

MTP Priority slides



WIKIMEDIA
FOUNDATION

Brand Awareness



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.

We are accomplishing **Brand Awareness** by clarifying our brand system, maintaining brand health, and increasing awareness in markets we don't currently serve.

We'd like to highlight **creating an evolved identity system for Wikimedia** that supports this priority.

We learned that working closely with our community and a strong design agency helps us make progress on **Brand Awareness**.



Brand Awareness



MTP Outcomes

Key deliverables:

Clarify and strengthen brand architecture

Increase global outreach where awareness is below 50%

Strengthen brand affinity with existing audiences for a sustainable future

Evolved identity system for Wikimedia

MTP Metrics

Build brand recall in areas with high internet access but low Wikipedia awareness

Baseline: N/A

Clarify and strengthen Wikimedia brands

Baseline: Brand strategy by Wolff Olins

Y1-Goal

N/A

Q1-Status

N/A

Develop a system that follows the brand strategy and reflects 40 nations

Hiring staff, planning and scouting a design agency



Key Deliverable slides



WIKIMEDIA
FOUNDATION

Evolve identity system for Wikimedia



Objective:

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

The Communications department has used Q1 to plan for our global design collaboration in the fiscal year ahead.

Some of the priority planning accomplished includes:

- Hired a Brand Manager (Essie Zar) to lead key development of brand identity system
- Gathered network of 100+ community volunteers from more than 40 nations to guide Movement brand changes
- Reviewed proposals from 8 brand consultancies to lead design activities through June

As a result, we're poised to hire a brand consultancy in Q2, establish full project timeline, and launch process on-time.

Full-time equivalent budget

Budget: 3.8 FTEs

Actual: 5.9 FTEs



Key Results

Develop a new brand identity system by June 2020 that satisfies community brand criteria and reflects the perspectives of 40+ nations
Baseline: 0 milestones

Y1-Goal

10
milestones

Q1-Status

**2
milestones
achieved**

Drill Down: Evolve identity system...



The situation

There are increased community concerns around Foundation consultation practices related to Fram block and Movement Strategy process.

Volunteers are concerned that decisions are made without satisfactory consultation, and without clear understandings about how/where/when input can be addressed. This leads to distrust of process and of project outcomes.

The impact

Project success is dependent on working with the community and building a healthy, trusting relationship.

Recommendation

Consultation methods must be clear, cross-channel, honest, well-documented, and wide-reaching. They must enable easy participation that does not “burn out” contributors.

The project team recommends outlining a full timeline and methodology of consultation at design process launch, and beginning with active “workshops” to take in various points of view on Movement branding.

Department slides



WIKIMEDIA
FOUNDATION

New colleagues since All Hands!



