COMMUNICATIONS

April 2018 quarterly check-in

WIKIMEDIA
F O U N D A T I O N

LAST YEAR'S DECK

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	• Announce **Chief Creative Officer** and **VP Communications** • Onboard VP of Communications • Extend work with communications team strategy consultant • Media Training with select members of the leadership team
	NEXT QUARTER	
		• Onboard VP of Communications • Extend work with communications team strategy consultant • Prep for new fiscal with new goals and programs, and new team processes • Hiring Executive Communications and Project Manager

STATUS: IN PROGRESS

What you learned working on this objective or workflow:

Did anything unexpected (good or bad) happen?

• VP Communications work visa process went quickly and smoothly
• Visa for travel to Indaba was not resolved in time

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

Plan travel well in advance (ie. 3+ months out) to ensure visas are secured. The Tunisian one is still pending!

Did you struggle with anything?

Proof that VP Communications was an employee was required for visa applications, lesson here would be to ensure employee has all the required supporting documents before applying/ travelling to avoid disappointments.

What happened with YouTube

Standing up for our values and our value

WIKIMEDIA
FOUNDATION

Katherine Maher ✔ @krmaher · Mar 14 ⌄

While we are thrilled to see people recognize the value of @Wikipedia's non-commercial, volunteer model, we know the community's work is already monetized without the commensurate or in-kind support that is critical to our sustainability.

YouTube will add information from Wikipedia to videos about conspir...
Pushing back on crazy theories
theverge.com

💬 9   ⟲ 292   ♡ 526   �III

Wikimedia ✔
@Wikimedia

You may have heard that @YouTube is going to start linking videos about conspiracies to @Wikipedia articles. Here's our statement about this, and a few words about how Wikipedia works.

Wikimedia ✔ @Wikimedia
The @Wikimedia Foundation statement about the recent @YouTube announcement

10:52 AM - 14 Mar 2018

497 Retweets 732 Likes

💬 14   🔁 497   ♡ 732   📊

Wikimedia ✔ @Wikimedia · Mar 14
Wikipedia is run by living, breathing humans who volunteer their time every day to add, curate, and maintain the world's largest encyclopedia. blog.wikimedia.org/c/communicatio...

💬 2   🔁 32   ♡ 185   📊

Wikimedia ✔
@Wikimedia

The @Wikimedia Foundation statement about the recent @YouTube announcement

We are always happy to see people, companies, and organizations recognize Wikipedia's value as a repository of free knowledge. In this case, neither Wikipedia nor the Wikimedia Foundation are part of a formal partnership with YouTube. We were not given advance notice of this announcement.

Today, Wikimedia is a fundamental part of the internet's infrastructure. From our articles to our citations to our datasets, we're a major part of the open global commons, a driver of free learning and open research, and an example of what the World Wide Web was supposed to be. Hundreds of millions of people rely on Wikipedia every day, in hundreds of languages.

Wikipedia's content is also freely licensed for reuse by anyone, and that's part of our mission: that every single person can share in free knowledge. We want people all over the world to use, share, add to, and remix Wikipedia.

All this is possible because of the six million people who donate to keep Wikipedia running, the hundreds of thousands of volunteer contributors, and countless others who support our work. At the same time, we encourage companies who use Wikimedia's content to give back in the spirit of sustainability. In doing so, they would join the millions of individuals who chip in to keep Wikipedia strong and thriving.

Wikipedia is made possible by people—it relies on the participation of hundreds of thousands of people who write, improve, and update its articles in real time. They work to ensure information is neutral and supported by reliable sources. Anyone can edit Wikipedia, and research shows that as more people contribute, articles become more accurate and more balanced. While Wikipedia will always be a work in progress, our open, distributed model is one of our greatest strengths.

Wikipedia's articles are edited and improved by volunteer contributors, independent of the Wikimedia Foundation, which does not control content or make editorial decisions about information that is included on Wikipedia.

9:45 AM - 14 Mar 2018

402 Retweets 743 Likes

💬 24   🔁 402   ♡ 743   📊

Phoebe Ayers
@phoebe_ayers

Follow

Also! @YouTube should probably run some A/B tests with the crew at @WikiResearch first. Does linking result in increased traffic? Increased vandalism?

It's not polite to treat Wikipedia like an endlessly renewable resource with infinite free labor; what's the impact?

