COMMUNICATIONS

January 2018 quarterly check-in

WIKIMEDIA FOUNDATION

LAST YEAR'S DECK

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(Some) highlights

- Social strategy
- Campaigns for India and Turkey
- Annual report!
- Big English
- New board members

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(Most recent) things learned

- Candidate searches require a lot of focus
- Review the way we approach projects that might affect the tech team
- Need to understand a project from start to finish

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CHECK IN

January 2018

TEAM/DEPT

Communications

WIKIMEDIA FOUNDATION ANNUAL PLAN

GOAL: Support future of Communications department

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting? And what did you learn?
Support future team direction and resources through planning and engaging in organizational processes around team leadership.	**LAST QUARTER**	
	Executive Director Talent & Culture Finance	• Revised and completed CMCO search process • Continued working with communications team strategy consultant, interviewing the team and interdependent departments, beginning to outline workflows and team needs. • Hired **Chief Creative Officer** and **VP Communications**
	NEXT QUARTER	
	Executive Director & Minassian	• Onboard VP of Communications • Extend work with communications team strategy consultant

STATUS: IN PROGRESS

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Communications

WIKIMEDIA FOUNDATION ANNUAL PLAN

What you learned working on this objective or workflow:

Did anything unexpected (good or bad) happen?

We hired leadership for the Communications team in a most unexpected way.

What would you do differently if you had to do it again?

It was a little unclear who owned the process and was responsible for certain steps and outcomes, getting clarity on that at the start of a search would be helpful.

Did you struggle with anything?

The search kicked off in May of last year. By July we revised the job description in hopes of finding the candidates we were looking for. The search was completed in December after reviewing 1,200 candidates.

PROGRAM 1
Share our culture

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Communications

PROGRAM

] [LINK]

WIKIMEDIA FOUNDATION ANNUAL PLAN

GOAL: Share the Wikimedia story, values, and experience

What is your objective?	Who are you working with?	What impact / deliverables? And what did you learn?
Humanize the movement to people who read Wikipedia, but are unaware of who writes it or the totality of our activities.	**LAST QUARTER**	
	Audiences, Fundraising, Legal, Tech, CE, Global Reach, Performance, Europeana, York University, Wiki Loves Africa/Monuments/Earth, European Space Agency, RACHEL, OCLC.	• Featured 20 community-focused posts and profiles, including a profile of Swedish Wikipedian Holger Ellgaard and an award from Europeana to Romanian Wikimedians • Experimented with cross-posting to Medium and the blog • Began interview series *with* and targeted outreach *to* members of Tech/Audiences teams, resulting in 18 posts from those colleagues • Two in-depth interviews with community members on their accomplishments and motivations • Launched series featuring voices from across offline access movement.
	NEXT QUARTER	
	Community, external and internal partners	• Continue profiles and community-focused posts, embracing the movement's complexity and diversity • Continue experimenting with our voice on blog/social—what engages people? How can we engage, then lasso them in to learn more about the movement?

STATUS: IN PROGRESS

Wiki Loves Monuments

CC BY-SA 4.0, PKharote

Wiki Loves Earth

CC BY-SA 4.0, Clodomiro Esteves Junior

Art Library Project

CC BY-SA 4.0, Bohumil Zemánek

From Sesame Street to Maya Angelou

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Communications

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WIKIMEDIA FOUNDATION ANNUAL PLAN

What you learned working on this objective or workflow:

Did anything unexpected (good or bad) happen?

• We announced the uploading of an astronaut's voice, recorded in space, to Wikimedia Commons; and announced the Odisha government's decision to re-license its social media content under a free license. Both were great surprises.
• We got back onto Medium, changed the name to "Wikimedia" to better reflect our intended use case, and started posting there again (prompted by our push on net neutrality). People seemed to really like it, but the posts need attention on social media to get traction.
• Launched a new blog series around offline access—5 posts so far—with lots of positive social and press, and several orgs. have reached out to Anne Gomez as a result!
• People are responding extremely positively to our increased outreach for blog authors!
• In December 2017, we had our biggest traffic month since July 2016. 145,000 blog views, 96,000 visitors.

What would you do differently if you had to do it again?

• We had a really good quarter and featured a lot of first-time authors. We're getting into a really nice cadence and using PM tools to help support our work. We want to ensure that we're able to amplify each post to its intended audience through other comms. Mechanisms—how can we ensure these get out through newsletters, banners, etc.

Did you struggle with anything?

• People are pitching the blog much more frequently so sometimes we have a long queue, which is great! (The more, the better!)

PROGRAM 2
Lead the narrative

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Communications

WIKIMEDIA FOUNDATION ANNUAL PLAN

What you learned working on this objective or workflow:

Did anything unexpected (good or bad) happen?

The Berkman Klein talk provided the impetus for a strong strategy stump speech that road-tested well with the Berkman audience and community members who watched remotely.

What would you do differently if you had to do it again?

Start earlier on the Berkman talk (we had difficulty getting information ahead of time from the organizers), get clarity on comms support needs and talk development process.

Did you struggle with anything?

Shift in team resourcing, had to scale back support and proactive opportunities to manage interim capacity planning and reduced staffing.

