



GLAM FOR CULTURAL INSTITUTIONS

Sports, Military History Organizations, Research Centres, Libraries, Zoos, Galleries, Museums, Archives, Historical Associations, Universities, Public Television and Radio, Etc.

What is GLAM	3
How to become a GLAM partner	4
GLAM activities	5
Sharing collections digitally	6
Extended knowledge sharing at displays	10
Hosting a Wikimedia workshop	12
Hosting an edit-a-thon	14
Joining a WikiProject	16

What is GLAM?

GLAM is an acronym that stands for: Galleries, Libraries, Archives and Museums. Sometimes, we at Wikimedia Australia like to think GLAM also stands for Government, Libraries, Academia and Media. Whatever the acronym stands for, there is an effort started by galleries, libraries, museums, archives, government organizations and non-profits around the world a to produce open-access, freely-reusable content in order to collectively share knowledge with the global community.

Wikimedia has been partnering with GLAMs since 2009, often with Wikimedia chapters and the Wikimedia Foundation providing real world organizational support for the volunteers. Institutional partners, Wikimedia Foundation staff, Wikimedia chapter representatives and volunteer contributors coordinate efforts to share this knowledge. This coordination helps to facilitate the running of events to increase participation around GLAM related content on Wikipedia and other WMF sites, to assist in making cultural artifacts available through the photography, digitization or scanning of GLAM related artifacts, and providing easier access to source materials to help improve the ability of Wikipedian and other researchers in sharing cultural knowledge related to the GLAM.

Why should you become a GLAM partner on WMF projects?

Museums, libraries, archives, memorial, cultural institutions, non-profit government organizations, and governmental bodies value sharing knowledge and resources. In many cases, this sharing is fundamental to accomplishing institutional goals and objectives.

Becoming a GLAM partner means your organization can gain access to a community that will assist with institutional knowledge sharing, work with you to provide your organization with a public workspace for knowledge sharing, increase organizational visibility, and provide attention for your organization from an international audience. Being involved as a GLAM partner means that members of your organization may be eligible for scholarships to participate and present at conferences, where they can share insights into their experiences in institutional collaborative knowledge on a wiki platform. GLAM partnerships can assist organizations in finding individuals interested in their cultural knowledge area who can help visit your organization on a short term basis and assist in conducting GLAM related activities. Partnering also provides potential to submit stronger grant proposals.

What do GLAMs do that your organization might want to do?

Existing GLAM partners do many things. The list below contains a few things that they have done that you may be interested in accomplishing:

- Articles about their organization or collection featured on the main page of Wikipedia in the Did You Know... section, resulting, in several cases, in page views of several thousand views and additional editors to those pages.
- The development of relationships with other institutions that have led to collaboration off Wikipedia.
- Photos and documents have been scanned and shared on Commons and WikiSource. This content has been used on and off Wikipedia and resulted in new research being completed around the topic.
- Museums have improved articles about their content and created QR Codes so visitors can get additional information about the topic, beyond what is found on display.
- Spoken word articles have been created that allow people with visibility and languages issues to better view content and makes organizations more compliant with local laws.

How to become a Wikimedia GLAM partner

GLAM partnerships with Wikimedia Foundation and Wikimedia chapters does not imply an official relationship. Rather, when the organization is doing a GLAM partnership with these groups, they are saying they share the same ideals and goals as Wikimedia when it comes to sharing culture freely. A partnership implies the organization is working together with the community towards those goals. The GLAM program is run by Wikimedia volunteers and in coordination with local and national Wikimedia chapters. Sport organizations, academic institutions, history societies, and other cultural institutions are examples of organizations that the community typically supports as a Wikimedia GLAM partner. If the organization has experienced Wikipedians inside it, the experienced Wikipedians should be able to use this guide to set up a GLAM project and access available Wikimedia related resources for the organization. If an organization does not have such a person, the best way to become a Wikimedia GLAM partner is to contact a local Wikimedia chapter and ask for support. The chapter can help provide information on the support they can provide, find local Wikipedians who might be interested serving as a Wikipedian in Residence, and help set up a GLAM page for your organization on Wikipedia and Outreach Wiki. Your local chapter may be able to provide official letters of support for your GLAM project to help with grant applications and tenders your organization may want to apply for.

