Wikimedia UK Communications Strategy 2012

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Executive summary

In the (almost) three months that I've been in post as Wikimedia UK's Communications Organiser I've been very impressed at the range and the scope of so many of our projects. The dedication of volunteers is something that, even after a few months, I still find marvellous.

To do this work justice, and to guarantee that our fantastic projects attract the attention they merit, it's important that we have a clear strategy for communications. That's what I've tried to achieve with this document.

Here you'll find an analysis of where we're at in terms of communications and where I think we should be going. There's a series of key recommendations about our communications with donors (increased frequency, especially, and what we're spending their money on), members (particularly around governance and opportunity) and the general public (no, honestly, we aren't anything to do with Wikileaks).

There's a review of our channels and how we use them, from social media (more of it, from more of us, particularly Twitter) and the blog (24 hour sign-off process needs reviewing) to the UK Wiki (could do with a bit of a freshen-up).

There's some opportunities for our volunteers, such as media training, and an affirmation that volunteers remain, and will always remain, the heart of our organisation and should be consulted and involved. There's opportunities for the the organisation as a whole, including an explanation of how we are developing as an international hub for the Wikimedia movement.

This is the first version of the strategy and I have no doubt that there remains work to be done to ensure that it adequately reflects the aims, ambitions and desires of our community. I anticipate there will be elements within it that receive cheers and others which will receive jeers. However, I believe it serves as a solid starting point and a sound foundation upon which we can all build, together.

In summary, the adoption of this strategy will, in my opinion, serve to spread our ideas, increase participation, enhance our reputation and contribute to our mission – making the sum total of all knowledge available to everyone, for free.

Stevie Benton
Communications Organiser
June 2012

Introduction

Wikimedia UK (WMUK) is undergoing the transition from a completely voluntary organisation to an organisation with staff, led by volunteers. The charity now has five paid employees, including a Communications Organiser. A key responsibility of the communications role is to create a compelling communications strategy in order to support the charity's mission and objectives, to professionalise communications across the charity and to gain and exert a positive influence.

In order to strategise effectively it is important that a thorough review of all current communication channels and their use was undertaken. Therefore this strategy begins with the results of the review and examines WMUK's current communications channels, how they are used and recommendations as to how their use is improved.

The communications channels currently used fall in to three loose categories: internal, external and multi-purpose. In this context, internal channels aren't defined as those only available to people within a closed system. Due to the nature of WMUK and its work we have a firm commitment to openness and transparency. This means that we make most of our information available publicly. Therefore, internal channels refer to those used to communicate primarily with the staff, trustees and volunteers - it doesn't necessarily mean those channels are closed to outsiders.

Each grouping of channels is examined in turn assessing how they are currently used and making recommendations for each of them.

After examining our channels, the strategy moves on to develop a set of communications policies. These policies cover areas such as how we communicate with members, volunteers and donors. They will outline how frequently we formally communicate with each audience and advise on how this should be done, as well as which channels are most appropriate.

The next section will look at the resources we currently have at our disposal, such as brand assets, and serve as a WMUK toolkit for effective communication. The toolkit will include links to useful resources, give details of out of hours media contacts, our positioning statements and links to external media contact information. The toolkit can be updated and expanded as required in order to remain useful and relevant.

On approval, this strategy will be added in full to the UK wiki. Each section will also be added as a separate page. It is also at the point of approval that implementation of the strategy will begin.

The utilisation of a successful communications strategy by WMUK should lead to the following outcomes in the short term:

- Wider understanding of our objectives
- Increase in volunteer numbers
- Increase in membership numbers
- Increase in engagement with Wiki projects (such as Wikipedia, Wikiversity and so on) from within the UK
- Increase in financial donations and donations in kind

In the longer term these benefits will continue to accumulate, alongside other benefits, such as WMUK becoming a first port of call for the UK media on issues such as open knowledge, access to information and online collaboration.

The strategy will continue to evolve and develop over time and is a living document. It can be adapted at any point should our needs or our circumstances change.

Please note that while this strategy doesn't directly cover direct outreach with institutions, it should feed in to this work and assist in guiding its approach.

One final comment for *version one* of the introduction. It is noted that the Wikimedia Foundation itself doesn't have an organisational communications strategy so this is something of a first. Therefore it is anticipated that there are areas of the draft strategy that will need review, in some cases extensively, by trustees and the community. This is the intention and should be seen as a positive thing. It should very much be a collaborative process.

To support this strategy a basic stakeholder map has been created. This can be seen on the next page.

If you have any questions regarding any element of this strategy please contact Stevie Benton, Communications Organiser on 020 7065 0993 or email stevie.benton@wikimedia.org.uk

Stakeholder map

This basic diagram shows the different groups with which we need to establish and maintain effective communications.

Wikimedia UK stakeholder mapping
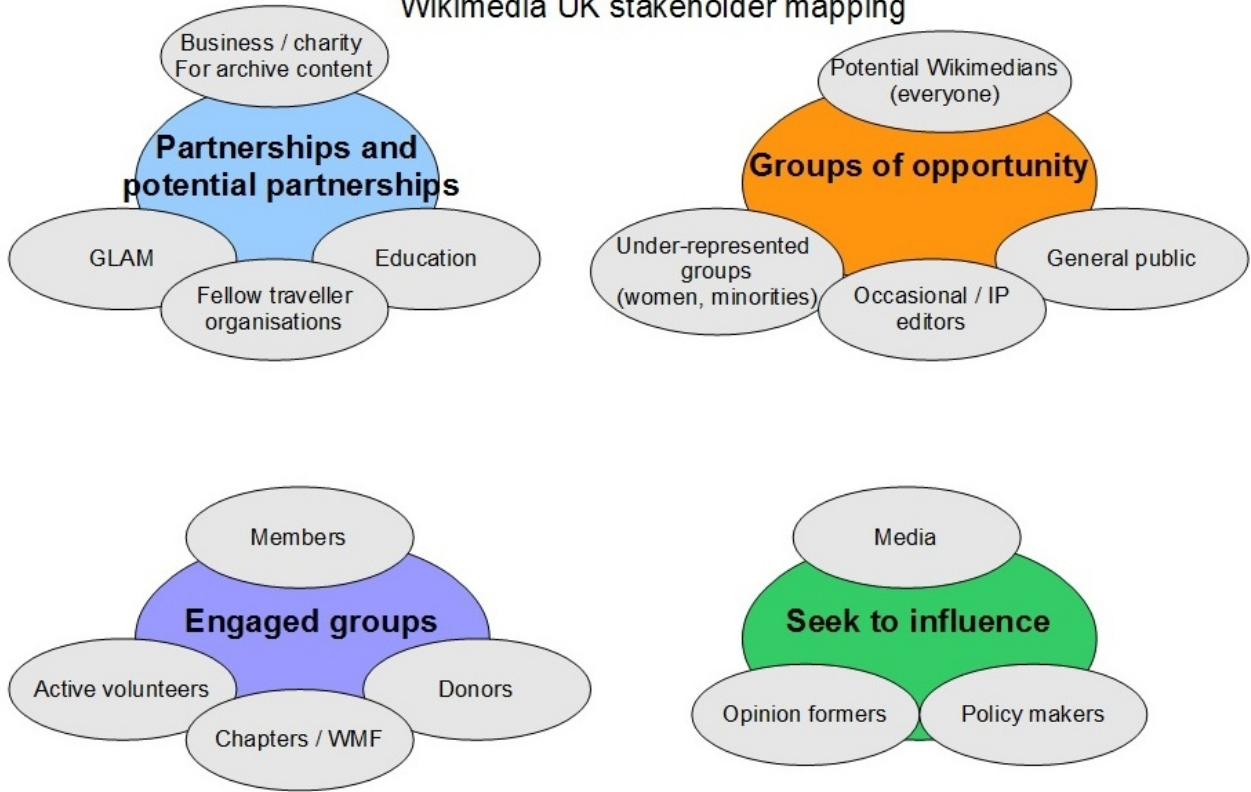
Channel review