9:06 PM - 13 Mar 2018

74 **Retweets** 170 **Likes**

7

74

170

Rajesh Dhandapani @QuickBenMurugan · Follow

This is hilarious....and seems they forgot to inform Wikipedia about it :)
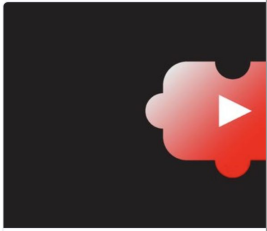

The Guardian

YouTube will use Wikipedia to help solve its conspiracy theory problem
Platform plans to launch a feature 'in the coming months' that will flag disinformation with additional info from Wikipedia
theguardian.com

3:48 AM · 21 Mar 2018

Louise Matsakis @lmatsakis

I wrote about YouTube's this week to start linking and other sources to he disinformation

Don't Ask Wikipedia to Cure the Internet
YouTube and other tech giants have repeate solve some of their biggest problems.
wired.com

3:57 PM · 16 Mar 2018

John Herrman ✔ @jwherrman — Following ▾

wikipedia has provided billions of dollars of value to companies that increasingly take it for granted

YouTube May Add to the Burdens of Humble Wikipedia
In a surprise announcement, Google says it will hand off a knotty problem — fact-checking its videos — to the online encyclopedia's volunteer army.
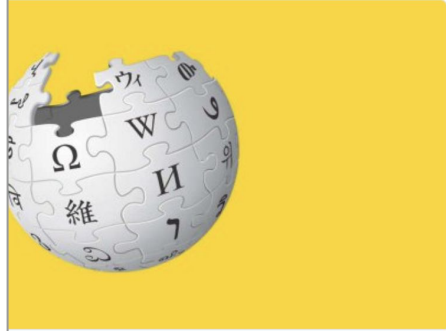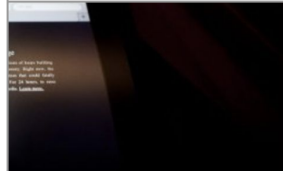nytimes.com

9:53 AM · 19 Mar 2018

brian feldman ✔ — Following ▾

onally, i like it

wrong, but Wikipedia is still one of the most trusted sites

Enter Wikipedia, the 'good cop...
built on 'the wisdom of the

10:32 AM · 6 Apr 2018

Results

- 35+ articles
- 5 interviews in top tier press
- 402 retweets
- 742 likes
- Follow up messaging opportunities
- Meetings with YouTube and Google

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Questions

- What should for-profit companies give back to Wikipedia and the Commons?

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#WeMissTurkey

Engaging the world on the block in Turkey

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April 29, 2017

#WeMissTurkey

A social media campaign to speak against the block of Wikipedia in Turkey

CC BY-SA 2.0, LASZLO ILYES

Objectives

Core goals

1. Express the worldwide "loss of knowledge" from this block
2. Earn wide attention & engagement with Wikimedia point-of-view on Turkish block

Reach goals

1. Re-open conversations with Turkish authorities
2. Motivate Turkish government to unblock Wikipedia for their nation

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Advocates ➡ Audiences

SOON

1. Wikimedia Foundation
2. Wikimedia communities
3. Free culture partners

1. International internet activists
2. International press
3. Turkish internet users

Turkish authorities

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Campaign overview

Two channels

Facebook

Twitter

WIKIMEDIA
FOUNDATION

Two messages

International: We Miss Turkey

Turkey: We Miss Wikipedia

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Two phases

Tell

Show

We ask for Wikipedia to be unblocked. Let the world continue to learn from Turkey.

We need your knowledge, your expertise, your voice. #WeMissTurkey

- Key <u>international</u> campaign message

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FOUNDATION

Many voices

Group
Executive Director
Jimmy Wales
@Wikimedia
@Wikipedia
Board
Wikimedia Affiliates
Allied organizers
Turkish community
Artists

Showing support

Photo frames

Posters

@aahsocute @sibel_bibel @busrauzgun @sarpsozdinler

WE MISS TURKEY

WIKIPEDIA

WE MISS TURKEY

LET THE WORLD CONTINUE TO LEARN FROM TURKEY

UNBLOCK

WIKIPEDIA

We · Miss · Turkey (/ˈtɜːrki/); Turkish: Türkiye [ˈtyɾcije]), officially the Republic of Turkey (Turkish: Türkiye Cumhuriyeti; pronounced [ˈtyɾcije dʒumhuːɾijeti]), is a transcontinental country in Eurasia, mainly in Anatolia in Western Asia, with a smaller portion on the Balkan peninsula in Southeast Europe. Turkey is bordered by eight countries with Greece and Bulgaria to the northwest; Georgia to the northeast; Armenia, the Azerbaijani exclave of Nakhchivan and Iran to the east; and Iraq and Syria to the south. The country is encircled by seas on three sides with the Aegean Sea to the west, the Black Sea to the north, and the Mediterranean Sea to the south. The Bosphorus, the Sea of Marmara, and the Dardanelles, which together form the Turkish Straits, divide Thrace and Anatolia and separate Europe and Asia. Ankara is the capital while Istanbul is the country's largest city and main cultural and commercial centre, classified as a leading global city. Major urban areas include İzmir, Antalya, Bursa, Eskişehir, Mersin, Konya, and Adana, among others.