PROGRAM 3
Connect and amplify

WIKIMEDIA
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Communications

PROGRAM

3 [LINK]

[Source]

[Source]

CHECK IN

January 2018

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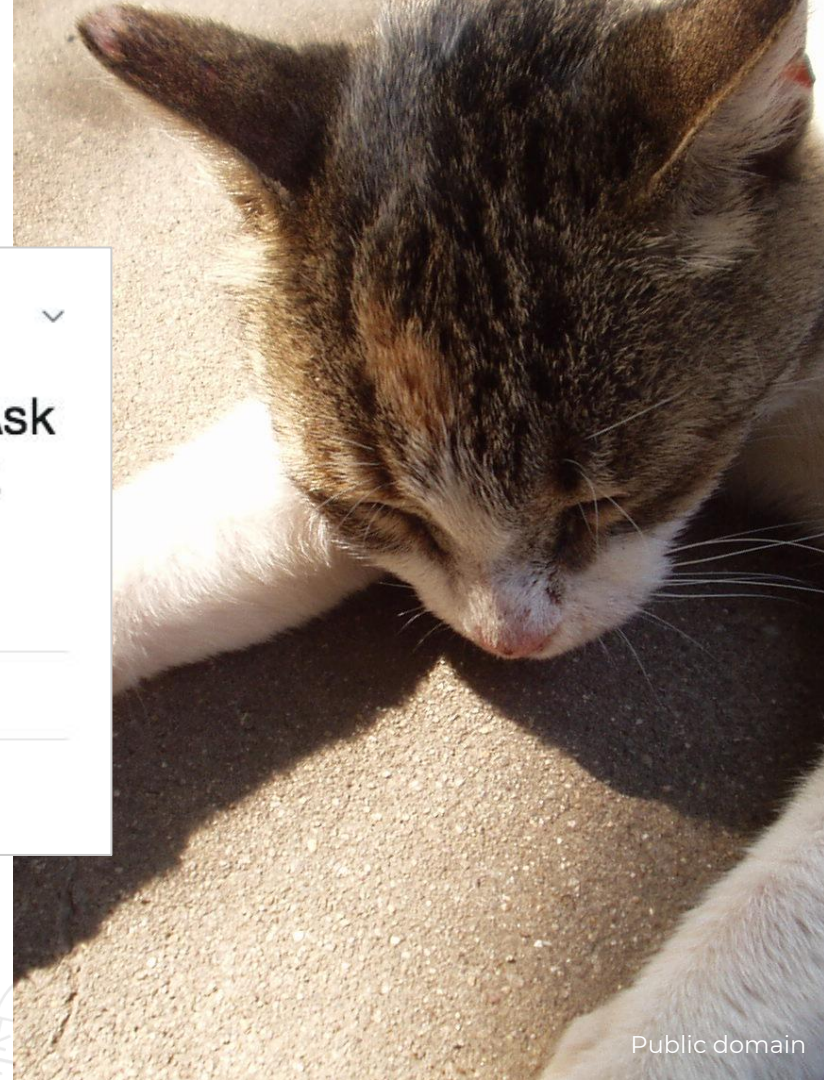
Communications

[Source]



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Communications

Bob Davies @realbobdavies · 21 Nov 2017

Replying to @Wikipedia

How does my cat know that there is a cooked chicken in the fridge, and will sit and wait for hours until he is given access to it?

2 1

Wikipedia @Wikipedia · 21 Nov 2017

Their sense of smell could be up to fourteen times stronger than that of the average human. Attempts to hide that chicken would be near futile.
en.wikipedia.org/wiki/Cat_senses

1 2 3

Bob Davies @realbobdavies · 21 Nov 2017

Best eat it then.

1

[Source]

Public domain

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WIKIMEDIA FOUNDATION ANNUAL PLAN

What you learned working on this objective or workflow:

Did anything unexpected (good or bad) happen?

- We have a number of technical contributors (Anne Gomez, Rita Ho, Trey, Mikhail, Aaron,) who are also really good writers!
- Social media increased substantially from past quarter/year. We can have a voice and still be true to our mission. Hooray!
- We started using Asana and Slack for team work. Worked well.
- It's been really fun to think about ways to amplify not just the content of Wikipedia, but other work we do as well.

What would you do differently if you had to do it again?

- Would love to experiment more across languages and newer platforms.

Did you struggle with anything?

- Would like to know budget so we can plan more long-term and perhaps hire devs. To work on tools to help us with analytics and scaling some of the tests we've tried.

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Communications

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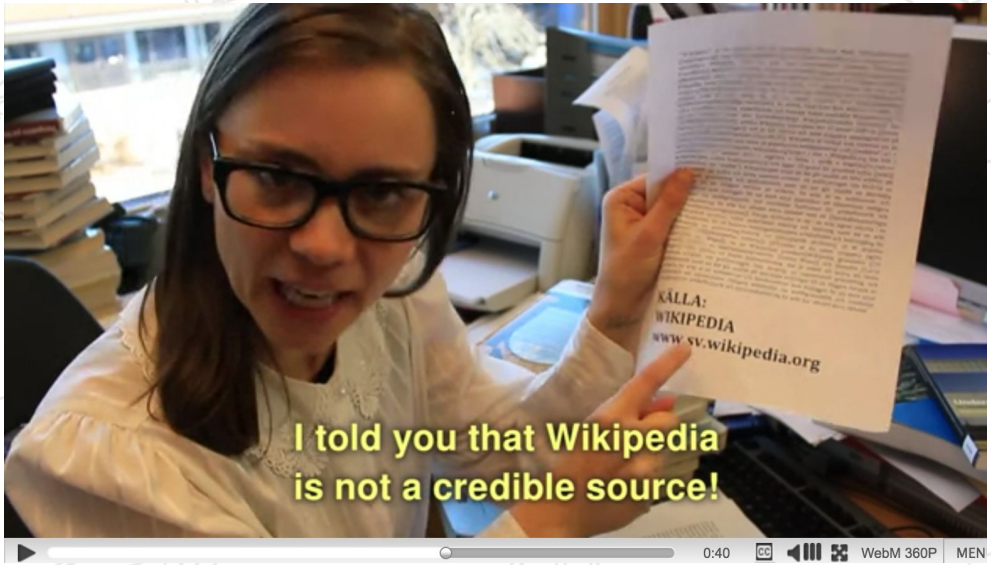
3 [LINK]



