Wikipedia
and Public Relations

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WikiConference UK 2012
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Communicators

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- IABC accredited business communicator
- 25 years in organizational communication in Europe, Middle East, Latin America
- Past director, IABC Europe Africa Region and International Executive Board member
- Independent consultant; blogger and podcaster
- Early adopter (and leaver) and experimenter with digital technologies and social media

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Philip Sheldrake

- Chartered Engineer, founding partner of Meanwhile and Influence Crowd, main board director of Intellect and director of 6UK
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Our Goal Today

1.   Recognize your achievements
2.   Share key points from the CIPR's draft *Best Practice Guidelines for Wikipedia*
3.   Share our thinking on how we could work together to achieve common goals
4.   Consider first steps

Wikipedia Achievements

- It has become the largest and most popular general reference work on the Internet with an estimated 365 million readers worldwide
  - 285 languages
  - 21 million articles
    - over 3.9 million in English
  - Edited by anyone
  - 100,000 active contributors

http://en.wikipedia.org/wiki/Wikipedia

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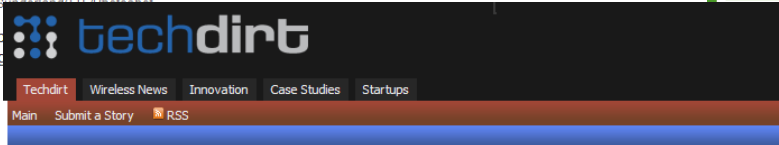## Wikipedia puts Monmouth on frontier of a new kind of local history

MonmouthpediA aimed at attracting very local knowledge – as well as more visitors to Welsh border town

Steven Morris
guardian.co.uk, Thursday 26 January 2012 15.00 GMT

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Monmouth's statue of Charles Rolls, of Rolls-Royce fame, whose family was from the town. An article about the monument has already completed for MonmouthpediA. Photograph: Mark Sunderland/TTL/Photoshot

Some are contrib...
others are writing...

MONMOUTHPEDIA

http://monmouthpedia.org/ | http://en.wikipedia.org/wiki/Monmouthpedia

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Monmouth: world's first Wikipedia town also to be first WiFi town in Wales

Published Wednesday 22nd February 2012

Plans to make Monmouth the first wifi town in Wales are underway said Monmouthshire Council this week (22/02/12).

Monmouthshire County Council officers are aiming to give anyone who visits, works or lives in Monmouth town access to a free WiFi internet connection whenever they want to use it.

Cath John, Assistant Chief Executive of the council's community interest company, CMC2, ex...

"We have just...
Monmouth tow...
costs yet but ...

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Predictions
by Glyn Moody
Thu, Jan 5th 2012
12:04am

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Is Monmouthpedia The Future Of Wikipedia?

from the *wheels-within-wheels* dept

One of the central questions the Wikipedia community grapples with is: What exactly is Wikipedia trying to achieve? For example, does it aspire to be a total encyclopedia of everything? What is the appropriate level of detail?

As might be expected in a community made up of volunteers, feelings run high over these apparently dry questions of philosophy. Just as there are free software and open source factions that work together for a common cause, but eternally snipe at each other over details, so the Wikipedia community harbors two groups that agree to disagree on what is the proper scope for the project: the deletionists and the inclusionists. Here's what Wikipedia itself has to say on them:

"Deletionists" are proponents of selective coverage and removal of articles seen as unnecessary or highly substandard. Deletionist viewpoints are commonly motivated by a desire that Wikipedia be focused on and cover significant topics - along with the desire to place a firm cap upon proliferation of promotional use (seen as abuse of the website), trivia, and articles which are of no general interest, lack suitable source material for high quality coverage, or are too short or otherwise unacceptably poor in quality.

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GWENT NEWS 🔊

Monmouth ready for wi-fi revolution

9:20pm Friday 30th March 2012 in Gwent news

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VISITORS and residents in Monmouth will be soon able to access the internet from anywhere in the town.

Monmouthshire council is spending up to £100,000 for Monmouth to become the first open and free wireless broadband (wi-fi) enabled town in Wales and first QRpedia town in the world on April 21.