Outline

Wikimedia UK has access to a vast array of communications channels, particularly online, which has both positive and negative consequences.

On the positive side, having access to so many channels means that there's the potential to reach a wider and more diverse audience than would otherwise be possible. It encourages creative use of different media and it also allows the re-use of content across a variety of platforms, online and offline.

Negatively, this can lead to fragmentation of content, neglect of some channels, unnecessary duplication and inconsistency. This is noticeable in our current use of non-wiki social media. Such a large number of channels can also lead to communications becoming unmanageable, contradictory and requiring an unrealistic or unsustainable amount of time to maintain.

Because Wikipedia, in particular, is such a high profile, global project, it does mean that WMUK attracts a lot of attention and is in a position to use that attention to promote our aims and objectives. It also means that our communication must be timely, accurate, consistent and relevant. This review of our channels sets out recommendations on how to use our channels effectively, and for what purposes.

Internal channels

As mentioned in the introduction, for the purposes of this strategy internal channels in the context of Wikimedia UK refer to those we use primarily to communicate with volunteers, trustees and staff. Unlike other organisations, these are not closed systems – they are mostly public (with the exception of the office wiki). The channels which will be reviewed in this section are the UK wiki, our email lists, office hours / IRC chats and geonotices.

Wikimedia UK wiki

In many ways the Wikimedia UK wiki is our most important channel. It's a collaborative space for everyone connected with our movement. Alongside the relevant email lists the UK wiki is the channel of choice for those connected with our movement. The audience comprises the trustees, staff and keen Wikimedians. As the UK wiki acts as our public-facing website it also attracts the general public and the media.

Currently, all information about Wikimedia UK and its activities (aside from details that must remain confidential for legal reasons) is published on the UK wiki. This includes monthly reports (covering programme and administrative activities), event details and other, similar information. The key element of this channel is that it is available for everyone, regardless of their level of activity within WMUK and regardless of their status as trustee, volunteer, employee or member of the general public. It also represents our organisational website and our blog feeds into the site. Clearly, it is our most important communications resource.

Many aspects of the UK wiki work well. It is known throughout the UK movement and used by many volunteers. It is built in MediaWiki, the same software as Wikipedia, which means it is familiar to the majority of our users. This is particularly useful since it means that anyone familiar with Wikipedia should have no problems making a contribution. The publication of reports on the UK wiki are particularly important as this reflects our commitment to be an open and transparent organisation.

For the most part, the site navigation is intuitive enough. The labelling of navigation in the left hand column of the page is sensible and easily understood by first time visitors to the site. However, there is no real information architecture so the ease of finding information is only applicable for absolute top level content. Once we get beyond this level it becomes very difficult to find useful content. It is strongly recommended that we undertake some user experience and accessibility testing. For newcomers to our community, particularly those who aren't au fait with wikis, there's a good chance they could find our "website" impenetrable. There's a chance this could hinder our efforts to increase diversity and participation.

However, there are aspects of the site that can be made to work harder. Many of the pages lack imagery which can reduce the level of user experience below an optimal level. Many links within the site take you away from WMUK, which is fine in itself but means it is very easy to drift away from our content and float away in the surf. (It may be worth considering setting any links to pages outside of WMUK set to open in a new window in future.) Areas such as the press room aren't kept up to date and the news from the office area hasn't been updated since February.

Aside from these issues the wiki works well as a space for collaboration, information and discussion. Some suggestions to improve the wiki include:
• Make more use of images. The communications organiser to spend some time reviewing pages on the wiki and adding appropriate images from

Wikimedia Commons.

- Ensure press room is kept up-to-date by adding links and summaries of all press releases. Add the details of our social media channels to the contact area. Include out of hours contact information. This page needs a complete overhaul.

- Staff to update the news from the office area. Each staff member to create a short update once every fortnight (negotiable), even if it's just a couple of lines. Make the area worth visiting.

- Establish the water cooler as a place for general discussion, the sounding out of ideas and a noticeboard style area. Communications organiser to begin this process by posting some ideas and linking to project and event pages and assessing the results. Everyone with an interest in our movement to be encouraged to use this space. Add information to the wiki homepage explaining what the water cooler is.

- Review the landing page. Ensure that new users to the site can find the information they are looking for. Focus on how the wiki would appear to new users as they are usually the most difficult audience to retain.

- Create a short survey for users of the UK wiki to assess the user experience and act on its findings. The survey will be designed with community input and would appear as a hyperlink at top of the landing page for a short period.

- From time to time (perhaps every six months to a year – negotiable) place a notice on wiki (via the water cooler?) asking for suggestions to improve the UK wiki. (Please note that this may not be required due to the nature of the wiki and its users who have a tendency to improve things as they arise.)

- Serious review of redundant and duplicated pages is required, removing old and out of date content. This will make the site easier to use, especially for new users, and make the site more efficient and effective.

- Better categorisation of pages is also required to aid navigation and search again, especially for new users and people unfamiliar with Wikimedia. Stevie to look into finding user experience experts within the UK community.

Wikimedia UK email list

The Wikimedia UK list generates a lot of email. When added to the amount that comes from other Wikimedia related lists, such as the communications committee list and Wikimedia list, this can be problematic due to the amount of email generated and the number of people on the list. However, when taking into account that most of the email is generated by volunteers and the resulting discussions tend to be volunteer-led, this perception is removed. Therefore it is recommended that staff avoid beginning email threads using

this channel when more appropriate alternatives are available. Recommendations for using the UK email list:

- Do read all email to the list. There's always a risk that the ignored conversation is the one containing the important insight.

- Don't feel the need to reply to every email conversation sent to the list. Only reply when you have something worthwhile to add to the conversation. Please don't send one line emails to the list!

- Try not to start too many email conversations with the list as this poses a risk to credibility. Use the list only when it is most appropriate.

See also information contained in the sections about donor and member communications.