Happy Birthday to Wikimedia Sweden! -- one of six videos shared with appropriate communities this quarter to celebrate an anniversary.

CC BY-SA 3.0, Victor Grigas / Wikimedia Foundation
https://commons.wikimedia.org/wiki/File:Happy_Birthday_Wikimedia_Sweden.webm

I wonder how long it would take to read Wikipedia from cover to cover? -- one of sixteen short videos developed for social media on the 2017 fundraising campaign.

CC BY-SA 4.0, Victor Grigas / Wikimedia Foundation
https://www.youtube.com/watch?v=okWaANIWMRc

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Communications

PROGRAM

3 [LINK]

WIKIMEDIA FOUNDATION ANNUAL PLAN

GOAL: Connect and amplify

What is your objective?	Who are you working with?	What impact / deliverables? And what did you learn?
We aim to reach people outside of the movement who can amplify our work and connect us to others through their work.	**THIS QUARTER**	
	Appropriate Wikimedia communities and affiliates, potential online donors.	• Shared happy birthday video messages to: Korean Wikipedia, Wikidata, Turkish Wikipedia, Wiktionary, Wikimedia Sweden, Wikimedia Argentina. • Produced and shared 16 short video messages from Jimmy Wales for social media for the 2017 fundraising campaign.
	NEXT QUARTER	
	Appropriate Wikimedia communities and affiliates.	• Continue to share other previously recorded video birthday greetings and salutations

STATUS: IN PROGRESS

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Communications

WIKIMEDIA FOUNDATION ANNUAL PLAN

What you learned working on this objective or workflow:

Did anything unexpected (good or bad) happen?

Strategic alignment for Fundraising social media videos started late, limiting our ability to recommend highly-engaging tactics for these videos and clear view/engagement benchmarks. We hope to make social media content (especially video) an easy-to-make and scale tool for promoting the “Big English” fundraising push.

What would you do differently if you had to do it again?

For the anniversary videos, we realized that having a second wave of post-production (adding other videos and pictures to Katherine's talking-head) adds greatly to the watchability of the videos, so future talking-head videos will likely be done this way.

Did you struggle with anything?

Not particularly.

PROGRAM 4
Build awareness

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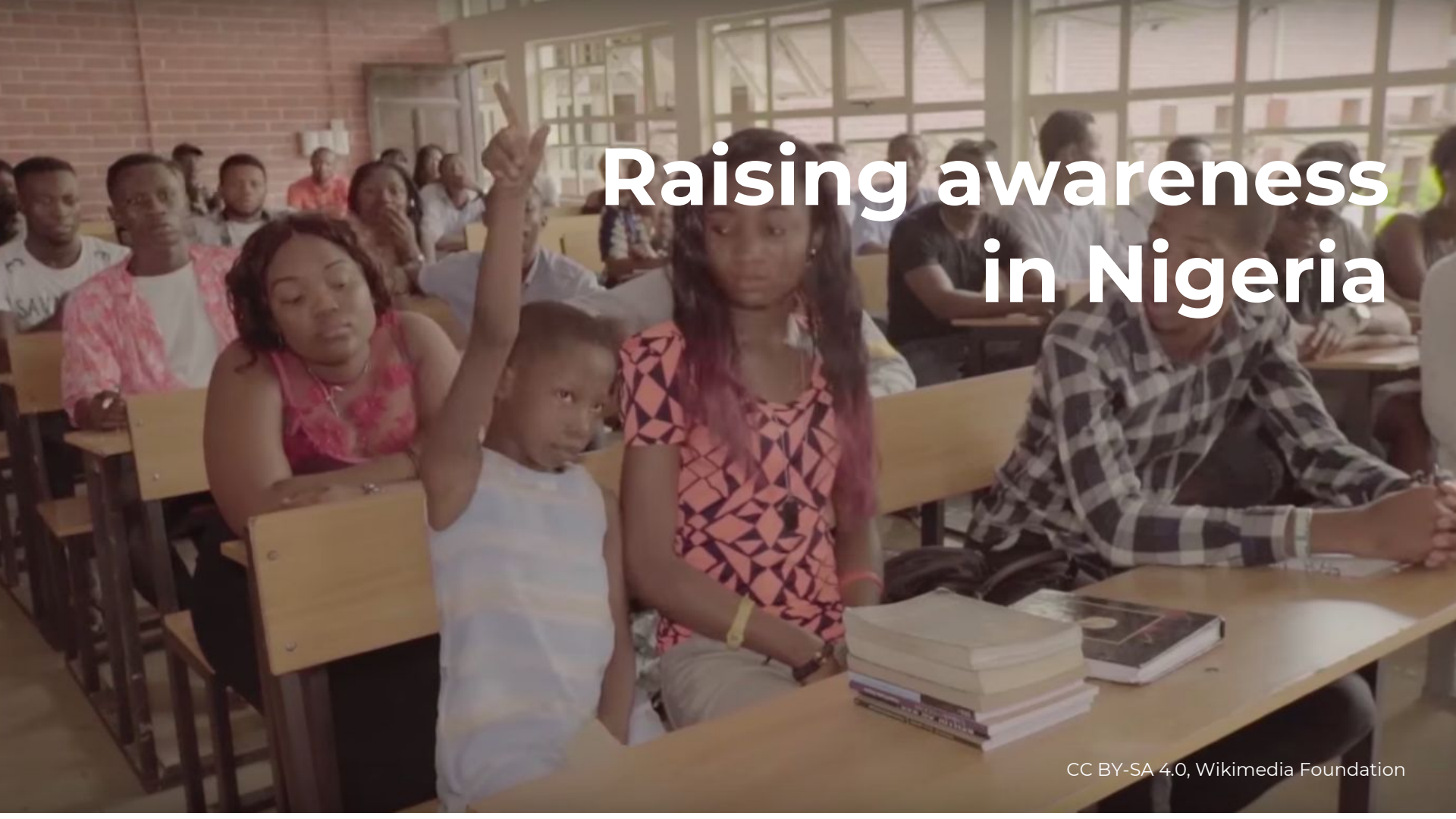
FOUNDATION

