement with the COVID-19 landing page is attributed to the paid media campaign. We see a dramatic drop when the campaign ends.

We believe week 3 of an awareness campaign is an ideal time to test the impact of donation messages.

COVID-19 Pageviews and News

— COVID-19 Pageviews   — News

3 weeks appears to be the ideal time to test donation messages in the future

Campaign end date

Campaign learnings

- The campaign was effective in increasing awareness of Wikipedia as a trusted source

- Paid media is crucial to engagement with our websites and landing pages

- Improving internal WMF process efficiency is key to getting our message in market at the right time

- For future paid media fundraising tests, we will execute both awareness and donation messages as one integrated campaign to align timing and audiences

Board Announcement: Trust & Safety

Impact across social media platforms

- Coverage in **+100 outlets** with a combined global audience reach of ~150 Million.
- Initial coverage in the BBC, YahooNews, and Gizmodo led **pickup in 21 countries** including in regions of importance for audience and donation growth, e.g., U.S., Germany, France, India, Ghana, Nigeria, Malaysia and Kenya.
- Statement shared **201 times** from accounts not affiliated with Wikimedia Foundation staff.
- Reached **44,029 users** across Twitter, Facebook, Instagram, and LinkedIn.
- Engagement rates (likes, shares, retweets, comments) were **2.5% higher than average** for similar campaigns.
- Measured across platforms, campaign messaging resulted in a response rate of **31% positive**, **68% neutral**, and 1% negative feedback.

Wikimediafoundation.org

Wikimedia Foundation Board announces Community Culture Statement, enacts new standards to address harassment and promote inclusivity across projects

COMMUNITY   FOUNDATION

Today, the Wikimedia Foundation Board of Trustees voted to ratify new trust and safety standards for Wikipedia and all other Wikimedia projects. The standards, as outlined in a new Community Culture Statement, provide direction and priority to address harassment and incivility within the Wikimedia movement and create welcoming, inclusive, harassment-free spaces in which people can....
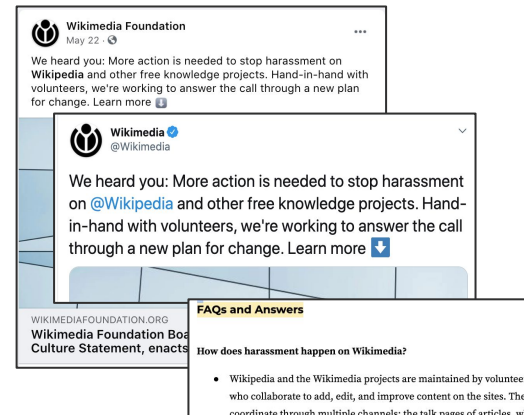
22 May 2020

By Wikimedia Foundation

Social & Community

Wikimedia Foundation
May 22 ·

We heard you: More action is needed to stop harassment on **Wikipedia** and other free knowledge projects. Hand-in-hand with volunteers, we're working to answer the call for change. Learn more ⬇️

Wikimedia
@Wikimedia

We heard you: More action is needed to stop harassment on @Wikipedia and other free knowledge projects. Hand-in-hand with volunteers, we're working to answer the call through a new plan for change. Learn more ⬇️

WIKIMEDIAFOUNDATION.ORG
Wikimedia Foundation Boa...
Culture Statement, enacts

FAQs and Answers

How does harassment happen on Wikimedia?

- Wikipedia and the Wikimedia projects are maintained by volunteer who collaborate to add, edit, and improve content on the sites. Thes coordinate through multiple channels: the talk pages of articles, wh

Press

BBC
Technology
Wikipedia sets new rule to combat "toxic behaviour"
23 May 2020

GIZMODO
NEWS
Wikimedia Is Overhauling Its Communities to Clean Up Harassment

THE VERGE
Wikimedia is writing new policies to fight Wikipedia harassment
Trustees say it hasn't done enough to stop abuse
By Adi Robertson | @thedextriarchy | May 25, 2020, 9:48am EDT

India: Changing the conversation

Goals: (1) Help underline Wikipedia as an information resource for COVID-19 across Indic language communities at a time when people needed trustworthy knowledge most; (2) Educate India's public about how Wikipedia works in an effort to address growing backlash by right-wing nationalists groups who claimed anti-Hindu bias on Wikipedia.

Impact: Effectively changed the online conversation in India by securing 35 original articles in mainstream & local language publications with a reach of > 663 million people. Estimated ad value of the campaign: $28,000.

Before

In early February, there were **79,800+ negative conversations**—mostly on Twitter—related to Wikipedia's Delhi riot article.

As of March 2, **OpIndia's article doxxing a Wikipedia editor** had the highest impact and reach in India according to our analysis.

After

As of April, there were **< 100 negative Twitter conversations** about the riots and Wikipedia**.**

As of March 29, **Toby Negrin's India Times Op-Ed** had the highest SEO score in India and the second highest impact score.

Between Feb-May 2020, **India made up 38% of Wikipedia's total international media coverage,** a 30% increase in comparison to the same time last year.

#WikiHerStory Initiative

Goals
- Build public awareness around gender equity efforts
- Showcase volunteers and their work
- Inspire more women to join the movement

Strategy
- Connect new research on Wikipedia's gender gap problem to initiatives working towards a solution
- Make it relevant: Leverage Women's History Month
- Make it personal: Storytelling + visuals

Impact
- Social: 173,014 reach; 1,653 engagements; 851 #WikiHerStory mentions
- 6,500 blog views
- 8% more women than men engaged with the initiative on Twitter
- Positive community engagement

#WikiHerStory

Lessons
- Connect strategic goals with timely conversations
- Combine data and storytelling
- Highlight volunteers for internal + external benefits
- Leverage partnerships (e.g. UN Human Rights, Smithsonian)
- Flexibility