Nadee



Deb



Brooke



Anusha



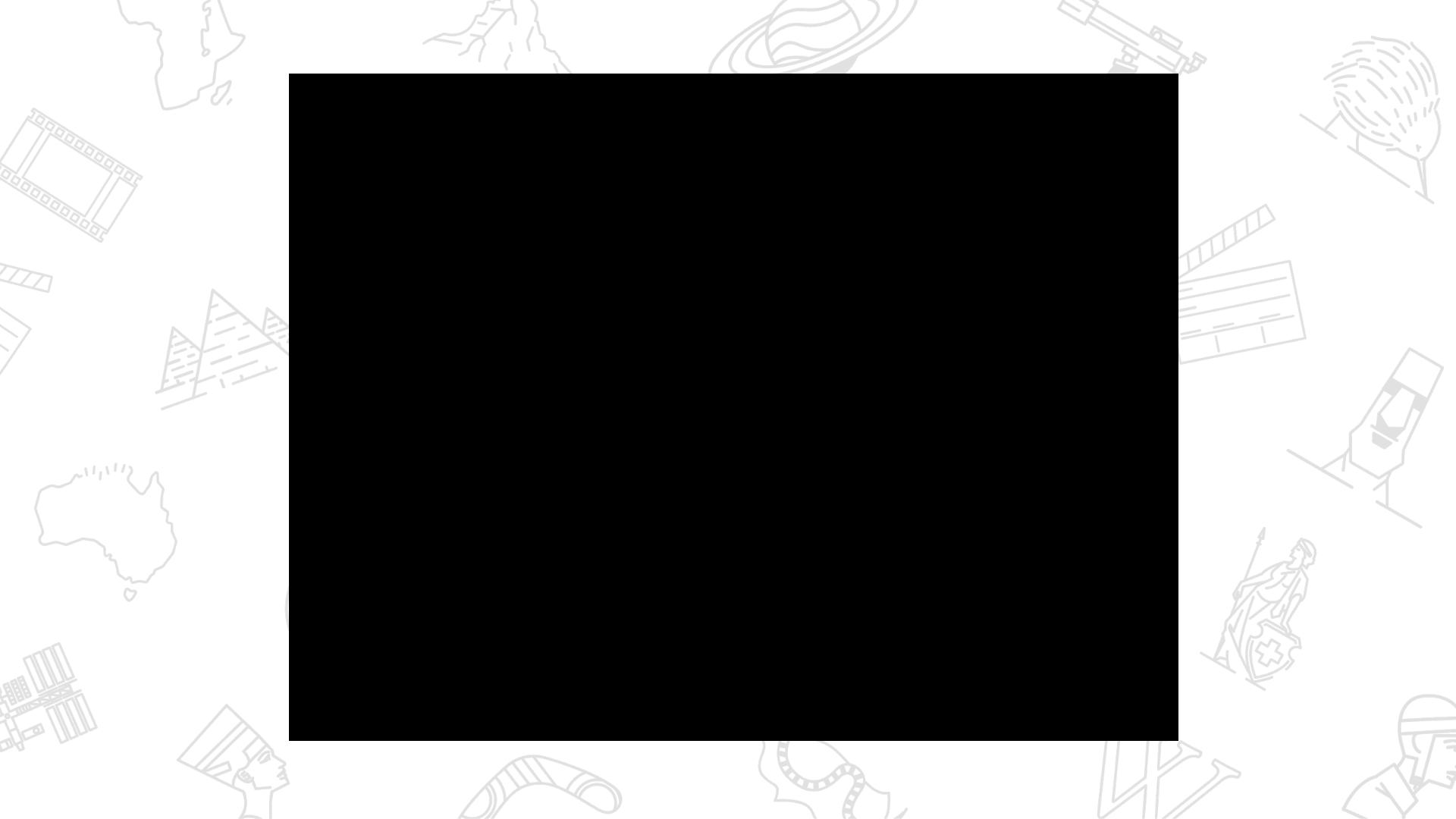
Essie



CherRaye



THE
EQUAL EDIT



Campaign elements

- Collaboration with *Historiskan*
- Edit-a-thon with Swedish volunteers
- Social media campaign
- Targeted media outreach
- Panel discussion at Wikimania




Campaign impact

- 60.8 million total reach
- 51 media articles
- “Women” was trending during Google search in Sweden during the conference

NYHETEN

How 'The Equal Edit' campaign is improving gender equality in Swedish history on Wikipedia

BY SARA DORTCH — 21 October 2019 10:00 AM



40 min

During history lessons at school, we were taught about conflicts, innovation, and resolutions that made the world what it is today — without telling the stories of the other half the population. History really has been "his story" — it was written by men, for men, and you guessed it, about men. In the US, [85 percent of 2016 editorial history](#) (with a link to a link) is about men. This same story even applies to nations considered great leaders in the fight for gender equality, such as Sweden.

Most popular

- 1 **Sweden's new president was** [Lars Lohman](#)
- 2 **The coast was so hot** [from Japan](#)
- 3 **Men's late** [visiting trip](#)
- 4 **What for this** [September](#)
- 5 **What happened** [Chernobyl](#)

Never miss out
Sign up for our weekly newsletter. What's hot & cool by our CEO.

Latest

Texas says [demand on](#) [volunteers](#) [increasing](#)

The Next Web - How 'The Equal Edit' campaign is improving gender equality in Swedish history on Wikipedia (left)

DAGENS NYHETER. E-ON ARKIVET KUNDSERVICE
NYHETEN QUIZ KUNDBERÅDNINGEN

Nyheter Ekonomi Kultur Sösten Sport Ledare DN Debatt DN Åsikter DN SVR

Sverige Världen Politik Fakta/Frågor Vetenskap Quiz Tipsa DN

|Sverige

Wikipedia skriver in fler kvinnor i Sveriges historia

UPPDATERAD 2019-08-26 PUBLICERAD 2019-08-25



Grötting Kristina är en av kvinnorna som skrivs in i Wikipedias artikel om Sveriges historia. Foto: Lennart Lundström

Wikipediaartikeln "Sveriges historia" utelämnar många kvinnor som spelat nyckelroller i historien. Det anser chefredaktören på den kvinnohistoriska tidskriften Historiskan som har hjälpt till när onlneuppslagsverket nu ska skriva om artikeln.

- Det finns tusentals kvinnor som var betydelsefulla under sin samtid som vi inte känner till i dag, säger Eva Bonde.

Alexandra Carlsson Yentisaka

Läs senare

Endast 18 procent av alla personporträtt på engelska Wikipedia handlar om kvinnor. I den svenska versionen ligger siffran till 21 procent.

