

Facilitation guide:

2030 Movement Brand Project

Effective facilitation is fundamental to gathering great feedback. In the 2030 Movement Brand Project, diverse and thoughtful feedback will guide us toward a brand system that clarifies who we are in order to attract billions of new users. While many Affiliate Liaisons of the Brand Project are experienced facilitators, others will be facilitating for the first time. The Brand Project team aims to ensure that everyone feels equipped to have constructive conversations with their communities, and has compiled some best practices to draw from. While leading these conversations, it's good practice to keep some of the following introductory tips in mind

Formats

Affiliate Liaisons can engage with the community members in the platforms that are most utilized by their respective affiliates. Note that social media channels (e.g. Telegram or Facebook group), wiki and email all need different communication approaches, so try to adapt your style accordingly. You may use the following engagement models to facilitate the Movement Brand project discussions:

- **Online surveys** - We will be providing surveys for each phase that will be useful for capturing focused input on the Brand Project.
- **In-person meetups** - **With the ongoing COVID-19 pandemic, it is advised for affiliates to suspend all in-person meetings and utilize online engagements for the process.**
- **On-wiki conversation** - Engagement of discussions on on-wiki platforms in the form of a forum or a thread in community portal of home-wiki or a separate project page in local language in home-wiki or meta.
- **Online conversations via social media**- Official social media platforms can also be utilized to surface common opinions from the group.
- **Virtual Meetups**- Online conversation is an online meeting format that can be useful to build context around the discussions with common ideas from the group and clarify sensitive or controversial questions to reach a common ground.

Facilitation tips for virtual meetups

Good facilitators create a safe and supportive environment that empowers individuals to share their thoughts freely and make them feel heard. It falls on the facilitator to create a welcoming atmosphere where speakers feel valued and appreciated for their contributions.

Affiliates Liaisons can utilize the following tips to ensure a smooth discussion:

1. **Prepare in advance:** Preparations are fundamental to ensure a smooth meeting flow that is successful in attaining the desired outcomes. That includes:
 - Publishing the objective of the meetup in advance
 - Providing all related information before or during the meeting
 - Selecting a channel as a discussion space with the participants where they can learn about the project and ask for materials or clarifications
 - Using the platform preferred by your community (e.g. Google Hangouts or Meet, Skype, BlueJeans, Zoom, Facebook group calls etc.). Ideally video could be used for creating better personal contact, but it is not mandatory
 - Using a mix of calendar invites and written messages on wiki and social media to invite people to participate in the discussions
 - Having a designated facilitator and note taker for the meeting (determined in advance of the meeting)
2. **Informal check-in:** To set a flow of conversation, the meeting should be started with an ice breaker activity - it can be a simple introduction or a question on the participant's well being, their mood, their location or something fun such as "What desert do you see our movement as?" This allows participants a chance to say something and create a social aspect to the event. This can also be an opportunity for participants and the host to set general expectations and goals around the meeting that can be followed up later with the main discussion. You can find more details about conversation starters [here](#).
3. **Establish the agenda and expectations:** Every meeting must frame a set of expectations and agenda items. More defined the purpose and objectives are, more focused engagements in the meeting would be and this would impact the effectiveness of the meeting. Share context and reading materials with participants in a timely manner prior to the call. In the beginning, the facilitator can share the expectations, both in terms of process (for example, the naming convention proposals or design proposals), output (the expected deliverables) and the meeting structure (for example, for first 10 minutes introductions, next 15 minutes for presentation, then 30 minutes for open discussions and closing).