Step by step: Becoming a GLAM partner

1. Look at existing activities done by GLAM partners. Activities can be found at <http://outreach.wikimedia.org/wiki/GLAM>. Internally decide if your organization is interested in doing similar activities..
2. Ask people inside your organization or volunteers involved with your organization if they currently contribute to Wikipedia. If you find Wikipedia contributors, ask about their awareness of the GLAM program. If they are active contributors and are aware of the program, ask them to assist your organization in participating in the GLAM project.
3. If no one inside your organization is actively involved as a Wikipedia contributor, identify a Wikimedia chapter in your area. A full list is available at http://meta.wikimedia.org/wiki/Wikimedia_chapters. A partial list is to the right. Contact your local chapter by e-mail, explain who your organization is and ask for additional information and assistance in becoming a GLAM partner.

Wikimedia Chapters

Wikimedia Australia

- *URL:* <http://wikimedia.org.au/>
- *E-mail:* glam@wikimedia.org.au
- *Supporting:* Pacific region including Australia, New Zealand and Oceania

Wikimedia United Kingdom

- *URL:* <http://http://uk.wikimedia.org/>
- *E-mail:* info@wikimedia.org.uk
- *Supporting:* England, Scotland, Wales, Northern Ireland

Wikimedia in the United States

The United States does not have a national chapter. Support is provided by regional chapters in New York City and the District of Columbia.

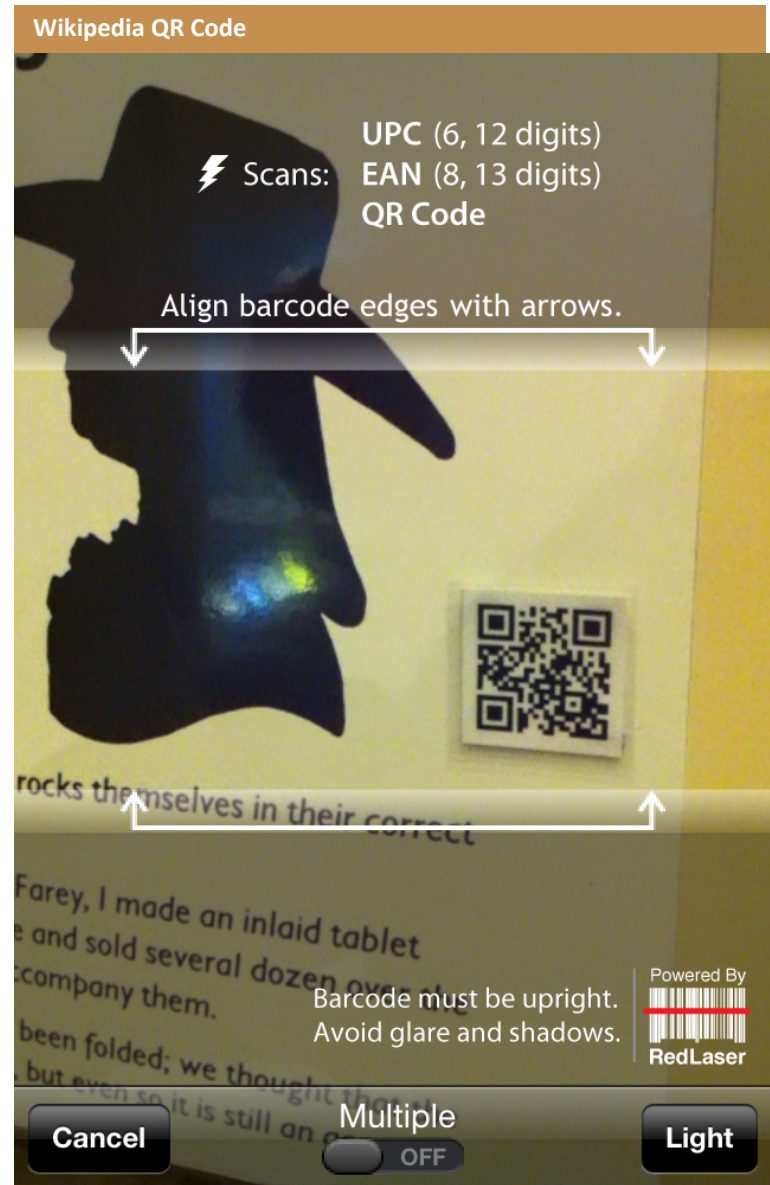
- *URL NYC:* <http://nyc.wikimedia.org/wiki/Home>
- *URL DC:* <http://wikidc.org>