Office hours / IRC chats

Currently Wikimedia UK seldom runs office hours-style events or IRC chats for volunteers and the community. However, these appear to work very well when delivered by the Wikimedia Foundation. A good example is the recent IRC chat with the WMF blog team.

If used sparingly these would be a good addition to the WMUK communications mix. Topics could include specific projects or more general areas of work and would be open to all volunteers, trustees, staff, the Foundation and other chapters. There is a need to deliver a session to see if there is the appetite for people to participate and contribute. Recommendations:

- Communications organiser to identify an appropriate subject and implement a suitable event before the end of August 2012 and evaluate the level of engagement and the worth of hosting these events more frequently.

- If this is successful, staff and trustees should develop a timetable of regular IRC chats on topics of interest to the community. Don't be afraid to ask the community what these topics are!

Geonotices

Geonotices are notices displayed on wiki to certain subsets of users based on a geographical location. They need to be requested via this page on Wikipedia to allow for the technical implementation.

Because geonotices can seem quite intrusive they should be used sparingly for key announcements such as the date of our AGM or during the annual fundraiser (as currently happens with the fundraising banner). Due to the fact they are very much a blanket approach all proposed geonotices should be seen and approved by the UK board before the geonotice is proposed. Recommendation:

- Only use Geonotices during the fundraiser if possible. If you'd like to create a Geonotice at any other time do make sure you've considered all other options before making a proposal.

External channels

While our internal channels are important in communicating with people who already know about Wikimedia UK and are involved in wiki projects, it's always important to be able to access new audiences, encourage new editors and increase our range. Non-wiki social media are key to this and their spread and uptake shouldn't be under-estimated. In order to achieve our strategic objective of becoming the contact of choice for the mainstream media, our work with the press is crucial. Our use of traditional, print-based media are also important, particularly at events, as the collateral distributed offers an opportunity to leave a positive impression on new audiences.

In this section all of the above channels are reviewed and assessed. Alongside the assessments you'll find suggestions and recommendations on maximising the value of these avenues of communication and where they fit in to the broader picture.

Print publications – leaflets, brochures, reports

While we are very much a digital organisation which rightly focuses much of its energies in a digital space, printed materials remain important. The value of eye-catching printed materials lies in its ability to make an impression and to share information. Being able to hand leaflets, brochures, booklets and so on to people at events, visitors and journalists is often more effective than just hosting digital information, partly because the internet is crowded with basically everything in the world ever. Even Bristol City FC has its own website. The fact remains that well written and well designed printed material still holds a powerful immediacy.

The printed publications produced by WMUK are of a good standard. They are produced within a budget that is adequate, on time and on spec. The 2012 Annual Report is a good example of an important document written, designed and printed within a short period of time. Other printed materials that remain in stock as at the time of writing (June 2012) include Wikipedia "cheat sheets"

and booklets that serve as an excellent introduction to the hows, whys and wherefores of editing Wikipedia. We have stocks of all three of these publications that should last for some time. The cheat sheet and the booklet have both been refined to show WMUK branding rather than that of the WMF. The material created for the 2011-12 direct mail was also of a high standard.

Our current range of printed material is adequate for our needs. Our recent Annual Report was designed (with WMUK guidance) by a graphic designer who does a professional job and offers good value for money.

The key publication that we will require regularly is our annual report. The report for 2012 was, for all the hard work, polished presentation and quick turnaround, somewhat lightweight, running to only 12 pages and providing only a broad brush review of highlights.

The 2013 report will be a more substantial document (around 24 pages) and will reflect the fact that the year 2012-13 will also be WMUK's first full year as a registered charity and the first full year with paid employees supporting the board and volunteers. There is no reason that work cannot begin on this report well in advance, writing up events as they happen. It is also very important that the report is the result of collaboration between staff, trustees and volunteers.

While the guide to wiki mark-up cheat sheet is a good resource it should be noted that when the WYSIWYG editor comes online (estimated to be towards the end of 2012) the document will become obsolete. Therefore no new stocks of this should be ordered. There will be a guide for the new editing system created by the WMF in due course. This will require re-branding and printing. The re-branding can be carried out in-house but a small amount of money should be set aside for printing around 500 copies of this from any communications budget.

The introduction to Wikipedia booklet should also be reviewed although it doesn't contain any substantial information about Wiki mark-up and so should remain fit for purpose.

One other resource that would be helpful is postcards. These would be simple to design (using the right software) and feature appropriate images from Wikimedia Commons. These could be used as a part of direct mail campaigns, as a way of sharing our key contact information, or simply as a friendly way of making contact. Postcards have been created by Wikimedia Deutschland to good effect. Designing the postcards should be thrown open to the community as a competition and as a way of increasing engagement. A requirement for the competition would be that the images either come from Commons, or are the user's own work which is submitted to Commons.

The sign-off process for our publications is entirely appropriate. Larger pieces

of work (such as the annual report) are made available at various steps along the production process for comment and amendment, both by volunteers and the board. The board finally approves the end product and approves the expenditure accordingly.

All printed materials we produce should clearly show that they are produced under an appropriate Creative Commons license and give details of how the material can be re-used, shared and edited, basically stating that: "You are free to adapt this, copy it, translate it, take a page from it and use it in your own handouts, so long as you say where you got it." The environmental impact should be taken into account whenever creating printed material and all paper should be responsibly sourced.

Recommendations for printed materials:

- Begin work on the annual report very early. Don't under-estimate the time required to create, design and print such a significant piece of work. Allow for plenty of rounds of edits and make sure that everyone who wants to be involved feels that they have had ample opportunity.
- Involve volunteers at every step of the process for every piece of printed material that is created from scratch and encourage them to take ownership of design and, where appropriate (which will be mostly), content.
- Ensure plenty of stocks of publications to share at events, with donors, members and visitors.
- Be ready for the introduction of the WYSIWYG editor and the ensuing need for appropriate printed guides. Liaise with the Wikimedia Foundation (James Forrester, long term friend of WMUK, is a key contact for this).
- Create a competition to design WMUK postcards. The prizes wouldn't need to be significant – simply having one of your designs as one of our "official" postcards would suffice. This will generate content for Commons as well as building community ownership, while creating a useful resource at minimal cost.
- Ensure that all printed materials reflect our diversity in the language and images used, with a particular focus on groups we are trying to attract, such as women and older people.
- Ensure all publications make appropriate Creative Commons license statement.
- All publications to be made available in a digital format.
- All printed publications should be printed on materials that are Forest Stewardship Council approved and otherwise environmentally friendly.
- Offer large print and audio versions of publications on request, even if it is only in a digital format.

News and trade media (print and online)

In terms of external reputation, Wikimedia UK should have a relatively easy time of things, albeit one with its own challenges. Put simply, everyone – well, almost everyone – loves Wikipedia. It's sympathetically viewed by the general public to a great degree, journalists respect it and many educational professionals are slowly coming to appreciate its value.

