Wiki Loves Campaigns: When, Why and How?

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Why

- Improving content around the focused area
- Bringing in new contributors into the movement easily
- Outreach and awareness to a community
- Build connections and partnerships related to the theme
- Community development through organising
How it Started?

Wiki Loves Art in 2009 (New York)
- Wiki Loves Monuments
  - First iteration 2010; Netherlands
  - First iteration 2011; across Europe
  - International contest from 2012
- Wiki Loves Earth 2013 (Ukraine)
  - International contest from 2014
Planning

- Focus area (the need) + Title
- Pilot (if it is new one)
- Objectives and Wikimedia projects in scope
- Read learning patterns and previous case studies
- Photo events category: https://w.wiki/4PF
- Online engagement campaigns category: https://w.wiki/4PG
Planning

- Team
- Funding and prizes to be given
- Timeline
- Resources and page to be setup
- Potential partner organisations
- Outreach activities (what?)
- Promoting it in the community (how?)
- Jury
During the Campaign

- Keep promoting (Central Notice, Mailing lists, Village pumps, and social media)
- Clear instructional pages, with some videos (for example categorisation)
- Maintaining and cleaning up categories
- Regular reviewing of articles submitted (if on Wikipedia)
- Regular checks on image copyrights and content plagiarism
Possible outreach activities

- Photowalks (for WCommons based)
- Edit-a-thons (for WP based)
- Contacting potential organisations for content donation
After the campaign is over

- Categorising and cleaning up of images
- Conducting the jury process
- Announcing winners
- Prize distribution
- Submit necessary reports
- Write a case study and a blog post
Let's see some examples
Wiki Loves Monuments

- Pilot in 2010 in Netherlands
- A European contest in 2011
- An international contest in 2012
- 2011 Guinness Record of the largest photography competition
Wiki Loves Butterfly

- Wikimedia Commons and Bengali Wikipedia
- Outreach Programme
- Exploration and Literature Survey
- High quality images and content
- Six iterations: 2016 - 2023
Wiki Loves Folklore

- Pilot in 2016 at Strasbourg, France as Wiki Loves Love
- International contest in February, 2019
- Renamed to Wiki Loves Folklore in 2020
- Theme is to document folk cultures in different regions of the world.
- 168 countries with over 6414 photographers
- 79,844 media files in 5 years
Other examples

- Wiki Loves Africa
- Wiki Loves Art
- Wiki Loves Heritage
- Wiki Loves Villages
- Wiki Loves Food
- Wiki Loves Earth
- Wiki Loves Pride
- Wiki Loves Birds
Introducing Wiki Loves Cosplay

Wiki Loves Cosplay is an initiative organized by WikiVibrance with the aim of celebrating Young people in the Wikimedia Projects in a fun and people-centered way. It consists of a photo contest open to all Wikimedia communities, but also to people with no previous experience, in which any image related to the art of Cosplay will be accepted.
Questions
Feedbacks
Suggestions

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Thank You