

**Title:** **Communications** - For information

**Board:** 30th June/1st July

**Author:** Stevie Benton

**Date:** 20 June 2012

**Description:** A brief summary of comms activity over the last quarter and plans for the next quarter.

### **Executive summary**

This document is a brief description of Wikimedia UK's communications activity, encompassing the period 19 March (when I began in post) to 20 June 2012. For more details, please contact Stevie either by email ([stevie.benton@wikimedia.org.uk](mailto:stevie.benton@wikimedia.org.uk)) or on 07803 505 173 or 020 7065 0993.

### **Recommendations**

I refer the board to the WMUK Communications Strategy, which has been submitted as a separate paper for this meeting. The strategy contains many recommendations relating to how we communicate. I would ask the board to approve these recommendations.

### **Content**

It's been a busy few months for Wikimedia UK's communications. There has been more activity than can be recorded here, so this is a broad brush overview and highlight report. It doesn't include details of day to day operational activity.

- Monmouthpedia was the most significant project during this period. Much of my work focused on supporting the volunteers involved in the project. Building relationships with the team and getting to know those involved was an important element to this as I was new in post. I managed to recruit some pro bono PR support in promoting the event, and along with Steve Virgin, worked with the Montpellier PR agency in a similar way. You all know Monmouthpedia by now, but in short, the story was a huge international news event. It was covered by almost 300 significant news outlets in 36 countries.
- Another significant output was our 2012 Annual Report – Shaping, Sharing, Growing. Some ideas had been drafted before I joined so my task was to bring this together in a coherent form, rewrite the copy, work with design elements, liaise with our freelance graphic designer and printer and basically project manage the work, ensuring community input at every step.
- The third major piece of work I've been involved in is writing the Wikimedia UK communications strategy. This is included in the board papers for this meeting as a separate document. It contains several recommendations and I would urge the board to accept the proposals therein.

Over the coming months the main focus will be implementing the communications strategy once this has been (hopefully) approved by the board. This will include an overhaul of many aspects of our communications, particularly in the realms of social media, member and donor communications. I will also be working to get to know more of our volunteers, supporting events and projects and building relationships with key journalists.

As ever, I welcome community input to my work and would welcome any requests for support for your projects and any feedback on our communications.