New Readers

Raising awareness in Nigeria



CC BY-SA 4.0, Wikimedia Foundation

Raising awareness in Nigeria

- 12 Million total video views over 6 weeks
- ~70% increased Wikipedia traffic from Nigeria
- ~25% increase in Wikipedia app installs

CC BY-SA 4.0, Wikimedia Foundation

Raising awareness in India

CC BY-SA 4.0, Satdeep Gill

Raising awareness in India

- Script complete
- Video shot in Mumbai (pictured here!)
- Target region & audience set

CC BY-SA 4.0, Satdeep Gill

Wikimedia brand and identity

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WIKIMEDIA FOUNDATION ANNUAL PLAN

Wikimedia brand and identity (annual report)

What is your objective?	Who are you working with?	What impact / deliverables? And what did you learn?
Deliver an annual report that explains the impact of Wikimedia. Donors should feel proud to support this movement.	**LAST QUARTER**	
	Fundraising, Community Engagement, Technology, Legal, Public (external agency)	Completed Annual Report web site, print edition, and video
	THIS QUARTER	
	Fundraising, Community Engagement, Technology, Legal, Public (external agency)	Publish and promote Annual Report to donors, readers, and community audiences
ANNUAL REPORT 2017: IN PROGRESS		

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Annual report

[WIKIMEDIA FOUNDATION ANNUAL PLAN]

2017 Annual Report site

CC BY-SA 4.0, Wikimedia Foundation

Imagine a world in which every single human being can freely share in the sum of all knowledge.

2017 Annual Report si

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Foundation

2017 Annual Report si

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Foundation

2017 Annual Report site

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WIKIMEDIA FOUNDATION ANNUAL PLAN

What you learned working on this objective or workflow:

Did anything unexpected (good or bad) happen?

Site development was remarkably fast. Working from “print” development and design first has proved to be a better approach than starting with web as in previous years.

What would you do differently if you had to do it again?

Our Fundraising team wanted to begin using the Annual Report earlier than expected (December rather than January) so completing the site by November would be better for this possible outcome in years ahead. We could also ask the design firm to create social assets specifically around this campaign.

Did you struggle with anything?

Coordinating reviews! This project requires considerable reviews from many departments. We’ve developed a good “waterfall” approach that moves from reviewer to reviewer in sequence, and that keeps feedback in a common document. But the process is still very labor intensive.

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Communications

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[LINK]

WIKIMEDIA FOUNDATION ANNUAL PLAN

Wikimedia brand and identity (brand strategy)

What is your objective?	Who are you working with?	What impact / deliverables? And what did you learn?
Develop an overall strategy for using and advancing Wikimedia brands	**LAST QUARTER**	
		• Development was delayed due to changes in the department and issues with outreach projects for India and Turkey.
	THIS QUARTER	
	Legal team (trademarks), Global Reach, Audiences, Design Research	• Develop project brief to set goals, needs, outcomes • Select project partner (external agency) to lead research and strategic planning

WIKIMEDIA BRAND STRATEGY: IN PROGRESS

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WIKIMEDIA FOUNDATION ANNUAL PLAN

What you learned working on this objective or workflow:

Did anything unexpected (good or bad) happen?

Taking on additional communications work in Turkey (including an extensive search for a media agency, and discussions with potential brand ambassadors) delayed our brand strategy project launch. The communications team has found that external agency searches require 4 - 8 weeks for discovery, review, selection, and contracting. This is a time cost for any project we do requiring creative, media, or advertising agencies. This will continue to impact our ability to take on “crisis/opportunity” media projects and how they impact our planned commitments.