Approximately 70-80% of the country's citizens identify themselves as ethnic Turks. Kurds are the largest minority at about 20% of the population, and other ethnic minorities include Circassians, Albanians, Arabs, Bosniaks, and Laz. The official language is Turkish, which is the most widely spoken Turkic language in the world. Minority languages spoken today in Turkey include Kurmanji, Bosnian, Arabic, Zaza, Kabardian, and several others. The area of Turkey has been inhabited since the Paleolithic age by various ancient Anatolian civilisations, as well as Assyrians, Greeks, Thracians, Phrygians, Urartians, and Armenians. After Alexander the Great conquered these lands, the area was Hellenized, a process which continued under the Roman Empire.

Let the world continue to learn from Turkey. Unblock Wikipedia!

WE MISS TURKEY!

Let the world continue to learn from Turkey. Unblock Wikipedia!

W I E A
K P D

VİKİPEDİYİ ÖZLEDİK!

WE MISS TURKEY

2,700 shares

WIKIPEDIA

WE MISS

LET THE WORLD CONTINUE TO LEARN FROM TURKEY

625 shares

UNBLOCK

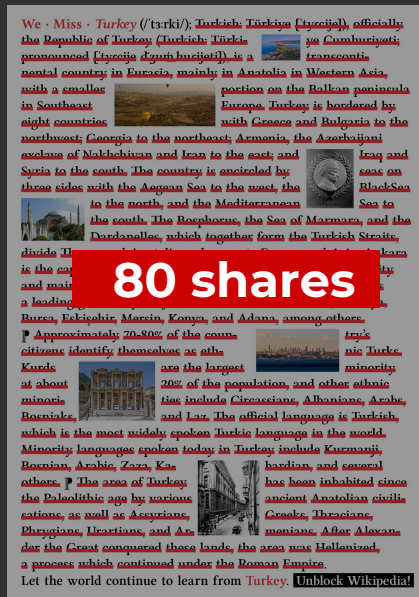WIKIPEDIA

We · Miss · Turkey (/ˈtɜːrki/); Turkish: Türkiye [ˈtyɾcije], officially the Republic of Turkey (Turkish: Türkiye Cumhuriyeti, pronounced [ˈtyɾcije dʒumhuːɾijeti]), is a transcontinental country in Eurasia, mainly in Anatolia in Western Asia, with a smaller portion on the Balkan peninsula in Southeast Europe. Turkey is bordered by eight countries with Greece and Bulgaria to the northwest; Georgia to the northeast; Armenia, the Azerbaijani exclave of Nakhchivan and Iran to the east; and Iraq and Syria to the south. The country is encircled by seas on three sides with the Aegean Sea to the west, the Black Sea to the north, and the Mediterranean Sea to the south. The Bosphorus, the Sea of Marmara, and the Dardanelles, which together form the Turkish Straits, divide Thrace and Anatolia; they also separate Europe and Asia. Ankara is the capital while Istanbul is the largest city and main cultural and commercial centre. Approximately 70–80% of the country's citizens identify themselves as ethnic Turks. Kurds are the largest minority at about 20% of the population, and other ethnic minorities include Circassians, Albanians, Arabs, Bosniaks, and Laz. The official language is Turkish, which is the most widely spoken Turkic language in the world. Minority languages spoken today in Turkey include Kurmanji, Bosnian, Arabic, Zaza, Kabardian, and several others. The area of Turkey has been inhabited since the Paleolithic age by various ancient Anatolian civilisations, as well as Assyrians, Greeks, Thracians, Phrygians, Urartians, and Armenians. After Alexander the Great conquered these lands, the area was Hellenized, a process which continued under the Roman Empire. Let the world continue to learn from Turkey. Unblock Wikipedia!

80 shares

WE MISS TURKEY!

Let the world continue to learn from Turkey. Unblock Wikipedia!

124 shares

Results

Reach

- Reached an estimated total audience of 15.8 million people

- **On Twitter:** we reached an estimated 13.2 million users

- **On Facebook:** we reached 3.6 million users, with over 3.5K using the Facebook frame to support

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Response

- 194,000 people have engaged with our messages to show support or start a discussion, and the sentiment of response has remained very positive.

- 35+ media articles, 80% in Turkish press.

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FOUNDATION

Recommendations

Recommendations

1. Local artists should be used more to make complex topics clear and culturally-relevant

2. Advocacy topics should be considered globally and campaigned locally

3. Social media should be used to host our conversations, not just distribute messages

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PROGRAM 1
Share our culture

WIKIMEDIA
FOUNDATION

CHECK IN

April 2018

TEAM/DEPT

Communications

PROGRAM

1 [LINK]