The main strategic objective for our relationship with news and trade media should therefore be to become a primary contact for journalists on all matters relating to access to information, free knowledge, open content (as opposed to open source, which, while in our frame of reference, isn't a stated objective of WMUK) and any related field. This would be achieved by building strong relationships with the appropriate journalists and demonstrating that there is great value in using WMUK as an informed, accurate and reliable source. The wide range of volunteers involved in WMUK and the vast array of experience and understanding on myriad topics is of particular worth in this respect.

It must be stated, very clearly, that volunteers should be involved in providing comment and interviews wherever possible and appropriate. This is consistent with our principle that staff may not take on responsibilities that volunteers are willing to accept. To this end, the WMUK office will arrange, by the end of September 2012, media training for key volunteers to enable them to provide interviews and comments with confidence (negotiable but strongly recommended). The office also co-ordinate a list of experts to act as media contacts in their fields of expertise. This can be added to in the later section on media contacts within the toolkit.

The role of communications organiser is important in this context to act as a bridge between the media and volunteers, while also cultivating opportunities for comment and interview, making them available for volunteers. It will be the communications organiser's responsibility to build relationships with appropriate journalists and make the case for WMUK to be on their speed dial (so to speak). This will be effectively achieved by sharing information with reporters, inviting them to events, buying them coffee and speaking off the record (in limited cases). By the end of 2012 the communications organiser should have had face-to-face meetings with some of the most influential journalists in our field.

Another element of building relationships with the media involves the sharing of timely, newsworthy press releases. Currently, press releases are issued by the communications organiser after a 24 hour period for board approval. This remains appropriate going forward for non-urgent stories that are planned and arranged in advance. However, in urgent circumstances where a reactive response is required it would be appropriate for press statements to receive a more limited, speedier response. In these cases it is recommended that the sign-off process is reduced to the chief executive and the chair (or delegated trustee) on a same day basis.

Another relevant point to make is that of the somewhat privileged position of WMUK. This applies in terms of geography, language and having an office. London is an international media hub with most, if not all, international news agencies having bureaux located in the city. This may mean that journalists from all over the world approach WMUK on international matters, rather than going to the chapter in their country of origin, which may not even exist. Our time zone is also an asset as it is in greater harmony with larger chapters and the far east than San Francisco. Because of this WMUK can act as an international media hub for the movement, acting as a preliminary point of contact for international journalists and redirecting enquiries to our friends overseas. This has happened in the past and there's every chance it will happen in the future. It's therefore important that WMUK cultivates strong working relationships with as many chapters as possible for mutual benefit.

The second benefit that WMUK possesses in this regard is related to the English language. English is, to a great extent, the world's *lingua franca*. For journalists with English as a second language this means we are a very useful first point of contact. Based on this, and without wishing this to sound proprietorial at all, it would be worthwhile creating a list of volunteers at each chapter with good English language skills to whom journalists and enquirers can be directed. Because Wikipedians tend to be intelligent and well-educated this shouldn't pose any significant problems.

The final point is that because WMUK is fortunate to have paid staff and an office we are able to offer support to smaller chapters and those without paid employees. In this way we are able to offer support the movement not just in the UK but internationally (within reason). Combined with the previous two points, this will enable us to enhance our standing and reputation within the movement and also with the Foundation.

In short, our location, language, office and time zone all combine to allow us to act as a bridge between the Foundation and other chapters, should we desire it, especially in terms of media relations. This will strengthen our position within the movement and enhance our international reputation.

Aside from the points outlined above there remain some challenges as far as our relationships with external media. These challenges include the key point that Wikipedia and Wikimedia UK are seen as synonymous. This is of particular importance when it comes to the confusion that can arise if WMUK is erroneously described as "the charity behind Wikipedia", or in similar terms which imply that we are responsible for the content of Wikipedia and other Wiki projects. This implication carries a significant reputational risk, particularly legally. An absolute priority of our media communications is therefore to make absolutely clear the point that WMUK is not responsible for the content on Wikipedia, neither does WMUK own the content. This point is currently made in notes to editors attached to press releases, on the UK wiki and elsewhere but it

does bear repeating continually in all of our external communications. To this end a template for WMUK press releases has been created and saved for use. Please also see the section on social media for more on how we reinforce this.

We also have a problem with Wikileaks. Many people often assume because of the name that Wikileaks is associated with Wikimedia. (In fact, when a friend of mine heard about my role here, she congratulated me by saying: "So, I hear you've gone to work for that Assange fella.") The easiest way to counter this perception is to make it very clear in multiple locations, such as our social media profiles, our press release notes to editors, on the UK wiki and when we speak to people. We can also make use of [this rather sweet image](#).

One other challenge linked to our relationship with external media is the extent to which journalists automatically think of Jimmy Wales when they think of our organisation. Perhaps one of the most frequent questions put to the office is: "How do I get in touch with Jimmy Wales?" This isn't to say that our links with Jimmy are anything but an asset – when you're linked to a charismatic, well connected and widely admired individual it does reflect well on an organisation – more that Jimmy's opinions are his own and don't always, or necessarily, reflect the views of our community or organisation.

Jimmy's prominence can also overshadow the efforts of our community in the UK, leading to these efforts not receiving the attention that they deserve. It is to be expected that over time, as our own volunteers become more widely known as spokespeople, this effect will reduce to some extent, although it will never disappear entirely. It should still be noted that Jimmy is a powerful advocate of Wikipedia and the other Wikimedia projects and will remain so, barring unforeseen circumstances. Therefore we should still look to include Jimmy in our projects and publicity while making sure that these opportunities are also offered to volunteers as much as possible.

Recommendations for news and trade media:

- Build relationships with key journalists by meeting face-to-face and scheduling regular telephone / Skype conversations.
- Promote staff, volunteers and the organisation in general as an excellent source of opinion and comment on any field related to our areas of interest (see also blog, social media).
- Arrange and pay for media training for key volunteers. Stevie to source the training, invite volunteers and make arrangements by end of September 2012.
- Create a list of expert volunteers and their areas of interest to act as a database of "talking heads" for WMUK
- Ensure that all press releases are timely, relevant and only sent to appropriate media. Do not spam journalists.
- Sign-off process for planned releases to remain at 24 hours for board majority, however, for urgent, responsive releases this should be

changed to within the hour and sign off from chief executive and / or chair.
- Build up a network of contacts in other chapters and countries who are happy to speak to journalists – it won't always be appropriate for WMUK to respond to every media enquiry we receive.
- Be prepared to support other chapters and the global movement as a whole due to our language, geographical location and time zone
- Reinforce at every available opportunity that we don't control the content on Wikipedia. Do this through notes to editors, responding to comment and enquiry and social media profiles (see social media section).
- Jimmy Wales is a great spokesperson but try to use him less often for comment and interview while encouraging WMUK volunteers to be involved more.

Social media (non-wiki based) – Twitter, Facebook

Social media are very useful tools for sharing short messages, links, starting conversations and reaching new audiences. However, current levels of activity are very low. Let's take a look at the main social media channels and how we can improve our use of them. Our social media account details can be found on the office wiki here.

