21st DCW Conversation Hour

Impactful Communication Strategies

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Good communication is stimulating as black coffee, and just as hard to sleep after. (Anne Morrow Lindbergh, *Gift from the Sea* (1955), Ch. VI "Argonauta")

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Session Agenda

- ➔ Introductions and Objectives
- ➔ Key Components of Communications
- ➔ The 5 C's of Communications
- ➔ The Importance of Communicating impact
- ➔ An introduction to Diff, the Wikimedia Movement Blog
- ➔ Quick Activity
- ➔ Sample Communication Plan
- ➔ Open Discussion

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Key Components

- Who is the Sender?
- Messaging Medium: Language, Platforms, Tools
- External Factors
- Who is the Communication for? (the receiver)
- Feedback Channels

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Questions to ask yourself!

- **What** do you want to share- your main objective?
- **Who** do you want to share that with- your main audience?
- **Where** will you share your content- your platforms?
- **When** is the best time to reach your audience- the timing/reach?
- **How** will you measure impact- did your strategy work?

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The importance of Communicating Impact

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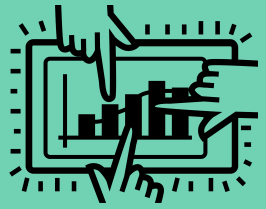
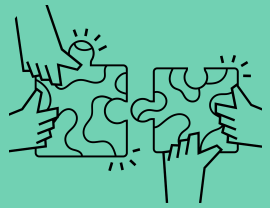
Advocacy and Awareness

Motivation and Satisfaction

Recruitment and Retention



Scaling Impact



Sustained Engagement

Accountability

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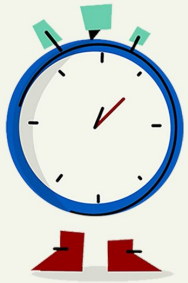

DO YOU HAVE WIKI MINUTE?

The Wikimedia Foundation's Communications department has created a collection of short, reusable video explainers about key Wikimedia elements, concepts, and principles for the public to better understand our projects and our movement. These videos were built with the intention of being multi-purpose; they have already been used to support various communications campaigns, in addition to other Foundation staff projects and movement communications. This is a multi-year project that has resulted in 13 total videos to date—and may grow to include more.

HOW DOES IT HELP YOU?

When talking to audiences unfamiliar with Wikimedia, they often lack context around the movement. We want to increase understanding of our mission, projects, and organizations among these external audiences so that there is some basic knowledge around what we, the Wikimedia movement, do. We want to take viewers on a journey of understanding: starting from “I know and use Wikipedia,” to “I know what Wikimedia is and how it works” to “I want to contribute to Wikimedia” and finally to “I can explain/promote Wikimedia to others.”

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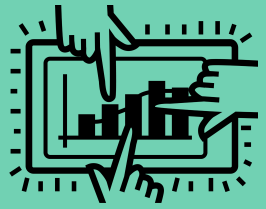

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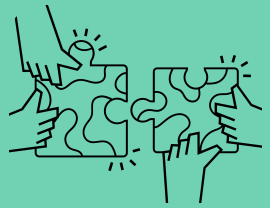

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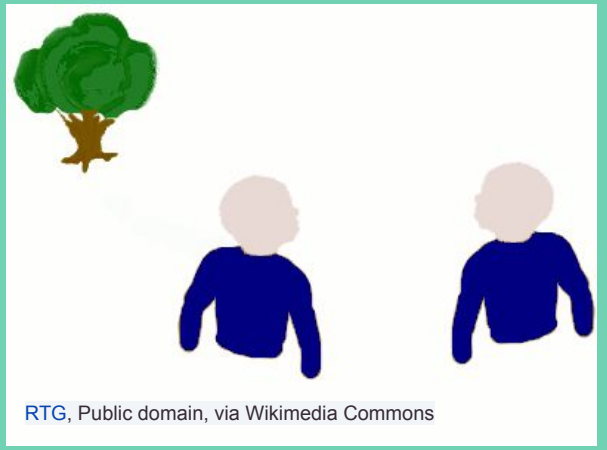