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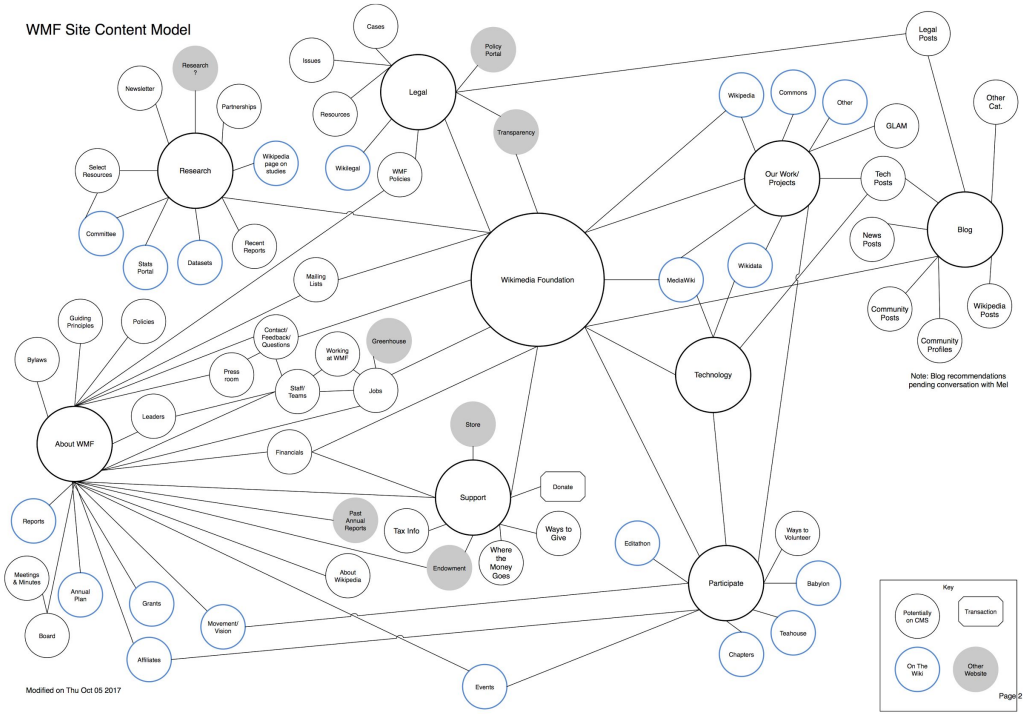
[LINK]

WIKIMEDIA FOUNDATION ANNUAL PLAN

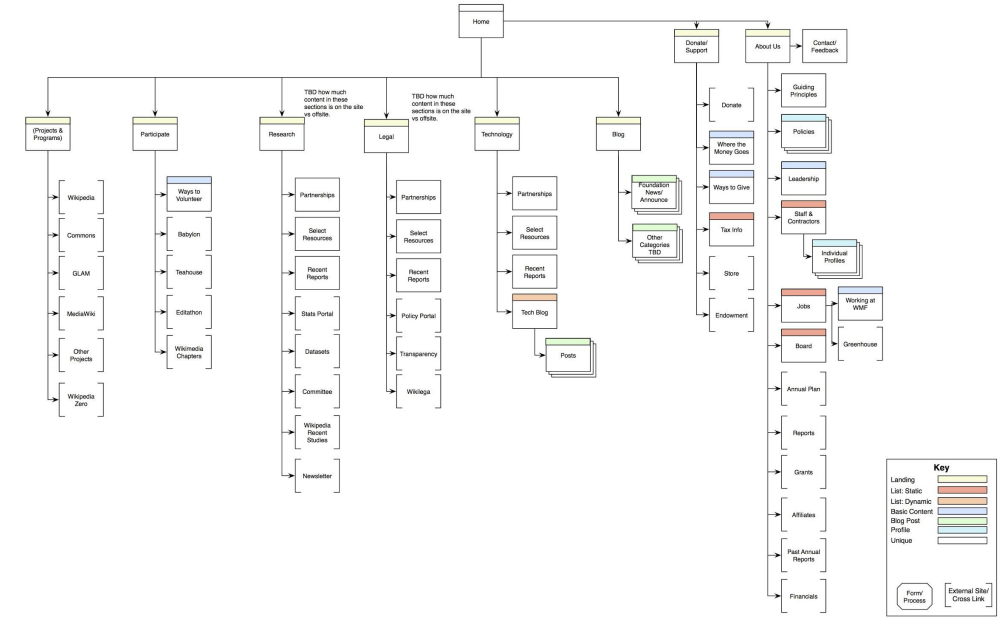
Wikimedia brand and identity (redesign Foundation site)

What is your objective?	Who are you working with?	What impact / deliverables? And what did you learn?
Design, develop, and launch an updated version of the Wikimedia Foundation website (wikimediafoundation.org)	**LAST QUARTER**	
	Advancement, Community Engagement, Technology, Legal, Public, Mule Design	• Finalized design concepts for new site • Finalized information architecture based on feedback from staff • Preparations for wider distribution of findings from discovery process • Socializing and collecting feedback on decisions made based on discovery process • Began technical discovery process, and facilitated meetings with Technology and outside technology partner
	THIS QUARTER	
	Advancement, Community Engagement, Technology, Audiences, Legal, Mule Design	• Develop content for new website • Transition existing content to new content structure or archive • Socializing with broader community • Prepare for site deployment