WIKIMEDIA FOUNDATION ANNUAL PLAN

GOAL: Share the Wikimedia story, values, and experience

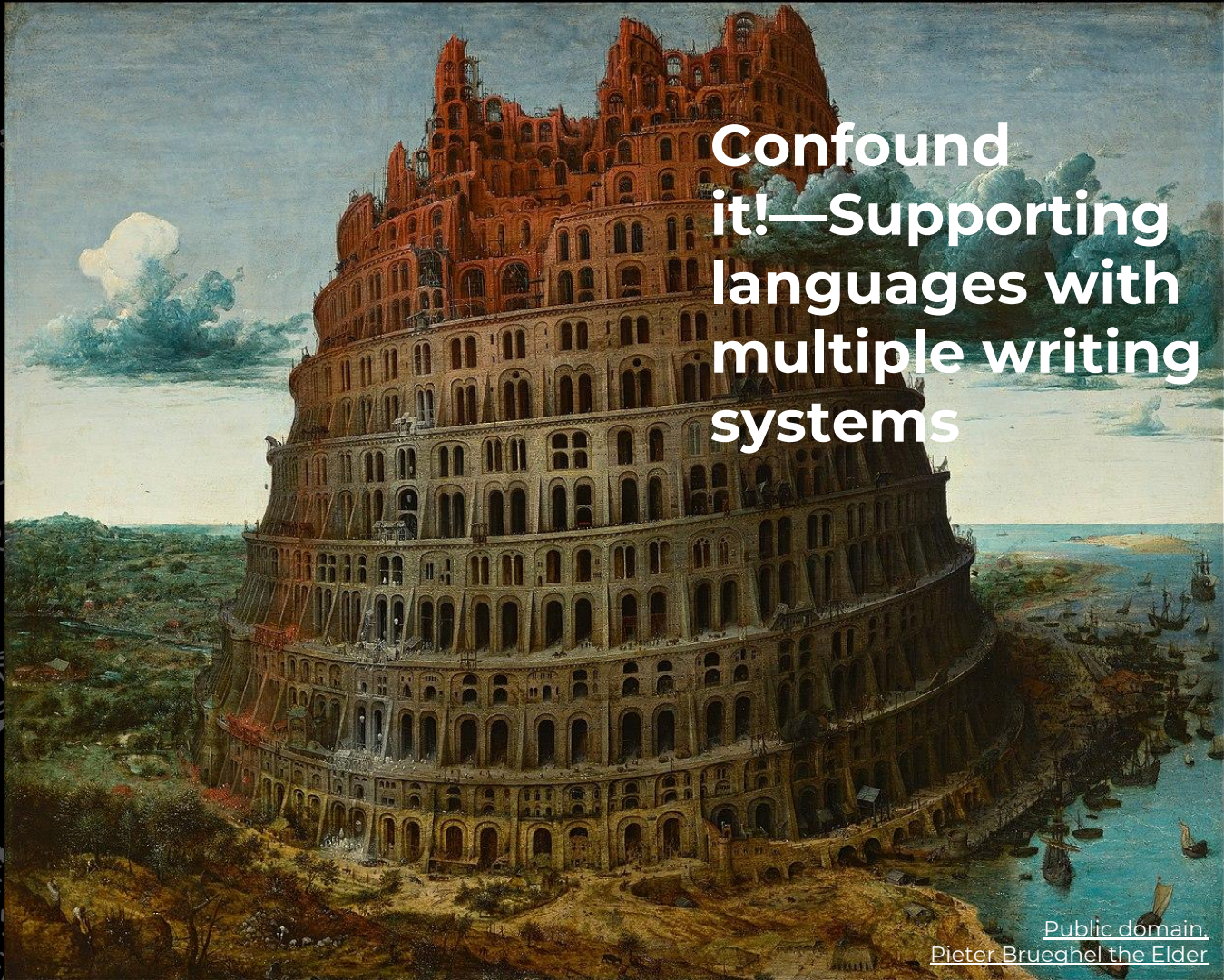| What is your objective?	Who are you working with?	What impact / deliverables? And what did you learn?
Humanize the movement to people who read Wikipedia, but are unaware of who curates it or the totality of our activities.	**LAST QUARTER**	
	Audiences, Fundraising, Legal, Tech, CE, Global Reach, Performance, EFF, WMDE, Wikimania organizers, Creative Commons, Orange Foundation, various community members	• Featured 27 posts about the community, e.g. Egypt's Her Story project, Nigerian cinephile Sam Oyeyele, Armenian photographer Arminé Aghayan • Wiki Loves Monuments and Earth winners blog posts from last quarter were used in Fundraising's emails, garnering nearly ~500k views combined • Began experimenting with and strategically employing native Twitter threads to amplify our content and inject our voice into current events involving us • Created blogging guidelines to codify the blog's drafting process • Launched Medium publication and continued cross-posting there
	NEXT QUARTER	
	Community, external and internal partners	• Continue community-focused posts, embracing the movement's diversity • Continue amplifying Foundation work to public, community, and specialist audiences, positing staff as leaders in their fields • Threads are successful, and we're continuing to experiment with brand voice

STATUS: IN PROGRESS

The one-man band writing the history of Nigerian cinema into Wikipedia

Wikipedia is a place to "plant and harvest" free knowledge: Arminé Aghayan

Confound it!—Supporting languages with multiple writing systems

Down the Rabbit Hole

Facts, stories, and people from across the Wikimedia movement

Medium publication

CHECK IN

April 2018

TEAM/DEPT

Communications

1 [[LINK](#)]

WIKIMEDIA FOUNDATION ANNUAL PLAN

What you learned working on this objective or workflow:

Did anything unexpected (good or bad) happen?