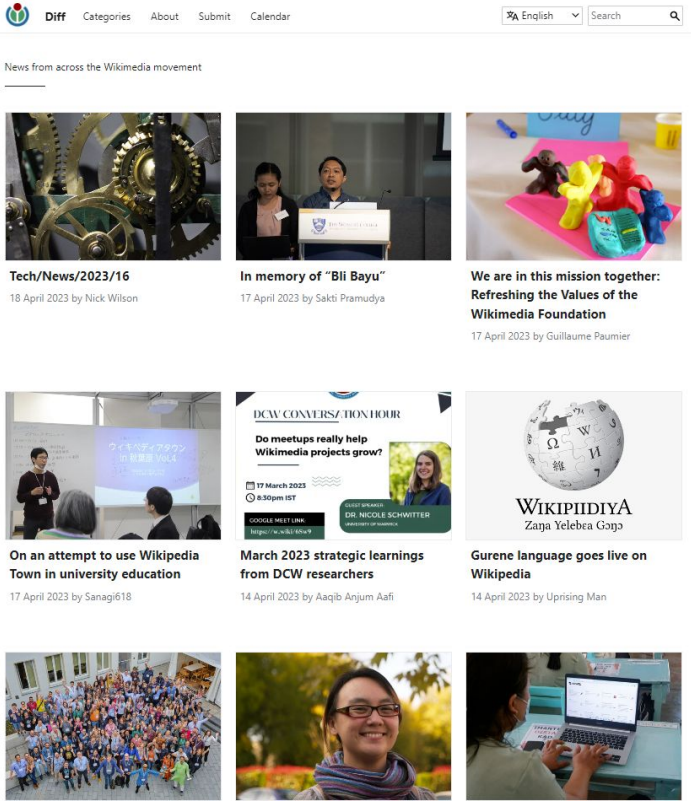
Telling your story can make a DIFFerence

What is Diff?

Blog by and for the Wikimedia volunteer community to connect and share learnings, stories, and ideas from across the movement. Diff is maintained by the Foundation's Movement Communications Team.

It covers stories from the movement, announcements, technical updates, essays, and other movement-relevant content.

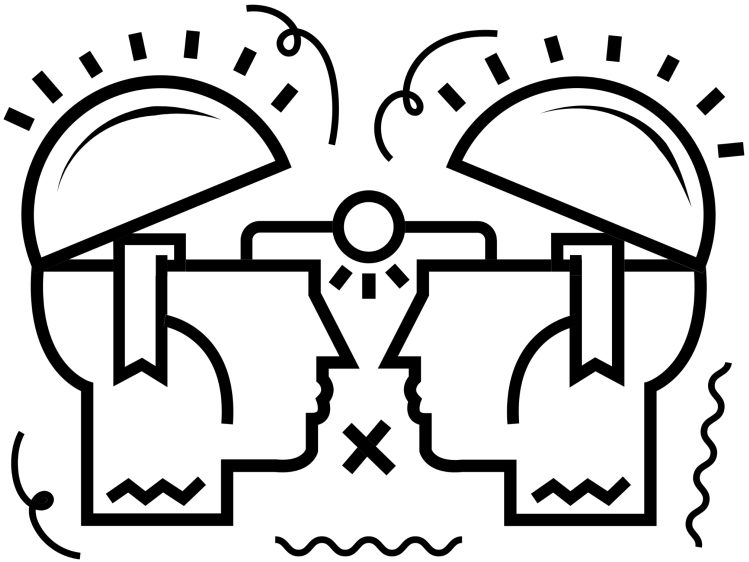
Anyone can add content to diff!



Let’s look at some numbers!

From January till Q4:(Apr- June)

- 382 posts from 212 authors
- 93,492 views from 45,616 visitors
- Over 1000 subscribers from all over the world
- 15% were posted in languages other than English
- 4.2 posts a day!



Why should you use Diff?

You could..

- Announce something to the Wikimedia community / get people to participate in our activity
- Spotlight volunteers' personal stories
- Preserve institutional knowledge about the things we've done / we're doing – so it can be used in future work: both for other communities ***and*** for ourselves.

Minor, smaller reasons:

- Brag :) – raise awareness of the cool stuff we're doing
- Help the reporting process for WMF grants – a Diff post could be used as part of the report
- Personal development — practicing their language and writing skills

Some tips and tricks for a perfect Diff post

- Write for your audience - why they would want to read your post? What do you want to achieve? Inspire, engage, inform?
- Use a creative headline:
  - ~~VSN published a report on their collaboration~~ *Are you working on building global cooperation? Here are seven things you can learn from the Volunteer Supporters Network!*
  - ~~A student uploaded aerial photos to Wikimedia Commons~~ *One student, one plane and thirty-seven photos in Wikimedia Commons*
- Choose a nice captivating “featured” image
- Use section headings instead of bold text (A nice SEO trick)
- Break posts up into series if it's more than 800 words

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QUICK ACTIVITY

What type of content or blogs would you like to read?

Sample Communication Plan

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Open Discussion