GLAM activities

What are some of the activities WMF GLAM partners do that your organization may be interested in doing?

- Sharing collections digitally;
- Extending knowledge found at displays through the use of QR Codes;
- Host a Wikimedia Workshop;
- Hosting an Edit-A-Thon;
- Join a WikiProject.

These activities can help your organization's stake holders become more familiar with contributing to Wikipedia, engage the wider Wikipedia community, improve content on Wikimedia Foundation projects, help your organization work on its mission and help share knowledge freely and to a global audience.



Derby Museum are experimenting with labelling their awesome exhibits with QR codes that take the user to the corresponding Wikipedia article. This is a screenshot of the RedLaser iPhone app scanning one of the codes at the Museum. file is licensed under the Creative Commons Attribution-Share Alike 2.0 Generic license. http://outreach.wikimedia.org/wiki/File:Test_QR_Code_at_Derby.png

SHARING COLLECTIONS DIGITALLY

Digital collection sharing

GLAM collections are often physically inaccessible to many people around the world. One of the ways to make them more accessible and generate additional interest in what a collection holds is to digitize the collect by taking pictures of items in the collection or scanning documents and existing images found in a collection, and then uploading these images to the Internet.

When sharing, copyright is an important issue. The more flexible the copyright is, the greater opportunity there is for others to discuss your collection and share research related to it. Using a Creative Commons unported license means the content can be used on Wikipedia and Wikisource, by researchers around the world, and by local school children doing school projects.

Digitizing a collection for Commons can also be a greater opportunity to make connections with Wikimedians and people in your local community. Some GLAMs on WMF projects have held scan-a-thons, where they asked people interested in the collection to assist in scanning images that are part of their collections before uploading them. Other GLAMs have held backstage passes, where they allow Wikipedia contributors unique access to parts of the collection not on display so they can upload these pictures to Commons. A few of these contributors have gone on to substantially improve content on Wikipedia related to the GLAM's collection.

More information about GLAMS doing digital collection sharing on WMF projects can be found at

- http://outreach.wikimedia.org/wiki/GLAM/Case_studies/The_Children%27s_Museum_of_Indianapolis/Image_donation
- http://outreach.wikimedia.org/wiki/GLAM/Case_studies/AI_Jazeera
- http://outreach.wikimedia.org/wiki/GLAM/Case_studies/German_Federal_Archives

Scans and Pictures



Navy men cheering for their soccer team, Brisbane, March 1945. File in the Public Domain and donated by the Queensland State Library.
http://commons.wikimedia.org/wiki/File:StateLibQld_1_78769_Navy_men_cheering_for_their_soccer_team,_Brisbane,_March_1945.jpg

Steps for your GLAM to start digitizing

If your GLAM is interested digitizing your collection for sharing on Commons, you may want to use the following steps:

1. Identify parts of your collection that you may want to digitize. Determine the copyright status surrounding these items.
2. Come up with a list of priorities for digitizing your collection. Determine what resources you need for putting items into a digital format: Technology, money, people and time.
3. Contact your local Wikimedia chapter. Ask them what assistance they can provide with digitizing parts of your collection or helping to organize events to digitize parts of your collection.
4. Start digitizing. See Children's Museum Image Donation Worksheet for the type of information you may want to get about images prior to uploading. Make sure copyright is sorted.
5. Contact OTRS and start uploading.