• There were **580,701 pageviews** and **381,146 visitors** to the blog in the month of January, totals that are **more than half of what we received through *all* of last year.** (Fundraising emails pointing to the Wiki Loves Monuments and Earth posts garnered about 80% of those.) **January was our most successful month ever**, in terms of those metrics, since the blog's move to WordPress in 2014.
• We started coordinating with Fundraising on the blog side to produce content that they can use in outreach efforts.
• **Twitter threads were highly successful.** Using threads allows us go into far more depth than we had been able to previously, and our thread about the [YouTube](#) announcement was seen hundreds of thousands of times.
• **New blogging guidelines**, still being revised based on feedback we're receiving, have clarified how to get a post published and give ideas one how to structure posts based on the subject and intended outcomes.
• We **launched [our Medium publication](#)**, and linking it to our Twitter account led to it quickly growing to ~18k followers as of this writing. This experiment has proved highly successful so far, particularly in April (tune in next quarter).

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

• Linked Medium publication to Twitter far earlier.

Did you struggle with anything?

• Unchanged from last quarter, the blog is being pitched with post ideas much more often than even one year ago, which has resulted in long queues at times. (This is both a struggle and a major positive.)

PROGRAM 2
Lead the narrative

WIKIMEDIA

FOUNDATION

CHECK IN

April 2018

TEAM/DEPT

Communications

PROGRAM

1 [LINK]

**WIKIMEDIA
FOUNDATION
ANNUAL PLAN**

GOAL: Build spokesperson capacity with key leadership

What is your objective?	Who are you working with?	What impact / deliverables? And what did you learn?
Create more voices for the Foundation to leverage for speaking opportunities and media engagements.	**LAST QUARTER**	
	Audiences, Legal, Tech, Executive Directors office	• Conducted media training sessions with 5 leaders • Began using a wider variety of voices for key issues (such as Lisa Gruwell on the Youtube story)
	NEXT QUARTER	
	Community, external and internal partners	• Continue to build spokesperson capacity amongst key leadership • Identify subject matter experts throughout the organisation • Create more strategic opportunities for Leadership to engage in high level speaking opportunities to extend our story to more audiences

STATUS: IN PROGRESS

CHECK IN

April 2018

TEAM/DEPT

Communications

PROGRAM

WIKIMEDIA FOUNDATION ANNUAL PLAN

GOAL: Protect our brand, projects, and communities

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting? And what did you learn?
Lead communications responses and support organizational objectives around sensitive issues, including block in **Turkey**	**LAST QUARTER**	
	Legal CE Outside consultants	• Developed and executed communications strategy and messaging around Wikipedia Zero sunset announcement. Minimal discussion on mailing lists, limited press coverage with on message narrative. • Continued to inform organizational response to Turkey. Produced January statement with an update on our efforts, continued to brief reporters on the ongoing issue.
	NEXT QUARTER	
	Legal CE Outside consultants	• Revise and develop new communications strategy around Turkey. • Monitor and respond to emerging issues.

STATUS: IN PROGRESS

What you learned working on this objective or workflow:

Did anything unexpected (good or bad) happen?

The Habertürk article about the block in Turkey led to some confusion around Wikipedia's role and why the block occurred in the first place according to feedback from Turkish community and incited a response from Turkish authorities further condemning Wikipedia.

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

Develop a clearer, simpler narrative around why the block occurred to share with media not familiar with Wikipedia's model and processes. Do not further pursue proactive coverage in Turkish media as the opportunity to get a nuanced, fair story is very low (as we discovered even working with a reporter that very much liked Wikipedia).

Did you struggle with anything?

Telling a clear story of why the block occurred, issuing corrections to Turkish media that claimed we removed content (very few if any outlets responded to our correction requests).