It is spending between £80,000 and £100,000 to place antennae in and around the town to provide broadband ahead of the launch of a new project entitled 'Monmouthpedia'.

The website will provide Wikipedia articles on interesting places, people, artefacts, flora, fauna in Monmouth and is accessed by visitors using QRpedia codes.

ACCESS ALL AREAS: Haberdashers' pupil Abbi Norgrove and colleagues are excited at the prospect of Monmouthshire getting £100,000 from the council to wi-fi the town

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Looking for (e.g. plum...
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5

What is Public Relations?

- Public relations is about reputation - the result of what you do, what you say and what others say about you
  - Its aim is earning understanding and support and influencing opinion and behaviour
  - To establish and maintain goodwill and mutual understanding between an organisation and its publics

http://www.cipr.co.uk/content/careers-cpd/careers-pr/what-pr

Reputation

- Public relations has one
- Wikipedia has one

Do We Share a Common Goal?

" Publish content about a topic, organization or individual
that is accurate, factual, neutral and up-to-date "

Good PR Practice

CIPR Best Practice Guidelines for Wikipedia (#ciprsm)

May 2012 Edition
**Created by CIPR social media advisory panel**

DRAFT

Foreword from Jane Wilson, CEO at CIPR and Wikimedia UK

Earlier this year, the CIPR pledged to work with Wikipedia to develop clear guidance for PR professionals on how to interact with the Wikipedia community.

The partnership followed suggestions of undisclosed editing of Wikipedia entries by public relations firms. Although many PR practitioners who engage with the public through online communities have policies on editing in line with the CIPR's Social Media Guidance and also follow community guidelines, it was recognised that there is a need to take action to further clarify the position specifically in relation to Wikipedia.

It is my view that any communicators who claim to be able to manipulate Wikipedia entries to their own benefit are ill-informed. Through ongoing dialogue we have learned that the

- Guidelines in development
- Full commitment by CIPR
- Consultation starting with Wikimedia
- Roll out in June 2012
- Complements CIPR codes of conduct including ethical practices
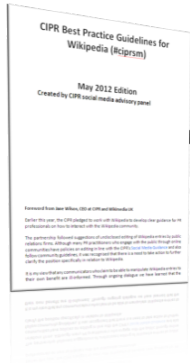
Key Points Extract: Do...

- **Be respectful**, understand the rules of the road
- **Disclose your interests** and be transparent at all times
- **Engage with the Wikipedian community** before you need to
- **Limit the amount of people** a Wikipedian speaks to
- **Attend a Wikipedia meet-up** near you to get to know the community and
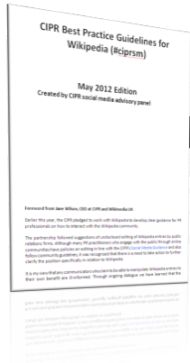
Key Points Extract: Don't…

- **Don't create a Wikipedia entry** from scratch for your organisation, your client or an individual **that you have a vested interest in**

- **Don't use Wikipedia to promote** or advertise your employer or client

- **Don't remove negative material** (raise issue on a Talk page)

- **Don't copy-and-paste content** from another site, even if you manage the other site

In Summary

1.   We believe PR and Wikipedia have much in common regarding what each of us looks to achieve
2.   We believe there are significant and measureable mutual benefits in working together
3.   We believe that working together is an effective way for both communities to achieve their goals

First Steps

1.   The CIPR's draft *Best Practice Guidelines for Wikipedia*
   - Plus planned formal educational activity, eg, presentations, seminars, etc
   - Informal awareness-raising via social channels
2. Our being here today
3. Working with you to make the draft become "version 1" in June 2012

Q&A

- **Neville Hobson**
  @jangles

- **Philip Sheldrake**
  @sheldrake

- Thank you for your time
- Thanks to **Andy Ross**, **Phil Morgan** and **Sarah McMonagle** (CIPR)
- Thanks to **Aeneas Tole**, **Francis Ingham** and **Katherine Barney** (PRCA)
- Special thanks to **Steve Virgin** and **Stevie Benton** (Wikimedia UK)