Digital Strategies for Heritage (DISH) 2013
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Chefs' Table session

Table Number: 7
Table Session: 1
Table Host: Àlex Hinojo
Title: Wikipedia: How to start wiki-related projects once you've convinced your staff

Introduction

Wikipedia YES, but how? Answer here

It's been a while since we started to listen that Wikipedia may be a useful tool for cultural institutions. After some period of mind changing, most of the people of the GLAM sector agrees with this idea. Now is time to demonstrate how can GLAMs get closer to the wiki community, sharing some useful tips, dos and donots in order to start a useful win to win relationship with this huge community of volunteers.

Discussion

7 GLAMwiki Facts and Tips to start with:

1. the power of wiki it is not technology. it is community - TIP:become a member of the community! to now why people do it, spend one Sunday afternoon and create your own article - feel it! It feels like "wow". This 15 minutes of your time serves the community. It's an easy way of doing shit?. Register and edit.

2. you won't finish wikipedia. don't panic. beta is ok - TIP: "think big, start small, move fast. but move" (Michael Edson)

3. Volunteers are harder, better, faster, stronger - TIP: Train on Dogital Judo. Win-win relationship with Wikipedia

4. References are the law - TIP: Wikipedians don't create knowledge, they spread exisiting one. References are the wiki currency. Prepare yours.
If you're an expert on the topic (institution, theme...), that's a chance to spread the knowledge

5. You're not the star, the content is - TIP:
- the goal is to take your content and put it to the articles; don't care of placing your content on your top articles; you need to be aware of what makes you unique - contextualise

6. Free doesn't mean qucik - TIP:
- it's a voluntary relationship - only with your commitment you get commitment

7. wikipedians love talking about copyright - TIP: don't be scared about your copyright restrictions. There is a legion of volunteers checking rights statements of every single file you upload.
- if you see two guys in a pub talking about copyrights at 4 at night, they are not lawyers. they are wikipedians.

Teyler's Museum - very successfull project in cooperation with Wiki - an online challenge: if you help us to translate the Teyler's Museum content, you'll get an award - that's how the competitions begins; it's a way of spreading the knowledge; you need to spend some time engaging community, engage volunteers with easy-to-do-tasks

- how you find volunteers? it helps if you have a 'human contact' - go to the local chapters, there are GLAM people as well

- how do you contact the community? you can go to a 'talk page' or 'community portal' and leave a message; or contact a national chapter in your country

- are the articles on Teyler's Museums locked? no! you can edit it, you can see the history of editions, you can contact frequent users and talk to them, ask if they need some sources, offer adding your knowledge

- take care of the community. ask for help, the community will help

If you want to edit, focus on your expertise, not on you! it's hard to be neutral on your own staff. start with what you're interested in, what you like

- how to make content available?
let's start with wikimedia commons and we're developing a tool with Europeana (?)

Put your staff to Wikimedia commons - people will find your content while looking for all different kind of information/resources

- do people come to your museum, if they see your content online, eg. in wikipedia article? Dutch government pays according to a number of visitors

- your mission is to spread knowledge - this is a way of doing it

Example from Australia (?) - they put pics online, but not hi-res, so if somebody want to use this picture, they ask for it and pay for it

Wikipedia is a place where people come to learn.

Wikipedia is not about a tool, it's about the community!

Sometimes an institution wants its own fancy website with all the content, but sometimes after a year or two the funding ends - cooperating wikipedia you get it lots of things for free and you have people taking care for your staff.

References! Your institution might be a reference, if you're an expert on certain topic.

Can we link to a record from our own database?

You can use Wikipedia to:
- spread knowledge about your content (eg. linking to it, creating references)
- describe your content in wikipwikipedia articles

Difficult heritage content, eg. the Holocaust - whenever you have several points of you, add them all to the articles, if you have more people editing it, it helps to enable mutiplicity of perspectives

We can than use this to do reasearch on how people percive different topics, themes