4. **Reflective listening:** Ensure that people participating in discussions feel heard. Each individual may have an opinion that comes out of their own experiences and perspectives which may be different from other participants. Listen and try to understand, reiterate and summarize the ideas from the individuals to create a shared understanding. For instance, “Thank you for sharing your opinion on this. [Summarize their idea] Does this sum up your idea? Or Did I clearly reflect your idea?” You can use online active listening tools (a list for ideas can be found [here](#)).
5. **Ensure diversity and inclusion in conversations:** Especially in online meetups, participation can turn one sided and some people may feel left out from the conversations. Make sure that your tone is culturally appropriate and that all voices in the room, especially any potentially marginalized voices get a chance to fully express their opinions. Invite the loud or dominant voices to contribute by reflecting the ideas being presented by other participants. This can be a good practice to balance out the conversations and introduce more participatory inclusion in the room. Go around to each participant in the meeting inviting them to present their ideas and opinions on the topic.
6. **Neutrality:** The facilitator should ensure that all the participants have equal opportunity and space to express their opinions. It is ideal for facilitators to avoid offering their own opinions to better manage the flow of the conversation of the group on a neutral note. This can be helpful in creating an ambience that allows everyone in the room to feel comfortable to share viewpoints without judgement or hesitation. It is best if your individual input is integrated in the summary notes rather spoken aloud vocally in the meetup.
7. **Create space for open ended Q and A:** Offer space and opportunities to people in the room to ask questions during or at the end of the meeting. During discussions, the facilitator should also avoid asking opinions in yes or no format instead encourage deeper context behind their ideas. This can be helpful in creating a shared narrative between the group and improve productivity with more meaningful discussions.

For instance, instead of asking questions in this format: “Do you support this naming convention or not?”, instead present the question in the format of opportunity to individuals to share their deeper thoughts, “How do you think the naming convention will impact our movement and the general public opinion? What’s your reasoning or logic behind your support or opposition?” The shared key quotes, stories, and local context can be helpful for the Brand Project team and the design agency Snohetta to create better results reflecting the core values of the community and also support us in creating more creative and detailed reports that express the key points from your affiliate.

8. **Role division:** It is not necessary for the Affiliate Liaison to manage every aspect of the meetup. You can invite other affiliate members for different support roles, including, facilitator, note taker, time keeper, and the presenter. This can be helpful in coordinating the meetup efficiently.
9. **Reflection and the follow-up:** Provide an open opportunity to all participants to share how they felt about the meeting. You may take some time at the end to ask them to share their conclusions and takeaways about the discussion and collective decisions made. You can also use this opportunity to set deliverables for participants in the form of the next steps they can work on after the meeting. Setting clear action items that define what needs to be done, when it is due, where, how and why is ideal at the end of the meeting. You may send a follow-up email in the form of meeting minutes about the reflection of the group for the reference and the next action items highlighted clearly, including, the process for the participants where and who they may ask for support and ask for clarifications for the tasks or the project.
10. **General facilitation protocol:** To keep the atmosphere light and comfortable for everyone in the room, it can be helpful to follow some of the good practices of hosting a virtual meetup:
 - Leave some space for open ended questions after each topic during the discussions
 - Allow others to finish before speaking
 - Try to keep the dialogue in moderate pace in clear tones
 - Request everyone to mute their mics when not speaking
 - You may request the participants to turn off the video function if there is an issue of bandwidth.

Finally, here is a list of good facilitation questions and phrases that might be useful to you.

- “Thank you for sharing that thought. Does anyone else have a similar idea?”
- “Can you tell us more about that?”
- “Why is this idea meaningful for you?”
- “Before we move on, who would like to ask a question?”

Meeting structure template

Step 1 (10 mins) - **Intro and agenda**

Briefly introduce yourself and provide the agenda and brief introduction to 2030 Movement Brand Project Consultation along with the meeting's agenda. Open up the round for introductions and icebreaker activity.

Step 2 (5 mins) - **Topic**

Get started with the presentation adding the framework that answers the pressing questions of attendees about the process and the project.

Step 3 (20 mins) - **Q & A**

After the Presentation, you may open the round for questions and this timeframe can be used for discussing the ideas about the topic with the participants based on the agenda of the meeting.

Step 4 (15 mins) - **Reflect and summarize**

You can then reflect upon the discussed key points and summarize the discussions and ask attendees to share their reflections and experiences and any clarification point left out of the discussions.

Step 5 (10 mins) - **Next steps and closing**

Lastly wrap up the meeting with the process, the next steps, and the point actions that attendees need to work on as a follow up. Highlight the timeframe for the follow up steps with details of the task ending with a note for the next meeting. Thank everyone for their time and energy for active participation in the meeting.

On-wiki conversation

“VILLAGE PUMP” CONVERSATION

You can start a discussion with your affiliate members either on the Community portal of your affiliate Wiki or the most active Wiki frequented by the community members.