Twitter

Twitter is immensely popular. As everyone knows, it's a tool for sharing messages of up to 140 characters – tweets – to your followers. Our account name is @WikimediaUK and we have a hashtag that Twitter users can add to their tweets - #wmuk – but I'm sure everyone reading this document is aware of how Twitter works.

A quick look at the WMUK account shows that sometimes there is no activity on the account for weeks at a time. Granting access to the WMUK Twitter account to all staff and trustees and encouraging them to use it would be a step towards making the account more useful.

The beauty of tweeting is that it doesn't have to be about anything particularly significant but can simply be linking to useful articles or pages on our wiki. It can be used to comment on recent stories, or congratulate friendly organisations on successes, or comment on recent activity – anything at all.

A more thorough analysis of Twitter can be provided, however, a one line summary of this strategy's Twitter recommendation would be that more people should use the account more often. Twitter recommendations:

- Make sure that the account profile contains accurate information, links to

the UK wiki and makes the distinction that we don't own Wikipedia content – and that Wikileaks is nothing to do with us!

- Avoid setting up project specific Twitter accounts. This fragments our communication, limits the audience we reach and is ineffective. Instead, use the main @wikimediauk account
- Encourage all staff and trustees to use the WMUK Twitter account, trusting them to exercise good judgement in doing so. This can either be instead of, or in addition to, their own accounts.
- It's appropriate for the @wikimediauk account to mention individuals' accounts – whether staff or volunteers – as long as the individuals concerned have no objections.
- When contact has been made with an organisation or individual we haven't worked with before, follow them on Twitter. The chances are they will respond in kind.
- Sign up to follow leading technology and education journalists. This is the quickest way to access breaking news and also means they are likely to follow us to get our latest.
- Where appropriate, mention our Twitter account in press releases, online, in email signatures, donor and member communications and in printed materials.
- Share new blog posts, articles and anything new we find in our frame of reference, as long as it's interesting.
- When sending links via Twitter, use bit.ly to shorten them. When the links are to our content, for example a blog post, make sure you're signed in to bit.ly when shortening the link. This allows access to click through statistics. The login details are [here on the office wiki](#).
- Don't be afraid to encourage debate and conversation. Using open questions from time to time can be an effective conversation starter.
- Retweet appropriately. If someone posts something useful or interesting, share it.
- Don't feel that you can't tweet just because someone else has already tweeted that day – there's enough interesting content to go around! If people didn't want to hear from us they wouldn't have followed us.
- Don't be afraid to use hashtags. Many of our projects will already have them, such as #glamwiki – there's nothing stopping you creating your own either.
- Don't fear levity – social media for many people is a recreation, a pastime. Sometimes, a [lolcat](#) is all you need.

Facebook

Facebook is the world's most popular social network, with around 850 million monthly users. It's used for sharing status updates as text, location, images and links. Unlike Twitter, these updates aren't limited to 140 characters, but 500.

A quick look at the WMUK account shows that, like our Twitter account, there are often long periods of inactivity on the account. Granting access to the WMUK Facebook account to all staff and trustees and encouraging them to use it would be a step towards making the account more useful.

One of the key differences between Facebook and Twitter is that Twitter users tend to be happier to receive a larger number of updates. This tends not to be the case on Facebook as users are much more focused on their interactions with friends and family. Therefore there is a need to be more selective about what we share on this platform. Concentrating on important updates is to be advised as a means of maintaining a level of engagement. Too many updates leads to apathy which is not the intended effect!

Another key facet of Facebook which sets it apart from Twitter is the conversation threads generated when users reply to status updates. These conversations can develop into something very valuable and useful, given the correct topic and approached in the right way.

One important difference between Facebook and Twitter usage. It is much easier to attract casual followers on Twitter than it is on Facebook. This makes it much more likely that the conversations that take place on Facebook will tend to be with people already familiar with us and involved in our projects so a more involved tone is appropriate.

Recommendations:

- Make sure that the account profile contains accurate information, links to the UK wiki and makes the distinction that we don't own Wikipedia content – and that Wikileaks is nothing to do with us!
- Encourage all staff and trustees to use the WMUK Facebook account as admins, trusting them to exercise good judgement in doing so.
- Where appropriate, mention our Facebook account in press releases, online, in email signatures, donor and member communications and in printed materials.
- Share new blog posts and important, relevant articles – but make sure you include open questions to start conversation.
- Don't be afraid to encourage debate and conversation. The aim of using Facebook isn't to generate likes for our posts or for everyone to agree, it's to gain understanding and share viewpoints while understanding those of others.
- Don't feel that you can't post just because someone else has already posted that day – there's enough interesting content to go around! If people didn't want to hear from us they wouldn't have followed us. But do be sensible, not spammy.
- Don't fear levity – social media for many people is a recreation, a pastime. Sometimes, a post from Fail Blog is all you need.

Multi-purpose media

With internal and external media largely covered in the previous pages, it's time to take a look at materials that can be viewed across a range of channels. They can also focus on a range of audiences, both internal and external as defined earlier.

For the most part these materials can be considered to be multimedia in a conventional sense. Digital video, audio and photography are increasingly easy, quick and cheap to produce. Given the right equipment, software and skills it's a simple matter to create engaging content from scratch, including putting together edits, composites, podcasts and so on. We'll be looking at these kinds of resources individually, while noting that it is rarely appropriate to use these media in isolation – they are far more effective when used as part of a mix. It should also be noted that Wikimedia Commons provides a vast wealth of material for free use.

Webcasts are an effective way of sharing live coverage of an event with those unable to attend and there will be increasing demand for this activity as we grow.

Our blog is a resource that could be made to work much harder for us than it currently is and so this is evaluated in some detail.

Finally, there will be a brief examination of elements such as logos and infographics, their usage and origins. This will conclude the section on channel review.

Blog

The Wikimedia UK blog should be a key channel for us. The content is always trailed at the top of the UK wiki landing page, including an appropriate image, and linking through to the main blog, which is built in Wordpress but clones the design of the wiki.

There is lots of potential content for the blog given the amount of projects that are either under way, in preparation or being written up. There are many good stories that just aren't being shared more widely, which is a real shame. Implementing this strategy will provide an appropriate remedy for this and lead to the blog becoming a key part of our communication, rather than the add-on it currently is.

There is no lack of administrators for the blog – four employees, three current trustees, two former trustees – but it appears that there's no widespread sense of ownership. There is a need to get to a point where trustees, employees and

key volunteers feel confident and able to publish a blog post whenever they have something useful or interesting to say.

The beauty of a blog is that not every post has to be long, significant or profound – a good blog post can simply be mentioning a project checkpoint, discussing a recent meeting, asking for opinions from volunteers or visitors to the site, sharing a link to an interesting story from another source, anything at all. They also have a personal, inclusive tone of voice.

