

Title: **Communications** – for information

Board: 8-9 September 2012

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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 July and August 2012. For more details, please contact Stevie either by email (stevie.benton@wikimedia.org.uk) or on 07803 505 173 or 020 7065 0993.

Recommendations / decisions

Strategy: I refer the board to the [WMUK Communications Strategy key recommendations](#). Some of the recommendations have been accepted by some Trustees but only one by a majority. Some movement on this would be great. Alternatively, please advise of objections and I will address these.

Media training: Quotes have now been received to deliver media training for volunteers, trustees and staff. These can be found [on the office wiki here](#). I would be grateful for formal approval of the training, [as previously discussed here](#). I can assess the submissions but would also welcome a trustee taking a look also.

Content

Compared to the last report, this doesn't cover so many large pieces of project work – but that doesn't mean it's been quiet. This is an overview and highlight report looking at the larger pieces of work. It doesn't include details of day to day operational activity. For a view on how we're doing organisationally with regards to comms, I've drafted an assessment of how we're doing against level 2 of the PQASSO standard. [You can see this here in a Google doc](#).

- The most significant piece of communications work from this reporting period was the media coverage that was attracted when Fae was banned from editing the English language Wikipedia. There is a comprehensive report on the way that we handled the situation [here on the office wiki](#). The situation took a lot of time and energy from many of us but the outcome could have been much worse.
- There's been a move towards bringing more of our design work in-house. Recent design projects include a banner stand for Wales, re-working of the Foundation's higher education booklet, the cheat sheet, the introduction to Wikipedia booklet, compliment slips and document folders. This is saving money on outsourcing design and we hope to continue in this vein.
- A third main area of work during this period has been on relationship building. I'm spending more time pro-actively liaising with volunteers and other organisations. The key development has been in the development of our work with Digital Disruption and Demos. Work has progressed to the point where we are jointly hosting a workshop in October, with interested partners, to determine how to progress. Doug and Martin are lined up to attend the workshop.

Over the coming months much of our communications will be around supporting events and, crucially, the fundraiser. Katherine and I have been developing ideas around donor and member communications to support this. Projects such as [Wiki takes Coventry](#), [Edu-Wiki](#), [Ada Lovelace Day](#), [GLAM camp](#) and so on will require comms support. I'm also in the process of developing ideas around an event for journalists. I'm currently reviewing quotes for media training for trustees and volunteers. These quotes have been [shared on the office wiki](#) with a view to the training taking place before the end of 2012.

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