WIKIMEDIAFOUNDATION.ORG: IN PROGRESS


WMF Site Content Model
Cases
Issues
Legal
Policy Portal
Resources
Transparency
Wikilegal
WMF Policies
Legal Posts
Research ?
Newsletter
Partnerships
Research
Wikipedia page on studies
Select Resources
Committee
Stats Portal
Datasets
Recent Reports
Wikipedia
Commons
Other
GLAM
Other Cat.
Our Work/ Projects
Tech Posts
Blog
News Posts
Mailing Lists
Wikimedia Foundation
MediaWiki
Wikidata
Community Posts
Wikipedia Posts
Community Profiles
Guiding Principles
Policies
Bylaws
Contact/ Feedback/ Questions
Working at WMF
Greenhouse
Press room
Staff/ Teams
Jobs
Technology
Note: Blog recommendations pending conversation with Mel
About WMF
Leaders
Financials
Store
Support
Donate
Reports
Past Annual Reports
Tax Info
Ways to Give
Where the Money Goes
Endowment
Edit-athon
Ways to Volunteer
Meetings & Minutes
About Wikipedia
Participate
Babylon
Annual Plan
Grants
Teahouse
Board
Movement/ Vision
Chapters
Affiliates
Events
Modified on Thu Oct 05 2017
Key
Potentially on CMS
Transaction
On The Wiki
Other Website
Page 2

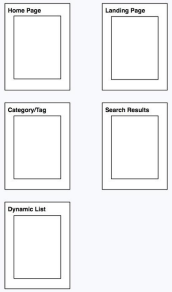
High-Level Map



Content Types

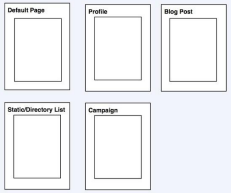
Programmatic Parts & Page Types

These pages are generated. Portions of these pages may be manually updated.



Manual Page Types

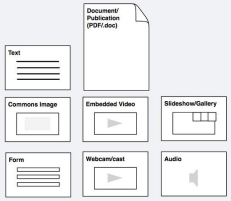
These pages are containers for content and are updated via the CMS.



Components

Part of/related to something else

Some components have the characteristics of units. Form elements, a slideshow, or a video could be embedded in an article as well as being the core content on a standalone page.



Modules

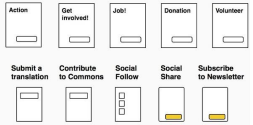
There will be a standard container style for reusable modules throughout the WMF site. We've grouped modules by the type of functionality they'll present to users.

Pointers

This content won't live on the Foundation site but will be referenced and contextually linked to show users that they're about to navigate to another corner of the wikiverse from the WMF website.

Cross Promotions

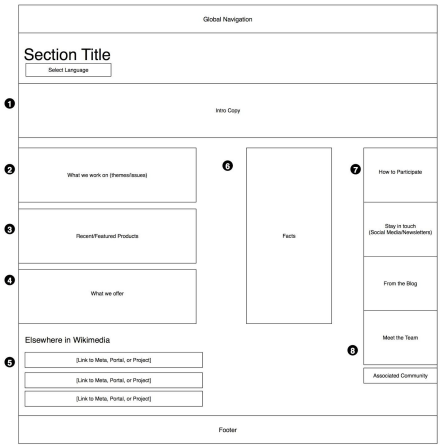
Cross Promotions push users towards action and will be incorporated in pages with relevant goals. We'll design how these can be customized in the Content Modeling phase.



Elsewhere on WMF

These modules provide chunks of content relevant to the main content on a page and link to the relevant page within WMF (eg. About WMF links to the home page)

Landing Page



Landing Template
This template works for section overview pages and similar. Generally based on site hierarchy. The use of imagery and other graphic elements is TBD through visual design.

1. Brief framing copy

2. Themes or issues of work.

3. The subset of work product that will be most interesting to external audiences, particularly donors and partners.

4. Any resources that another individual or organization could use in a practical way right away.

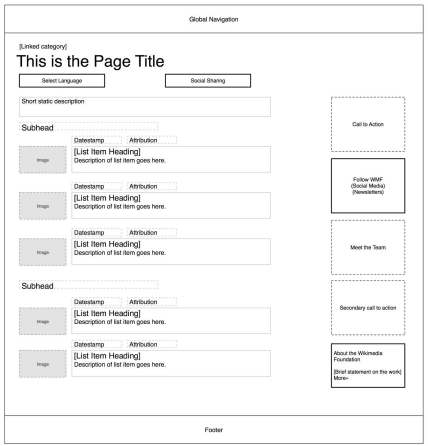
5.Further exploration on Meta, Portals, or a project wiki.

6.Facts about that specific area.

7. Ways for the visitor to engage.

8. Links to relevant teams and parts of the community. .

Static List



Static List
This is a more structured version of the Default Content page for directory list style content, such as a staff list.

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WIKIMEDIA FOUNDATION ANNUAL PLAN

What you learned working on this objective or workflow:

Did anything unexpected (good or bad) happen?

• Confusion from Technology over process and decisions made based on Discovery process.
• Unclear long-term mandate for MediaWiki and Communication's role in supporting it.

What would you do differently if you had to do it again?