Recommendations:

- A strong first recommendation is that all staff and trustees not currently set as blog administrators are given the necessary permissions and taught how to use the Wordpress system. The same should also apply to core volunteers too, who could either nominate themselves for access or be nominated by the community. This would encourage greater use of the blog and increase its focus as a community-owned resource rather than one which falls to the office to solely maintain. It would also lead to a greater variety of posts than are shown at the present time as it appears the blog is only currently used as a place to copy press releases.

- A second strong recommendation relates to the sign-off procedure. This is currently the same as press releases in that a 24-hour period for approval by at least four trustees is required. This defeats, entirely, the notion of effective blogging. Blogs should be engaging, relevant, timely and topical. With such a protracted sign-off process the element of timeliness is immediately lost. It is also likely to hinder and undermine any creativity a potential blogger may feel, reducing their inclination to blog at all (which is, perhaps, what we're already seeing). Signing off each individual blog post is also an inefficient use of the time of trustees. Such procedures could, over time, result in diminishing levels of engagement from trustees as they become over-burdened with trivial administrative matters that don't allow them to pursue the reasons they became interested in WMUK in the first place – the projects themselves.

- The preferred suggestion is to allow trusted individuals freedom to blog whenever they see fit on appropriate subjects. This would encourage greater sharing of information and stories than currently happens and would, over time, mean we are likely to see a significant increase in returning traffic and subscriptions to the blog. Currently, there is no real incentive for visitors to subscribe or bookmark the WMUK blog. More content would remedy this.

- One way in which intelligent blogging can support the achievement of our strategic communications is to use it to respond to key issues of the day. If, for example, a government minister makes a speech related to any of our areas of interest, we should create a blog post in response. If there's

a news story about open knowledge, blog about it and share the blog on social media channels. Over time this will build an audience of people who share our opinions and are interested in our views. As we are already an influential organisation in our own right this establishes us further as a source of relevant opinion and will lead to increased media opportunities. One important caveat – this takes time.

• Another point on the blog. Once content is updated more frequently it is worth evaluating the layout of the UK wiki homepage. It is recommended that serious consideration is given (with community input) to switching the location of the blog and the about us areas to put the about us section top centre. This will provide a more consistent user experience to visitors of the wiki.

Video

As discussed earlier, the creation and editing of video is much easier and cheaper than in the past and there are now no real barriers to WMUK making video for specific purposes. We already shoot footage at public events, such as at our AGM and the Monmouthpedia celebration day. We are also fortunate that we have very active volunteers who regularly create video content too and make it available for everyone to use via Wikimedia Commons.

Moving forward it is appropriate to make more use of video in a complementary capacity to other content. For example, when writing a blog about an event or a partnership, encourage video interviews to publish alongside. When there's a report coming out, seek an interview with the writer.

Eventually there will be more than one video camera available for use by the community (i.e. WMUK owned) and we would encourage volunteers to make use of the equipment. Volunteers are also encouraged to make contact if they'd like some support creating any video content.

All video content created by staff of WMUK will be made available on Wikimedia Commons and we would urge volunteers to share their content in a similar way, especially if created on behalf of Wikimedia UK.

Those creating video at our events should be mindful that not everyone wishes to be filmed. Efforts should be made to ensure that people are made aware that filming may be taking place. Signifiers such as badges can be used to identify people who do not wish to be filmed.

For accessibility and inclusivity, where possible video content should be subtitled and transcribed where possible, especially if there are volunteers available to do this.

Recommendations:

- Be liberal in the use of video. There's no harm in creating video content to complement other content.
- Encourage volunteers to create and share video content and support them, where the amount of time involved is not prohibitive.
- All WMUK video content to be released under CC-BY-SA on Wikimedia Commons.
- Ensure that you only film people willing to be filmed.
- Provide subtitles and transcriptions if possible.

Audio

The points that have been applied to video can equally be applied to audio, although there isn't as much audio created within the community – there's much more interest in creating video.

Where audio comes into its own is it requires much less bandwidth to play a short podcast than a short video. This is of particular relevance when related to mobile devices.

Again, there is a sound recorder available in the WMUK office for volunteers to make use of and we would encourage them to do so. The office can also help with editing and recommend Audacity as an open source, free audio editing program.

As with video, all of the WMUK audio content will be made available on Wikimedia Commons and we would encourage volunteers to share their content in the same way.

Recommendations:

- Be liberal in the use of audio. There's no harm in creating audio content to complement other content.
- Encourage volunteers to create and share audio content and support them, where the amount of time involved is not prohibitive.
- All WMUK audio content to be released under CC-BY-SA on Wikimedia Commons.
- Provide transcriptions where possible.

Webcasts

Webcasts are a very useful way of bringing events and meetings to people who can't physically attend in person. As the number of events organised by WMUK grows and our membership grows with it, it may be that more and more people who would like to attend events are unable to, whether because of location, cost or limited availability of places.

Recommendations:

- Webcasts should be implemented for appropriate events (such as open elements of our AGM, board meetings (except those elements required to be *in camera)* any public conferences and so on, as long as this can be made to happen cheaply, effectively and with no cost to our end users.

- Webcasting is also useful for press and other engagement events, particularly when joined up with a Twitter hashtag enabling interaction with "hosts" on specific themes in real time. Stevie to investigate delivering a webcast for journalists and stakeholders.

- Communications organiser to investigate and find free, open source materials and service providers if possible. If not free, as cheap as possible. Likewise appropriate equipment.

Photography

Wikimedia UK is fortunate to have access to some amazing images via Wikimedia Commons for use in any of our communications. We are also fortunate that we have many talented photographers among our volunteers who regularly attend our events, as well as employees who work to capture images.

This means that there is absolutely no reason for us not to utilise very strong imagery at every opportunity within all of our online and offline work. Where possible we should utilise photos taken by our volunteers (with appropriate accreditation) as a way of showing appreciation for their efforts and offering acknowledgement for their contribution.

Furthermore, if there is ever a requirement where photography needs to be commissioned, our community of volunteers should be approached in the first instance.

Those taking photos at our events should be mindful that not everyone wishes to be photographed. Efforts should be made to ensure that people are made aware that photography may be taking place. Signifiers such as badges can be used to identify people who do not wish to be photographed.

Recommendations:

- Use imagery whenever creating a new page – unless there is a very good reason not to.
- Never use paid for images – the wealth of imagery on Commons should more than meet our needs.
- If ever a photographer is needed to cover an event they should be recruited from within our volunteer community wherever possible.

- Ensure that you only take photographs of people willing to participate.

Design elements - logos etc

Most of the design elements that are utilised by WMUK are created by the community but ownership remains with the Wikimedia Foundation. Logos and branding related to WMUK can only be used by outside agencies with permission. Please refer to the [Wikimedia Foundation identity guidelines](#).

A toolkit of logos and branded assets can be found towards the end of this document and will also be made available on the UK wiki. Please do feel free to contribute any resources to this that you think may be useful.

Recommendations:

- Ensure that any usage of WMUK logos or other assets is compliant with the Wikimedia Foundation identity guidelines
- Communications organiser to create a full toolkit of useful visual resources on Wiki that others can contribute too also.