EXTENDED KNOWLEDGE SHARING AT DISPLAYS: QR CODES



QR Code experiment at Derby Museum, which allows visitors to access Wikipedia using smart phones. This file is licensed under the Creative Commons Attribution-Share Alike 2.0 Generic license.
http://commons.wikimedia.org/wiki/Image:QRCode_prep_at_Derby_Museum.jpg

QR Codes are similar to UPCs: Both can be read by scanners and contain coded information. Many people have smart phones, which can be used read QR Codes. Some museums around the world, such as the Derby Museum, are using QR Codes to help extend knowledge sharing about materials on display in their collection. They create codes with URLs in them, with the URL linking to the related Wikipedia page. Visitors can then scan the relevant codes and learn more about the items on displays.

Additional information about the Derby Museum and the Children's Museum's efforts using QR Codes can be found at http://outreach.wikimedia.org/wiki/GLAM/Model_projects/Using_Wikipedia_QR_codes and <http://blog.childrensmuseum.org/blog/wikipedian-in-residence/qr-codes-wikipedia-qrpedia>

How your GLAM can set up QR Codes for displays

If your GLAM is interested in using QR Codes to enhance displays, you may want to use the following steps:

1. Identify all existing articles about items in your collection. Review Wikipedia's notability guidelines to determine which items in your collection or topics related to your collection you can create new articles for.
2. On Wikipedia, host a project to encourage people to create or improve articles about your collection. Consider hosting an event like a backstage pass where Wikipedians are invited to view your collection and encouraged to improve articles related to your collection in person.
3. Compile a list of all collection items that have related Wikipedia articles that you want to include on displays.
4. Encode the URLs for articles using a site like <http://qrpedia.org/>, <http://toolserver.org/~prolineserver/glamorous/qrp.php>, <http://www.qrcodegen.com/> or <http://qrcode.good-survey.com/>
5. Attach QR Codes to relevant displays.

HOSTING A WIKIMEDIA WORKSHOP

Wikimedia Workshop

Wikimedia Workshops are training sessions where participants discover how to contribute a Wikimedia project like Wikipedia, Commons, Wiktionary or Wikinews. These sessions may last an hour or all day. They can focus on a learning how to do a specific task such as uploading an image, or can be broad such as learning how to use Wikipedia.

Your GLAM may want to consider hosting a Wikimedia Workshop for several reasons including training staff, training volunteers, or generating interest in your Wikipedia related activities amongst visitors.

Wikimedia Workshop participants hard at work



Peter Marsh, Vicki Epstein and Carmel Williams learning how to edit Wikipedia. This file is licensed under the Creative Commons Attribution-Share Alike 3.0 Unported license.http://commons.wikimedia.org/wiki/File:Paralympic_editors_at_Brisbane_training_session.jpg

Designing the workshop

- Consider your audience, how much do you know about them?
 - Develop outcomes for the audience, what do they get out of the workshop?
 - Consider good approaches for those outcomes, what is going to be most effective for your audience?
- Be creative, come up with new approaches and remix past approaches.
- Establish a pacing, with adequate break time.

Additional information and original text sound at http://outreach.wikimedia.org/wiki/Best_practices_in_organizing_a_Wikipedia_workshop

HOSTING AN EDIT-A-THON

Edit-a-thon

Edit-a-thons are sessions where Wikimedians gather together in one place for a set period of time and work on improving specific content areas during that period. Edit-a-thons are events targeting experienced Wikipedia editors.

A GLAM might consider holding an edit-a-thon near the start of their project to encourage activity in an area related to their mission. Sometimes activity on Wikipedia will encourage others to contribute to the topic as they will see potential collaboration partners. A GLAM might host an edit-a-thon if they have a new collection on display or are working on a larger event to be launched in the near future. The edit-a-thon can help improve content that generally relates to the GLAM's mission. For instance, a national war memorial could invite Wikipedians to improve articles related to that nation's peace keeping efforts. A GLAM may also host an edit-a-thon to work on translating Wikipedia articles from one language to another to better share content related to their mission with a wider audience.

For more information, read <http://theglamwikiexperience.blogspot.com/2011/09/edit-thon-at-fundacio-joan-miro.html> , an edit-a-thon report from the Joan Miró Foundation in Barcelona.