• Work with Technology department leadership to disperse technology plan with broader Technology department before making available to wider audiences.

Did you struggle with anything?

• Misconceptions across departments about mandate and goals for this project.
• Lack of capacity in the Communications department left us with less time to approach teams across the organization and socialize our plans.

Movement strategy

WIKIMEDIA

FOUNDATION

CHECK IN

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PROGRAM

WIKIMEDIA FOUNDATION ANNUAL PLAN

GOAL: Support movement strategic direction (Track C & messaging)

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting? And what did you learn?
Support the Executive Director (ED) in developing and running a process to determine the strategic priorities of the Wikimedia movement. Amplify messages of strategy process among community and public audiences.	**LAST QUARTER**	
	Core strategy team Co-lead track C (Juliet and Caitlin)	• Public-facing strategy launch cancelled to better meet launch objectives • Began road testing the outcomes of the strategy process with external audiences with the Executive Director's talk at the Berkman Klein Center to positive feedback. • Incorporated strategic direction and future of Wikimedia into media/PR messaging (ex. through daily media responses, interviews, public speaking opportunities, etc.) • Supported ongoing updates from Executive Director.
	NEXT QUARTER	
	Strategy team Executive Director Senior leadership	• Publish and share the Lutman research report with appropriate stakeholder audiences. • Identify ongoing communications needs for Phase 2 of the strategy process.

STATUS: IN PROGRESS

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[WIKIMEDIA FOUNDATION ANNUAL PLAN]

What you learned working on this objective or workflow:

Did anything unexpected (good or bad) happen?

We originally planned to create a more public launch around endorsement day, but this was cancelled to better meet the community-driven objectives of the launch. We'll continue to explore and identify messaging moments to share the strategy process and outcomes with external audiences.

What would you do differently if you had to do it again?

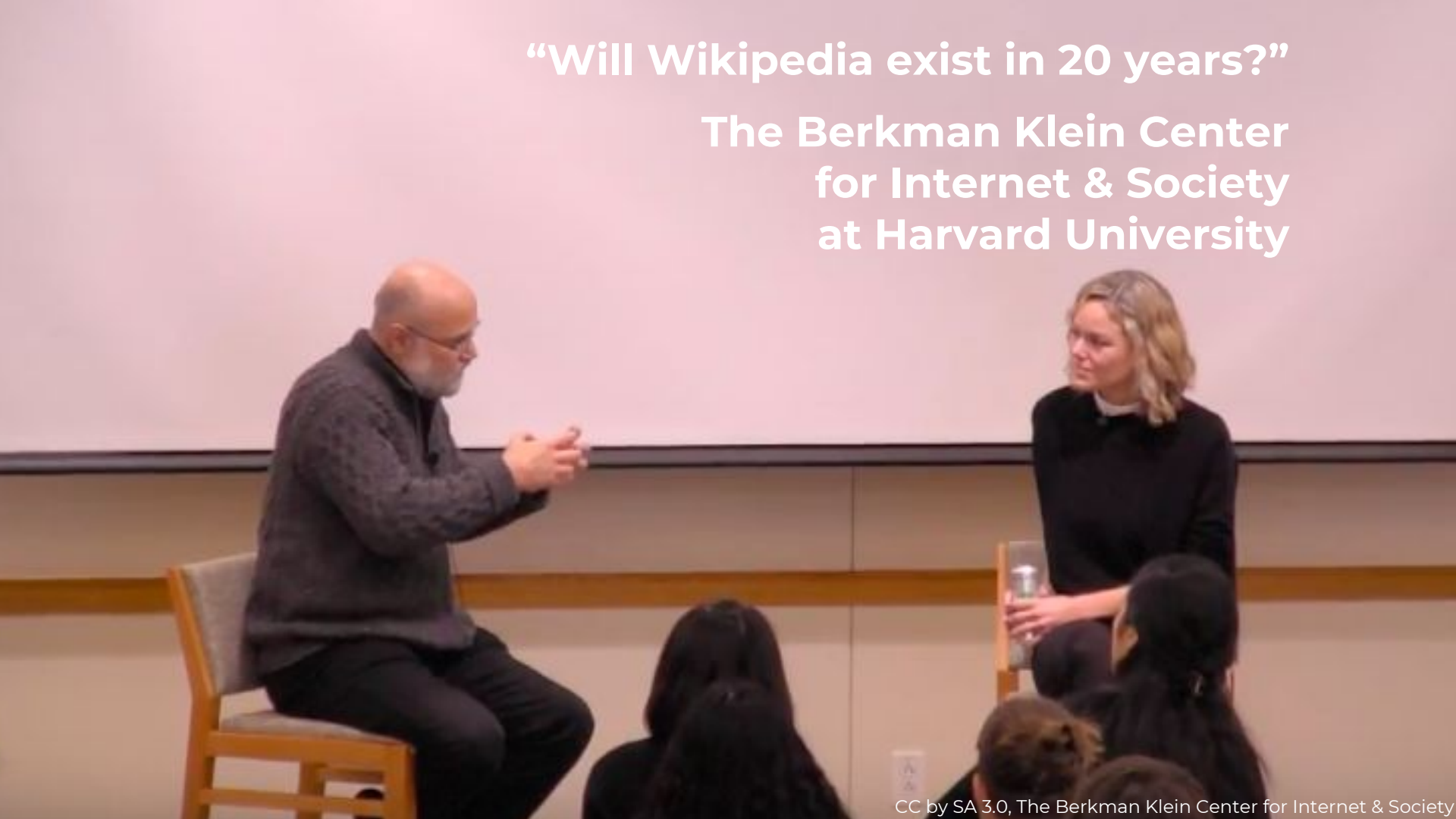
Get clarity around process and outcomes across departments sooner.