Infographics

Infographics can be a powerful way of conveying a message in a visual way. However, they can be quite costly and time consuming to produce and must be done well if they are to prove effective.

If you believe an infographic is appropriate for your project please contact the communications organiser to discuss further. For the Monmouthpedia project a company called Blu Carrot created something attractive and clear on a pro bono basis. Whether the pro bono support would be offered again remains to be seen. It may also be that a WMUK volunteer is skilled at creating such resources and, as with other types of communication asset, the community should always be offered the opportunity before soliciting paid for work.

Recommendation:

- Address each request for an infographic on a stand alone basis and, if required, try to find someone from within the community to create.

Communications policies

Outline

In order to be able to communicate consistently it is important that a framework for communication exists. This framework will establish some basic rules on how we communicate with various audiences, how frequently we communicate, guidance on tone, preferred media and what, in general terms,

the focus of our communication with each audience should be.

It is also important that those planning to communicate with any of our audiences understand the agreed processes for doing so, including the principles of plain English and approval processes.

The audiences we need to communicate with regularly include donors, volunteers, members, the general public and the media. Some of the information contained within this section may already have been mentioned elsewhere but where there is any duplication it is for the purposes of clarity.

Communicating with donors

Our current level of donor communication is woefully inadequate, bordering on negligent. This is something that should be addressed and corrected as a matter of urgency. It's important that donors are made to feel valued and appreciated. Donors also have a right to know what their donations are being spent on.

It is strongly recommended that donors are written to at least every two months, but every month is to be preferred. Donor communication should give details of latest projects, news from the office, interesting stories and links to key resources, such as monthly reports.

The purpose of donor communication is to ensure that donors know what they are supporting, are aware of opportunities to get involved in our work and to make ourselves available for any questions, comments or support they may need on anything related to our projects.

The preferred channel for this contact is by email, a template for which is being designed in Mail Chimp. Images should be included (low resolution, optimised for the web) and every email should include certain specific features:

• A line thanking the donor for their continued support
• WMUK logo
• Clear subject line detailing email contents
• A tip of the month relating to a Wiki project
• Clearly identifiable as being sent from a WMUK address
• Charitable information, such as registered address and charity number
• Instructions on how to unsubscribe
• A link to our privacy policy

One very important point is that donor communications should rarely ask for more money and only ever as part of a planned fundraising strategy.

A note on direct mail: this should be used when there is an obvious benefit.

This is, in part, due to the perceived costs offering opportunities for donors to feel negatively about us. The second reason for this is because, as mentioned earlier, as a charity we are very much at home in the digital space and it is expected that this is where most of our efforts would be directed. It is, therefore, appropriate that this is where we focus our donor communication.

Anyone wishing to communicate directly with donors *en masse* should seek input from our Trustee with responsibility for fundraising (currently Chris Keating) and from our fundraiser (Katherine Bavage) in the first instance. They will advise whether this kind of communication is appropriate. Please also allow plenty of planning time.

If the message is approved in principle please contact the communications organiser who will help draft the message and source images.

It is possible to segment our donors into specific groups based on certain demographic data. This kind of data is particularly useful for A-B testing or for focusing efforts on certain kinds of donors, for example if we wanted to promote an event to encourage women over 50 to get involved with editing. Please contact our fundraiser or communications organiser for more information.

Recommendations:

- Conduct A-B or A-n testing to establish our most effective donor messages. What is this year's "green leafy background"? Communications organiser to liaise with fundraiser.
- Donors who make significant one-off donations - £1,000 or more – should receive a personal letter of thanks signed by both the chair and the chief executive. This letter should explain how much we appreciate these donations and provide some detail of the work the money will help to support. An invitation to visit the office may also be appropriate.
- A selection of standard message templates should be created. These standard messages would include a thank you letter to one-off donors, a thank you message for new direct debit donors and (pending the advice of our fundraiser) a note thanking direct debit donors for their ongoing support on each anniversary of their support. These templates will be written and added to the communications toolkit (in development) which will be on the UK wiki.

Communicating with members

As well as good practice, communicating with members is crucial in terms of governance and community involvement. Our members are also most likely to be active volunteers and so their needs will be different from those of donors. They will be more familiar with Wiki terminology and the activities of WMUK in general.

Unlike donors, who should mostly be contacted by designed email sent via Civi-CRM due to the sheer number of them, there is a little more leeway available for communicating with members. Email is still appropriate but more use can be made of the UK wiki and the UK email list – both of these should be familiar to members.

Aside from timely information on governance issues all members should be kept up to date with the workings of the office and project activity. They should also be invited to share their thoughts and opinions by contributing on wiki.

To this end it would be a good start to share the monthly reports with our members. Care should be taken to not send these communications at the same time as donor communications as there is likely to be some crossover between these groups.

More detailed information can be given to members, using more specific wiki-related language as the audience will be more accustomed to it. As with donor communications there are some guidelines that should be adhered to, ensuring that communications are clear and consistent:

- WMUK logo and appropriate imagery
- Clear subject line detailing email contents
- A tip of the month relating to a Wiki project
- Clearly identifiable as being sent from a WMUK address
- Charitable information, such as registered address and charity number
- Instructions on how to unsubscribe
- A link to our privacy policy
- Links to the most recent monthly report
- Invitations to upcoming events in the next two months
- Submissions from members and volunteers (such as This Month in GLAM).

Recommendations:

- Anyone wishing to communicate directly with members *en masse* should seek input from the Secretary and communications organiser in the first instance. They will advise whether this kind of communication is appropriate. Please also allow plenty of planning time.

- When messages are approved in principle Stevie should help draft the message and source images. Once finalised the draft should require approval before sending. For member communications it is recommended that the content is approved by the Chief Executive and a nominated trustee. Once approved, please send the content over to the communications organiser who will generate the appropriate HTML and forward to the fundraiser or office manager who will send out the email via Civi-CRM.

- Content within messages like this should be made shareable – this is a good way to encourage a growth in membership.

- A selection of standard message templates be created. These standard messages would include a thank you letter to new members and a reminder that membership is due to expire. These templates will be written and added to the communications toolkit (in development) which will be on the UK wiki. Communications organiser to work on with our fundraiser.

Communicating with the general public

Clearly there are many ways in which we can communicate with the general public but there are a few which should command more of our attention, these being the UK wiki (as our public-facing website), the blog (as integrated with our website), non-wiki social media and through the conventional mass media.

Of these, the conventional mass media through press releases, comment, interview and quote is most effective for one-off issues and significant pieces of work while non-Wiki social media are most effective for day-to-day drip feeding of messages, casual updates and engagement efforts. The blog is useful as a way of sharing all kinds of content which can then be linked to via social media.

The blog and the UK Wiki have been addressed in enough detail to not need a separate policy. There is also a substantial amount of information relating to social media. But press releases and requests for interview bear looking at in more detail.