Wikimedia Workshop



John Smith speaks to Wikipedians at the Archives of American Art Backstage Pass. This file is licensed under the Creative Commons Attribution-Share Alike 3.0 Unported. http://commons.wikimedia.org/wiki/File:Group_shot_AAA_BP_1.jpg

Things to consider

When hosting an edit-a-thon:

- Is there an article topic area you want them to work on? Consider announcing that as part of the event.
- Do you have source materials they can use to improve articles? Giving access to verifiable but hard to access sources may help attract participants who might not otherwise attend. It also makes it easier to improve articles.
- Is there adequate internet and is it easy to connect to? If there is not, it will be hard to contribute to Wikipedia.
- How long will the edit-a-thon last? An article can take at least an hour to improve to DYK length. If the event goes on for a while, you may want to consider feeding people.

PARTICIPATING IN WIKIPROJECTS

Joining a WikiProject

Joining a WikiProject can be important for GLAM collaboration efforts on English Wikipedia. They signal a willingness to participate in community process, may provide additional access to large contributor pool, and offer opportunities to promote your efforts in a non-disruptive way on Wikipedia.

Becoming part of a Wikipedia Project also makes it easier to get statistics related to a your project. The most important of these measures is likely to be article assessment statistics. They allow you to notice article improvement on scale. If there are 100 articles related to what your organization's interest are, you can note over time quality improvement. For instance, the Australian Paralympic Committee has a few members who are part of the Olympic WikiProject/Paralympic Taskforce and were able to see the creation of over 250 new articles related to their topic, and the elevation of over thirty of these articles from stub to C class.

Becoming familiar with WikiProjects is useful because once your organisation knows how to be involved, they should be able to take that knowledge and use it to set up their own GLAM space on Wikipedia to do many similar things that WikiProjects do.

An example of a GLAM being involved on a WikiProject space is the National Maritime Museum who participated in WikiProject Ships at http://en.wikipedia.org/wiki/Wikipedia:WikiProject_Ships and who later set up their own GLAM page at <http://en.wikipedia.org/wiki/Wikipedia:GLAM/NMM>

For more information about WikiProjects, read <http://enwp.org/WP:PROJ>

WikiProject Military History

Welcome to the **Military history WikiProject**! We are a group of Wikipedia editors that work on topics related to **military history, theory, and practice**. If you have any questions, please feel free to ask them on our [discussion page](#), through our IRC channel ([#wikimedia-en-mihist](#)), or by contacting the [project coordinators](#) directly.

1 What do we do?

Our goal is to build the foremost free-content encyclopedia of military history in the English language by:

- Creating, improving, and maintaining articles that describe all aspects of military history;
- Providing guidelines and recommendations for editors of military history articles; and
- Serving as the central point of discussion for all issues related to military history in Wikipedia.

We are currently working towards four major milestones:

750 featured articles:	74.9% complete
500 items of featured content other than articles:	79.8% complete
2000 good articles:	63.2% complete
10% of all articles rated B-Class or better:	76.1% complete

2 How can you help?

You don't have to join our project to work on military history articles. We welcome everyone who wants to help improve these topics, and encourage you—project member or not—to participate in all of our activities.

Our [list of open tasks](#) contains thousands of articles that need different types of improvement; please feel free to select something that interests you and start editing!

If you would like to advertise your participation, you can formally join the project by [adding your name to the list of members](#), or by adding one of our [userboxes](#) to your user page.

A screencap of the Military History WikiProject, found at <http://enwp.org/WP:MIL>

Things to consider

When participating in a WikiProject:

- How active is the community in using the WikiProject? Some projects, like Military History, Ships, Roads, Feminism and Australia, are more active than others like Sports, Micronesia and Woodworking.
- Does the project have a style guide? This could be important to new contributors to understand how to write articles, and to avoid confusion between organization standards and Wikipedia standards. See <http://enwp.org/WP:OLYMOSSNAT> and <http://outreach.wikimedia.org/wiki/HOPAU/WP/MOS> for comparisons between the two.
- How much of the content in the project relates to the organisation? If the project is too broad, it may not be easy to see how the GLAM fits into it in terms of getting reliable statistics. If it is too narrow, it may be difficult to find participants.