CHECK IN

April 2018

TEAM/DEPT

Communications

PROGRAM

2[LINK]

WIKIMEDIA FOUNDATION ANNUAL PLAN

GOAL: Define narratives to support the Wikimedia mission and Foundation's strategic objectives

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting? And what did you learn?
Position Wikimedia as a leader in the conversations and policies that are key to our vision's growth and durability. Ensure that the public discourse around Wikipedia, the Wikimedia movement, and the Foundation is correct and understood. Clarify misinformation or misunderstandings that appear in global media.	**LAST QUARTER**	
	Minassian Department and team leads Executive Director Contractors	• Worked with C-team to respond to emerging narrative around big tech and sustaining the global commons that stemmed from the YouTube and Facebook announcements. Responded to 20+ requests, supported 5 major interviews, produced 2 statements, social media, and began work on a WIRED UK op-ed. • Supported staff and ED in public speaking to meet org objectives including Jack Rabah at MWC, and ED's debate at the Oxford Union about threats big tech poses to our societies.
	NEXT QUARTER	
	Minassian Department and team leads Executive Director Contractors	• Continue to identify and lead narrative around sustaining the global commons through media and public speaking. • Build communications strategy around Wikimania 2018 in Cape Town. • Identify and execute ongoing opportunities to tell the story of Wikimedia 2030 and Wikimedia's future

STATUS: IN PROGRESS

April 2018

Communications

What you learned working on this objective or workflow:

Did anything unexpected (good or bad) happen?

This was one of the first times we published a statement on the @Wikimedia Twitter account, along with a tweetstorm clarifying core processes editors use to address conspiracy theories on Wikipedia. This helped us amplify our message more quickly, and outlets also used screenshots of our social media in their own coverage of the announcement.

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

Triage top tier requests, bring on a second spokesperson sooner in the process.

Did you struggle with anything?

Triaging top tier interview requests quickly across time zones and EOD handoff and updating across time zones.

PROGRAM 3
Connect and amplify

WIKIMEDIA
FOUNDATION

CHECK IN

April 2018

TEAM/DEPT

Communications

PROGRAM

3 [[LINK]]

**WIKIMEDIA
FOUNDATION
ANNUAL PLAN**

GOAL: Connect and amplify

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting? 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.	**LAST QUARTER**	
	Communications, Community Engagement, Product, Fundraising, Technology, Legal, Community, Audiences, Search; external organizations including Popular Science, National Geographic, and many publications affiliated with the YouTube announcement.	• Began publishing Twitter/Facebook threads explaining the work we do and the work our movement does. This is supported by the much higher engagement rates that we've achieved on social through our highly engaging threads. • Supporting #WeMissTurkey: Launched the Turkey campaign, reaching over 16.8 million users across Facebook and Twitter. This was also our first major campaign of the year on Instagram, reaching over 110K. Half of those users discovered this account during the campaign. • Ran Pigeon Week to highlight Craig Newmark's work in a fun, engaging way. A sustained stream of pigeon facts throughout the week reached several million people on Twitter and 1.5 million people on Facebook, which connected Craig's philanthropy to a much wider audience (and brought in 150 pictures for Wikimedia Commons.) • Partnered with NASDAQ and National Geographic to present Wikimedia Commons' featured images of birds in Times Square for National Bird Day.

STATUS: IN PROGRESS

CHECK IN

April 2018

TEAM/DEPT

Communications

PROGRAM

3 [[LINK](link)]

GOAL: Connect and amplify

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting? 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.	**LAST QUARTER**	
	Communications, Community Engagement, Product, Fundraising, Technology, Legal, Community, Audiences, Search; external organizations including Popular Science, People Magazine, and many publications affiliated with the YouTube announcement.	• Piloted "fact-offs" on Twitter through a partnership with Popular Science, introducing their audience to ours and visa versa. • Following a long contract negotiation, we began publishing to the LINE social media platform aimed at attracting Japanese users of Wikipedia.

STATUS: IN PROGRESS

CHECK IN

April 2018

TEAM/DEPT

Communications

PROGRAM

2[LINK]

GOAL: Connect and amplify

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting? 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.	**NEXT QUARTER**	
	Internal/External teams/Partnerships	• More collaborations, experiments, testing, and sharing • Scaling audience on chat platform LINE in preparation for Japan fundraising • Clearer, more immediately useful metrics available across the Foundation • Quotable tool would be really nice to have for visuals!

STATUS: IN PROGRESS

CHECK IN

April 2018

TEAM/DEPT

Communications

WIKIMEDIA
FOUNDATION
ANNUAL PLAN

What you learned working on this objective or workflow:

Did anything unexpected (good or bad) happen?

We ultimately learned that in terms of driving engagement, we get what we put into it; concentrated efforts on our social platforms leads to increased engagement, and increased engagement keeps our audience primed and interested in seeing more of our content. Maintaining this metrics helps statements and announcements attract more attention.

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

Plan campaigns farther ahead of time, from start to finish, especially where external partners are involved.

Did you struggle with anything?

Prioritizing independent campaigns in between the daily workload.