Press releases

Most press releases should be planned in advance and can be requested by volunteers, trustees and staff for specific pieces of work, such as events resulting from GLAM partnerships (i.e. The Herbert Art Gallery & Museum, Coventry). If these relate to a specific date, please discuss two weeks in advance with the communications organiser to discuss the audience, the aims, the target media and the key messages, as well as key contacts for quotes and comment and target date for publication. The communications organiser will then draft, or support in the drafting, of the release and obtaining board approval.

The board approval process for planned releases is a 24-hour period with a majority of trustees able to sign-off. Once the content is approved the communications organiser will contact the appropriate media to share the story, encourage publication and advise who to contact for further comment or follow-up. This will be a volunteer or trustee wherever possible.

A press release template can be found in the communications toolkit (in development). The notes to editors are customisable and can be added to with specific messages related to the topic at hand.

When circulating press releases please make use of the list of media contacts available as a Google doc at https://docs.google.com/a/wikimedia.org.uk/spreadsheet/ccc?key=0ArU6-SFBZAbsdFU0Q25hOEJueFY4MzhQbExDaVpJLWc#gid=0 and also make any additions and amendments as appropriate. If you don't have access to the document please do contact the communications organiser.

It isn't always possible to plan press releases, however. Sometimes things happen that require an immediate / almost immediate response. Examples could be widespread problems with Wikipedia and an announcement of new, related legislation or government policy.

In the event that a particularly rapid response is required, please follow the below recommendations:

- Communications organiser should draft an appropriate response, addressing fully the issues requiring a response.
- When the response is drafted, it should be sent to the Chief Executive and Chair for review and approval. This should be followed up with telephone calls to ensure that the content has been received and that they are aware it is for immediate action.
- If the issue results in a request for interview or personal comment (particularly on a live broadcast / pre-record) follow the recommendations for comments and interviews beginning on page 29. Comments and interviews should always come from volunteers wherever possible. There should be a good reason for these to come from staff.

See the section on using news and trade media beginning on page 12 for full recommendations.

Comments and interviews

Due to our position and reputation as an organisation and a charity we may, from time to time, be called on to offer comment on issues related to open content, access to knowledge and other appropriate topics. We may occasionally also be invited to send someone for an interview with journalists. It's not unreasonable to think that there could occasionally be a request to appear on a panel on radio or television.

For comments, in the event that an immediate, or nearly immediate, response is required to a media enquiry the first step is to refer to the communications toolkit (in development) to see if the question is one that has been asked

before and to which there is a standard response. If this is the case, please do share the response with the journalist in question, copying in the communications organiser. If not, please refer the enquiry to the communications organiser in the first instance, who will then escalate as appropriate. Quotes should come from volunteers if possible. In very urgent cases the approval of any response should be delegated to the Chief Executive, especially if a nominated trustee is not immediately available to approve messages.

Requests for interviews will usually only occur when Wikipedia (more specifically than Wikimedia UK) is linked in some way to a major news story of the day. Whenever possible the interviewee should be a prominent, media trained volunteer or trustee with a background (or understanding) linked to the issue. Please refer to note on page 13 about media training. In the absence of a media trained volunteer the interview should be fielded by the chief executive or a trustee. In either case a delegated trustee or the chief executive has the responsibility to decide whether participation in any interview is appropriate or desirable. Any volunteer participating in an interview should be properly briefed, either by the communications organiser, the chief executive or an appropriate volunteer.

Recommendations:

- Anyone participating in interviews should be fully briefed, either by the chief executive of the communications organiser.
- Never turn down an interview request or comment request unless there is a good reason, such as serious reputational risk. For example, it is almost always preferred to address negative coverage head-on, with a right to reply, than it is to allow an erroneous version of events or situations to go unchallenged.
- Enquiries of this nature should always be referred to the communications organiser in the first instance. In his absence, refer to the chief executive or Chair.
- Create a list of Wikimedians willing to participate in media activity and their areas of expertise. This will guide which Wikipedians are offered which opportunities and ensure that the person contacted for comment has appropriate and relevant skills and knowledge. This is especially important if the enquiry relates to highly specialised areas of expertise.

Resources toolkit
There are many elements that together comprise successful communication, but it can be fiddly trying to find things like logos or templates if you're not sure where to look. This toolkit contains links to items you may find useful. As an addendum to this section you will find our vision, mission and values & principles. These are taken directly from our five year plan.

Please do advise of anything else which may be useful here.

Visual identity

Wikimedia UK logo - colour

Wikipedia logo with text

Wikipedia logo without text

Wikimedia Foundation visual identity guidelines

Templates

Letterhead - PDF

Letterhead - ODT

Press release - ODT (office wiki)

Documents

2012 Annual Report

Wiki mark up quick reference (cheat sheet)

Introduction to Wikipedia booklet (WMF branded)

Miscellaneous

Social media account information (office wiki)

Media contacts

In the first instance please refer media enquiries to Stevie Benton, Communications Organiser, on 020 7065 0993, 07803 505 173. Alternatively, email press@wikimedia.org.uk This address goes to Stevie and Mike Peel, Secretary.

Stevie is also the out of hours media contact. He will then forward on the request to an appropriate volunteer if required (see section on comments and interviews).

In Stevie's absence please contact Jon Davies, Chief Executive on 020 7065 0991 or email jon.davies@wikimedia.org.uk

A good alternative media contact from within the community is David Gerard.

In terms of external media contacts we have an extensive list available via Google Docs. The document can be found here.

Positioning statement

Our positioning statement is a useful, single line which illustrates what we do and why. We currently have two statements – one appropriate to Wikimedia UK, the other appropriate for Wikipedia. Please note that these statements requires approval at this stage. A longer version of the statement has been added. For Wikimedia UK:

"We exist to help collect, develop and distribute freely licensed knowledge (and other educational, cultural and historic material)."

The second statement is based on a famous quote by Jimmy Wales, founder of Wikipedia, and is used by the Wikimedia Foundation:

"Imagine a world in which every single human being can freely share in the sum of all knowledge. That's our commitment."

The longer version of the statement is below. This is used as a version of "About us" text on the UK wiki:

Wikimedia UK is the Wikimedia chapter covering the United Kingdom. We exist to help collect, develop and distribute freely licensed knowledge (and other educational, cultural and historic material). We do this by bringing the Wikimedia community in the UK together, and by building links with UK-based cultural institutions, universities, charities and other bodies. We also represent UK-based Wikimedians to the Wikimedia Foundation and the global Wikimedia movement.

These statements are powerful, effective and explain in a simple way who we are and what we do. They should be used consistently and without editing.

Vision

Free knowledge for all.

Mission

Wikimedia UK's mission is to help people and organisations build and preserve open knowledge to share and use freely.

Values and principles

- To value the contribution of volunteers
- To encourage, involve and engage volunteers
- To recognise that the contribution of volunteers is central to the activity of the organisation
- To be transparent and open
- To promote the value of free and open licences
- To have respectful and professional working relationships internally and externally
- To promote an open approach to learning and knowledge
- To promote the cultural and linguistic diversity of communities within the UK by encouraging their contributions.