Efter fem on TV4 - Afternoon news show with Wikimedia Sverige (WMSE) Board member, Sofie Jansson (below)

Toppyheter Senaste Se programmet Artiklar Klipp



Sofie ger kvinnorna plats på Wikipedia: "Risk att historien blir skev annars"

KLIPP - ONSDAG 14:18 KL 18:20
LÅNGO 5:29

Wikipedianen Sofie Jansson har i fyra år arbetat med att få fler kvinnor att omnämnas på Wikipedia och samtidigt fått fler kvinnor att arbeta som volontärer i det mansdominerade databasen Wikipedia.

[Dela](#) [Twittera](#)

Gilla oss på Facebook

EFTER FEM
ONSDAG

HON GER KVINNORNA PLATS PÅ WIKIPEDIA

Dagens Nyheter - Biggest daily in Sweden, Wikipedia is adding more women to the Swedish history (above)

Girl Up - UN campaign, 172K followers



How 'The Equal Edit' campaign is improving gender equality in Swedish history on Wikipedia ⚡

buff.ly/2Z4TOxW



06:11 - 23 aug. 2019



My best session so far in the course of [#Wikimania](#) has undoubtedly been the [#EqualEdit](#) panel conversation. Thank you [@Rosiestep](#) for the amazing work you have been doing with [@WikiWomenInRed](#). I absolutely love the great work that the [@historiskan](#) team have continued to do.

06:42 - 17 aug. 2019

Blossom Ozurumba - Nigerian Wikimedian, 46K followers

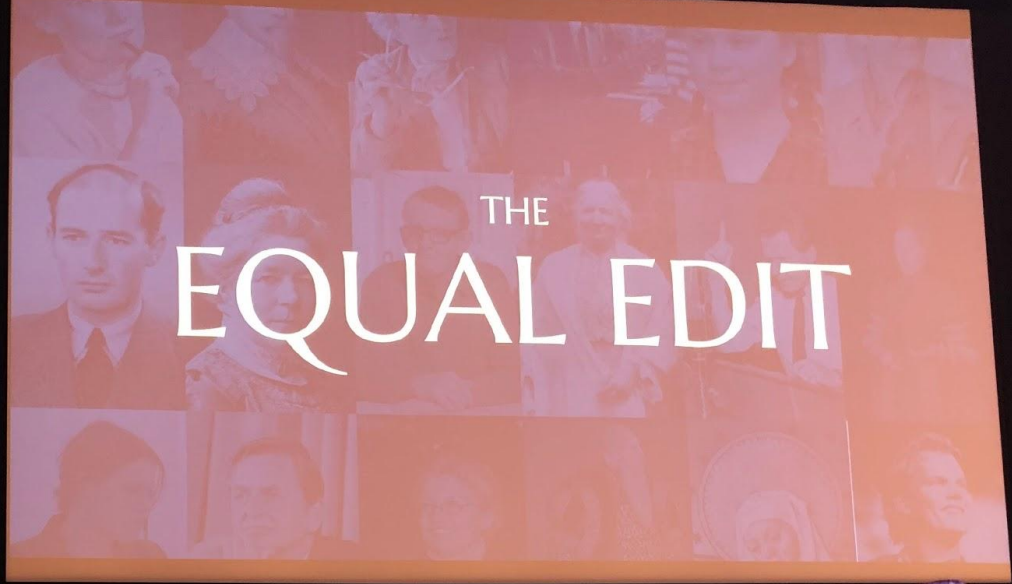


Historiskans chefredaktör har bidragit till projektet The Equal Edit med en lista på kvinnor som bör nämnas i Wikipediaartikeln om Sveriges historia och kommer även att medverka i en paneldebatt om projektet på konferensen Wikimania som just nu pågår i Stockholm. [#theequaledit](#)



06:13 - 15 aug. 2019

Historiskan - campaign partner, 2.9K followers



THE EQUAL EDIT



5 GENDER EQUALITY



4 QUALITY EDUCATION



4 QUALITY EDUCATION



The Equal Edit analysis

Our new approach to Wikimania communications created an entry point for public audiences to engage with Wikimedia and the conference through an issue of local and global importance: Gender equity. We elevated the Wikimedia brand and created a deeper connection between Wikipedia and our efforts to advance social change. This was also underlined by the campaign's alignment with the UN Sustainable Development Goals, a main theme at Wikimania 2019.

In close collaboration with Wikimedia Sverige (WMSE) and Wikipedians working in gender equity, we expanded the campaign on a global scale. We also supported WMSE in creating partnership opportunities with the Swedish Ministry of Foreign Affairs and Historiskan. WMSE is now in talks with the ministry to integrate WikiGap, a joint global initiative to highlight women's achievements on Wikipedia, with the Equal Edit.

The Equal Edit ultimately made Wikimania more compelling to local audiences, and aligned with our movement strategy and mid-term goal to build a thriving, equitable movement. It also created a useful model for other communities working on local issues. It's been built to replicate.

Next year, we recommend partnering with a local agency again on a campaign that similarly connects local audiences to the free knowledge movement.



WIKIMEDIA
FOUNDATION