PROGRAM 4
Build awareness

WIKIMEDIA

F O U N D A T I O N

CHECK IN

April 2018

TEAM/DEPT

Communications

PROGRAM

**WIKIMEDIA
FOUNDATION
ANNUAL PLAN**

GOAL: Increase understanding of Wikipedia in Turkey

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting?
Develop and launch communication campaigns to improve understanding and increase advocacy for Wikipedia in Turkey	**LAST QUARTER**	
	Communications, Legal team, Wikimedia User Group Turkey, freelance Turkish artists	Developed and launched "We Miss Turkey" campaign reaching more than 15 million people with "unblock Wikipedia" messages earning more than 200,000 responses and 35 press mentions
	THIS QUARTER	
	Communications, Legal team, Wikimedia User Group Turkey,	Reset messaging strategy and staffing model to plan for sustained (6 - 12 month) advocacy

STATUS: IN PROGRESS (ONGOING ADVOCACY)

What you learned working on this objective or workflow:

Did anything unexpected (good or bad) happen?

Posters proved very popular, especially on Instagram, a digital platform we had not set as a primary channel. We also tried to make use of the Wikipedia site banners, and briefly did so, but had a security issue that required us to suspend the campaign. For future major advocacy moments, Wikimedia site banners should be strongly considered and tested well in advance.

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

Clearly define how the campaign should continue over 1 month, 6 month, and 12 month time horizons. We need to assume that advocacy for Turkey will be indefinite and make sure that our strategic planning accounts for this.

Did you struggle with anything?

Working to support the Turkish time zone while Communications staff was entirely located on Eastern Time and Pacific Time zones, up to 10 hours in time difference.

New Readers

WIKIMEDIA
FOUNDATION

Nigeria

Come to CDP.

CHECK IN

April 2018

TEAM/DEPT

Communications

PROGRAM

[[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**	
	Legal team (trademarks), Global Reach, Audiences, Design Research, Wikimedia Deutschland, external agencies	• Develop project brief to set goals, needs, outcomes • Contacted 9 potential external agency partners to collect proposals
	THIS QUARTER	
	Legal team (trademarks), Global Reach, Audiences, Design Research, Wikimedia Deutschland, external agencies	• Select agency partner • Develop contract & scope of work • Begin project research

WIKIMEDIA BRAND STRATEGY: IN PROGRESS

What you learned working on this objective or workflow:

Did anything unexpected (good or bad) happen?

There is GREAT interest from the world's foremost creative/branding interest in working with Wikimedia. This shows that the strength of the organization's current position and familiarity promise agencies a strong case study.

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

Dismiss candidates faster. We have been overly polite to some potential agency partners who have been slow to respond. This behavior is actually a very helpful set of data in making our decisions.

Did you struggle with anything?

Finding the time for this project has been challenging. We have had a number of other pressing Communications requests (particularly the advocacy for Wikipedia in Turkey) that have continued to delay true launch for this project.

CHECK IN

April 2018

TEAM/DEPT

Communications

PROGRAM

[[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, Audiences, Legal, Mule Design	• Develop content for new website • Setup for transition of existing content to new content structure or archive • Socializing with broader community • Preparing for site deployment • Updated guide for communicating about the Wikimedia Foundation
	THIS QUARTER	
	Advancement, Community Engagement, Technology, Audiences, Legal, Mule Design	• Finalize design for launch • Translate content • Finalize hosting arrangements • Ongoing work with On-Wiki Documentation Working Group

WIKIMEDIAFOUNDATION.ORG: IN PROGRESS

What you learned working on this objective or workflow:

Did anything unexpected (good or bad) happen?

Having conversations with affiliates about translations has overall gone well as they are more familiar with the languages. Utilizing outside vendor for content has gone incredibly well, and outside expertise on how to frame the content and make it more accessible to external audiences has been a helpful exercise.

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

Ideally future translation work would be a part of a larger organization-wide and ongoing effort for translating corporate (vs. project) materials.

Did you struggle with anything?

Finalizing technical requirements for site launch remains a challenge that Technology and now Legal are helping us work through.

Movement strategy

CHECK IN

April 2018

TEAM/DEPT

Communications

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**	
	Strategy team Executive Director Senior leadership	• Published the Lutman research report with appropriate stakeholder audiences on Medium. Report was picked up by Poynter and Nieman Reports, along with several philanthropic newsletters. • Continued to share and amplify Wikimedia 2030 with public audiences, including an interview with Forbes which was later picked up by Nonprofit Quarterly.
	NEXT QUARTER	
	Strategy team Executive Director Senior leadership	• Pursue long lead feature with WIRED about the strategic direction. • Build out suite of spokespeople for Wikimedia 2030 including comms spokespeople and C team.

STATUS: IN PROGRESS

April 2018   Communications

What you learned working on this objective or workflow:

Did anything unexpected (good or bad) happen?

The Forbes interview came about through a separate connection with Lisa G. and led to organic pickup in other outlets, including Nonprofit Quarterly. People are interested in the strategy process, and its worthwhile to staff up spokespeople on the process and outcomes.

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

Dedicate more time and resources to amplifying the Lutman report.

Did you struggle with anything?

Time and staffing to amplify the Lutman report, synthesizing the most important pieces of the Wikimedia 2030 process for audiences who are not familiar with the movement.

