

Wiki Loves Campaigns: When, Why and How?

Joy, Francesc Fort, Wikilover90,
Tiven2240



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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

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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

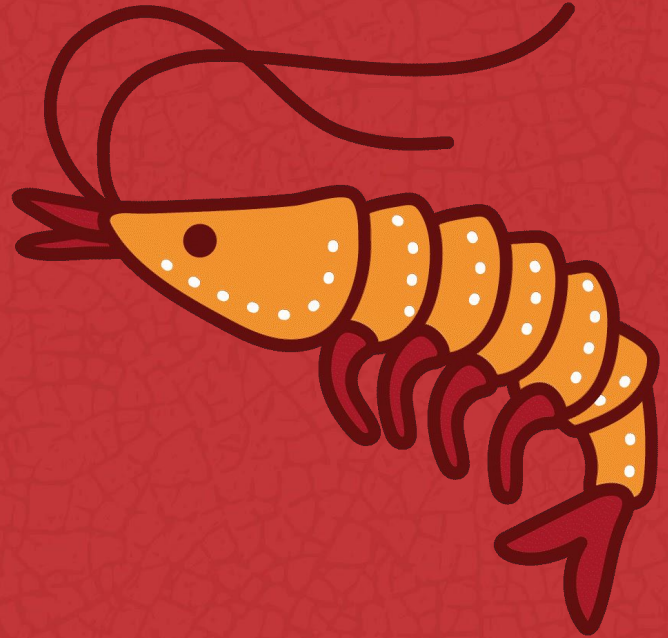
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Planning

- 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>

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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

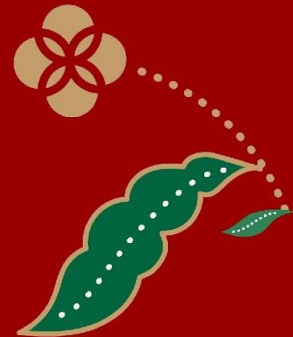
During the Campaign

- 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



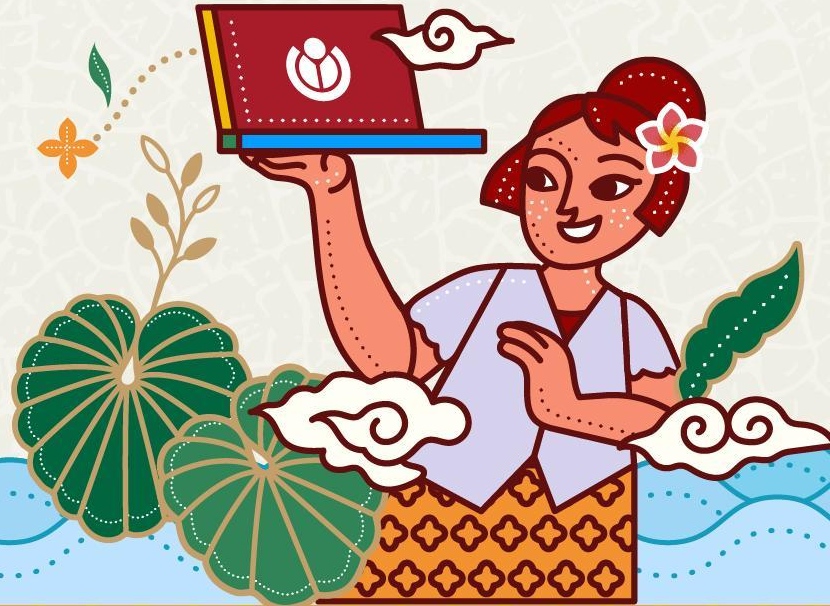
After the campaign is over

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- 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

Lets see some examples

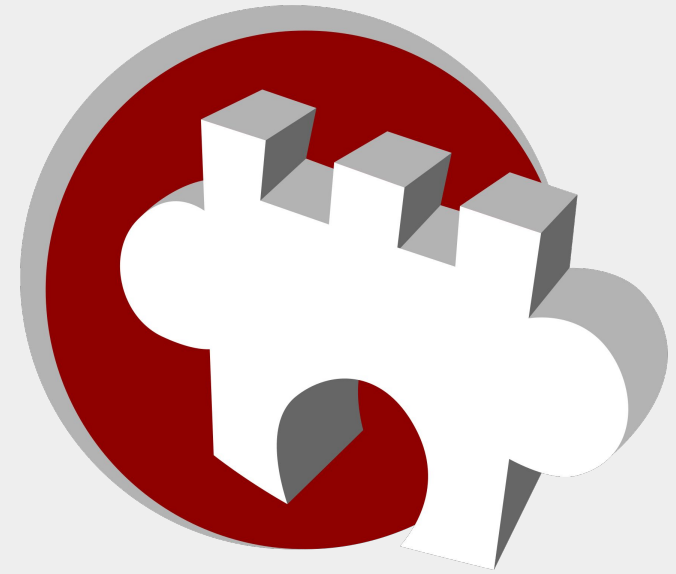
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Wiki Loves Monuments

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

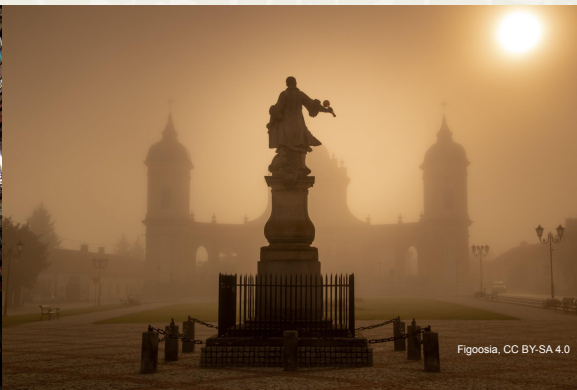
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**WIKI loves
monuments**



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Wiki Loves Butterfly

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

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Wiki Loves Folklore



Wiki Loves
FOLKLORE

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- 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



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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

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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.

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Questions Feedbacks Suggestions

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Thank You

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