Did you struggle with anything?

Bandwidth to focus on strategy communications while managing general Wikimedia communications.

“Will Wikipedia exist in 20 years?”

The Berkman Klein Center for Internet & Society at Harvard University



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COMMUNICATIONS SCORECARDS

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WIKIMEDIA FOUNDATION

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Communications

PROGRAM

Press

Topic		This quarter	Previous quarter	QoQ	YoY	Type
Total media requests evaluated		93	131	-29%	-50%	M
	Press requests responded to	85	126	-32%	-5%	M
	Misc. requests vetted (spam)	123	174	-29%	+24%	M
Earned media (# articles) (proactively pitched)		5 (1 profile in Financial Times)	50 (Wikimania)	-90%	-87%	N

Notes: earned media comparison to last quarter may be skewed because of Wikimania. We also secured a profile piece in the Financial Times, while one article, has significant messaging impact and value.

Type: new, reactive, maintenance

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Communications

PROGRAM

Press

Topic	This quarter	Previous quarter	QoQ	YoY	Type
Staff and executive interviews/trips supported	54	74 (Wikimania)	-27%	-28%	M
Executive presentations	8	11	-27%	+33%	M
Staff receiving media training	0	6	-100%	-100%	M
Requests for media corrections	2	6	-83%	+100%	R
Total announcements	4	4	0%	-42%	M
external/press announcements	4	3	+33%	+50%	R
internal announcements	0	1	-100%	-100%	R

Type: new, reactive, maintenance

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Communications

PROGRAM

Social

Topic	This quarter	Previous qr/yr	QoQ	YoY	Type
Twitter posts (@Wikipedia)	1,027	416/1,537	+146%	-33.2%	M
Twitter followers (@Wikipedia)	382,927	374,206/350,729	+2.3%	+9.2%	M
Tweet impressions (@Wikipedia)	14.9M	7,802,704/13.5M	+90.9%	+10.3%	M
Media views (@Wikipedia)	448,039	99,457/208,187	+350%	+115%	M
Twitter posts (@Wikimedia)	192	107/110	+79.4%	+74.5%	M
Twitter followers (@Wikimedia)	46,063	44,336/38,500	+3.9%	+19.6%	M
Twitter posts (@Wikimediaatwork)	47	10/26	+370%	+80.7%	N
Twitter followers (@Wikimediaatwork)	3,642	3,524/3,153	+3.3%	+15.5%	N

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Communications

PROGRAM

Social

Topic	This quarter	Previous quarter/yr	QoQ	YoY	Type
Facebook posts	441	304/738	+45%	-40.2%	M
Facebook engagement actions	1,340,288	891,306/1,769,867	+98%	-24.2%	M
Facebook followers	5,486,990	5,488,846/5,447,694	0%	+0.7%	M
Unique users who engaged with content	1,379,136	1,695,378/1,767,835	-18.6%	-21.9%	M
Impressions	82,566,558	66,306,657/136.3M	+24%	-39.4%	M

Note: Facebook sent 25 percent less traffic to publishers this year than last year. They are making more changes.

Type: new, reactive, maintenance

CHECK IN

January 2018

TEAM/DEPT

Communications

PROGRAM

Social

Topic	This quarter	Previous quarter/yr	QoQ	YoY	Type
Instagram posts	18	189/383	-90%	-95%	M
Instagram followers	77.6K	62.2K/41.7K	+24%	+86%	M
Pinterest posts	35	106/700	-66%	-95%	M
Pinterest followers	68.6K	68K/60K	+.87%	+13%	M
Monthly Pinterest impressions (all Wiki content)	12M	24M/18M	-100%	-50%	M

Note: We actively chose not to focus on these two platforms this quarter due to low performance. We are deprecating our active posting on them.

Type: new, reactive, maintenance

CHECK IN

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Communications

PROGRAM

Blog

Topic	This quarter	Previous quarter	QoQ	YoY	Type
Total blog posts	70	61	+15%	-5%	M
Blog pageviews	280,917	203,900	+38%	+11%	M
Blog visitors	174,811	119,504	+46%	+14%	M
Pageviews per visitor	1.6	1.7	-5%	0%	M
Blog posts with on-wiki banner promotion	Wiki Loves Monuments (51,743 total views)	N/A (no banners last quarter)	N/A*	N/A*	M
Blog posts from/about community	19/20	15/27	26%/ -26%	-10%/ -35%	M
Blog posts from technical teams	18	8	+125%	N/A	N

*Banner-driven pageviews are not directly comparable.

Type: new, reactive, maintenance

CHECK IN

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Communications

PROGRAM

Storytelling & ED

Topic	This quarter	Previous quarter	QoQ	YoY	Type
Videos produced	22	7	+15	-5	N
Storytelling interviews	0	18	-18	-3	N
Executive presentations	11	9	22%	83%	R

Type: new, reactive, maintenance