Dot Connector Studio [Follow]

Dot Connector Studio is a cross-platform production and strategy firm based in Philadelphia.
http://dotconnectorstudio.com

Jan 18 · 29 min read

Wikimedia 2030: Wikimedia's role in shaping the future of the information commons

This report was commissioned by the Wikimedia Foundation. Read more about the authors. You can read a PDF version of this report here, as well as the foreward and introductory notes here. You can find excerpts from our interviews with global experts here.

COMMUNICATIONS SCORECARDS

April 2018 quarterly check-in

CHECK IN

April 2018

TEAM/DEPT

Communications

PROGRAM

Press

Topic		This quarter	Previous quarter	QoQ	YoY	Type
Total media requests evaluated		142	93	+52%	-29%	**M**
	Press requests responded to	134	85	+57%	+7%	**M**
	Misc. requests vetted (spam)	137	123	+11%	-36%	**M**
Earned media (# articles) (proactively pitched)		~34	5 (1 profile in Financial Times)	+100%	-68%	**N**

Type: new, reactive, maintenance

CHECK IN

April 2018

TEAM/DEPT

Communications

PROGRAM

Press

Topic	This quarter	Previous quarter	QoQ	YoY	Type
Staff and executive interviews/trips supported	74	54	+37%	-15%	**M**
Executive presentations	7	8	-12%	+17%	**M**
Staff receiving media training	5	0	+100%	+100%	**M**
Requests for media corrections	10	2	+100%+	+100%	**R**
Total announcements	4	4	0%	-43%	**M**
external/press announcements	3	4	-25%	-25%	**R**
internal announcements	1	0	-66%	+100%	**R**

Type: new, reactive, maintenance

CHECK IN

April 2018

TEAM/DEPT

Communications

PROGRAM

Social

Topic	This quarter	Previous qr/yr	QoQ	YoY	Type
Twitter posts (@Wikipedia)	981	1,027/819	-4.4%	-20.2%	M
Twitter followers (@Wikipedia)	392K	382,927/360,701	+2.36%	+8.6%	M
Tweet impressions (@Wikipedia)	17.3M	14.9M/13.3M	+16.1%	+30%	M
Media views (@Wikipedia)	101,312	448,039/510,774	-77.3%	-80.1%	M
Twitter posts (@Wikimedia)	157	192/149	-18.2%	+5.3%	M
Twitter followers (@Wikimedia)	52.7K	46K/40.8K	+14.5%	+29.1%	M
Twitter posts (@Wikimediaatwork)	0	47/33	-100%	-100%	N
Twitter followers (@Wikimediaatwork)	3,745	3,642/3,368	+2.8%	+11.1%	N

CHECK IN

April 2018

TEAM/DEPT

Communications

PROGRAM

Social

Topic	This quarter	Previous quarter/yr	QoQ	YoY	Type
Facebook posts	376	441/738	-14.7%	-49%	**M**
Facebook engagement actions	1.17M	1.3M/1.7M	-10%	-30.7%	**M**
Facebook followers	5.48M	5.48M/5.44M	0%	+0.73%	**M**
Unique users who engaged with content	1.29M	1.38M/1.76M	-6.5%	-27%	**M**
Impressions	70.8M	82.5M/136.3M	-14.1%	-48%	**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

April 2018

TEAM/DEPT

Communications

PROGRAM

Social

Topic	This quarter	Previous quarter/yr	QoQ	YoY	Type
Instagram posts	4	18/210	-77%	-98%	**M**
Instagram followers	120K	77.6K/51.8K	+54%	+131%	**M**
Pinterest posts	0	35/92	-100%	-100%	**M**
Pinterest followers	72K	68.6K/69.2K	+4.9%	+4%	**M**
Monthly Pinterest impressions (all Wiki content)	44.4K	12M/20.4M	-99%	-99.7%	**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

April 2018

TEAM/DEPT

Communications

PROGRAM

Blog

Topic	This quarter	Previous quarter	QoQ	YoY	Type
Total blog posts	60	70	-14%	-9%	**M**
Blog pageviews	778,876	280,917	+177%	+160%	**M**
Blog visitors	498,576	174,811	+185%	+46%	**M**
Pageviews per visitor	1.6	1.6	0%	0%	**M**
Blog post outliers	WLM, WLE (476,316 views*)	Wiki Loves Monuments (51,743 views**)	N/A***	N/A***	**M**

*Via fundraising emails
**Via on-wiki banners
***Pageviews from these sources are not directly comparable

Type: new, reactive, maintenance

April 2018

Communications

Blog

Topic	This quarter	Previous quarter	QoQ	YoY	Type
Blog posts from/about community	9/21	19/20	-52%/+5%	-44%/-22%	**M**
Blog posts from technical teams	16	18	-11%	N/A	**M**
Medium pageviews	~14,000*	N/A	N/A	N/A	**N**

Type: new, reactive, maintenance

*Medium's traffic stats are rounded once a post tops 1,000 views