- Create a new forum about the topic, share the details of the process and the topic along with the objective. You can mention the questions that need community input along with the action items that need to be worked on.
- You should provide all the relevant materials and resources for the project topic along with clear instructions on the timeframe and the deliverables for the interested participants.

CONVERSATION ON A SEPARATE PAGE

For many affiliates, Village pump discussions may get lost in the hundreds of other project topic threads. You can create a separate page on your local Wiki for Movement Brand Project to keep the focus on a single page. You may also use Meta wiki to centralize these conversations in local language, but use your judgement for the best platform depending on the local context and needs.

Create the topic and include all the relevant details of the project and the tasks for the members. Make sure to inform the community from time to time by posting messages on the village pump, community mailing list and any other on-wiki platform that community members are active in.

Further we would encourage you to add the link to the page on the [Brand Network](#).

SOCIAL MEDIA CONVERSATIONS

If your affiliate is active in social media chat groups, such as, Facebook Groups, Discord, Slack, Whatsapp, Telegram, etc., or other online platforms such as Mailing List, IRC, you can make use of these existing portals to engage the members in meaningful discussions for the Movement Brand Project.

- It can be helpful to use social media for improving/increasing engagement on the project but it is wise to create an on-wiki landing page to keep a central portal for all the project related resources and reports.
- To prevent mixing the Project conversations mixing up or getting archived in other threads, make sure to summarize the discussions time to time and post them on the on-wiki landing page you created for the brand discussions.

ONLINE SURVEY

We will be providing surveys for the Affiliate Liaisons to help them better express their contexts and the affiliate perspectives in a focussed and funneled approach.

You can use the questionnaire provided in the surveys as the discussion narrative in your meetings to get inputs from the whole group and the end result of the survey would be reflecting the affiliate's opinion as whole in a collective feedback.

You may use these questions to create your own survey in the local language to disseminate among the affiliate members and provide us the summarized inputs from these forms.

Friendly space and code of conduct expectations

We are dedicated to providing a respectful, transparent, and harassment-free experience in the 2030 Movement Brand Project for everyone. These expectations are needed to ensure a pleasant environment for focused discussions where contributors engage respectfully.

In the interest of fostering an open and welcoming community, we are committed to making participation in Wikimedia projects a respectful and harassment-free experience for everyone, regardless of gender, gender identity and expression, sex, sexual orientation, disability, neuroatypicality, physical appearance, body size, race, ethnicity, national origin, age, political affiliation, or religion.

Civility and assuming good faith are core principles of the Wikimedia movement. We realize most people want to help the projects and fellow community members, not hurt them. Remember that most of us are volunteers and need to be appreciated for the time and effort we put into improving the Wikimedia projects.

We expect you to consider the following when engaging in discussion:

1. **Context and background:** Do I have a basic understanding of the context and background of the discussion? Have I made sure to educate myself before asking others to explain things to me?
2. **Cultural differences:** Am I being sensitive to cultural differences and language barriers?
3. **Experience:** Am I considering and not making assumptions about a person's level of experience (with the Wikimedia movement, grantmaking, project management, etc.)?
4. **Support:** Am I framing my comments/questions in a supportive, concise and constructive way, offering suggestions for improvement?
5. **Impact focus:** Are my questions focused on the impact of the project proposal or am I overly focused on minor details?

HARASSMENT

We do not tolerate harassment of contributors in any form. Harassment includes:

- offensive comments related to gender identity or expression, sexual orientation, disability, physical appearance, race, ethnicity, political affiliation, or religion
- violence, threats of violence, deliberate intimidation and personal attacks
- stalking, following, or continued one-on-one communications after being asked to cease
- sustained disruption of discussion
- deliberate “outing” and/or doxing of any person’s identity without their consent
- publication of non-harassing private communication

In order to help maintain a friendly space for participants, Liaisons may take support of [a few guidelines and useful talk page templates](#) designed to help manage disruptive comments on talk pages.

Contact us

If something sensitive emerges from the conversations with members of your affiliate or for any guidance related to the process, please reach out to the Brand Project team to ensure awareness and get support. You can reach out to individual team members or use brandproject@wikimedia.org.