



## Digital Strategies for Heritage (DISH) 2013

2 & 3 December 2013, De Doelen Rotterdam

### Chefs' Table session

**Table Number:** 7

**Table Session:** 2

**Table Host:** Àlex Hinojo

**Title:** Wikipedia: How to start wiki-related projects once you've convinced your staff

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#### 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

do you know how Wiki works?

7 GLAMwiki Facts and Tips to strat with:

1. the power of wiki it is not technology. it is community - TIP: become a member of the community! to know 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.

You need to know Sebastian if you're from the Netherlands! ;)

One of the reasons you don't want to log in from your work adress is that there is a chance that the community will see that you're editting under work time from a large organisation. You'll risk an IP-ban for your entire building or ban of logging in.

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

Wikipedia is better every day. It works. We get things done.

3. "Volunteers are harder, better, faster, stronger" - TIP: Train on Digital Judo. Try to establish a win-win relationship with Wikipedia. Don't try to beat the Wiki community, use the force of the community to benefit from it and fulfill your institution's mission. If you want to get in contact with people that like to work on a specific subject, you can:

1. Leave a message on the talk pages of these subjects

2. Look/search for project pages/portals (like

<https://nl.wikipedia.org/wiki/Portaal:Portalenoverzicht>) and other initiatives on these subjects

2. Organise events for people with knowledge about the subject who want learn to edit wikipedia (contact your local chapter for that!). For example:

[https://nl.wikimedia.org/wiki/Cursussen/Europeana\\_Fashion\\_Editathon](https://nl.wikimedia.org/wiki/Cursussen/Europeana_Fashion_Editathon)

4. References are the law - TIP: Wikipedians don't create knowledge, they spread existing 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; if you're an expert on sth, improve content that you know lots about!

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 quick - TIP:

- it's a voluntary relationship. it deserve and require time: reserve it from your budget hours. - only with your commitment you get commitment; one hour investment, 10 hours you get!

people from wikipedia spend a lot of time editing (often late at night!) - you don't have to give them an exact answer immediately, but let them know that you get their message

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.

There are a few licenses that can be used on Wikimedia projects: Creative Commons BY, Creative Commons BY-SA and GNU.

Wikimedia!

"if you see two guys in a pub talking about copyrights at 4 at night, they are not lawyers. they are wikipedians"

- how do you find the community? there are local chapters, national chapters - feel free to contact them! leave a message. there're many wiki-projects, topic-related. you can contact people interested in things your institution is interested in.

organise events! we organise events and teach people how to edit wikipedia. only 25% of wikipedia are articles, the remaining 75% are: discussions, comments, etc

- so, it's best if you get people enthusiastic?

be transparent about who you are and what your role is

use your real name/nickname, don't use the name of your institutions  
create an info about yourself - the volunteers will trust you more  
if you need help, ask for it! wikipedia people are eager to help

Stories might not be of interest for an encyclopedia, but maybe it's perfect for wikibooks - just choose a platform that suits your topic/interests.

There are local chapters, national chapters, but you can contact people involved in certain discussions on topics you're interested in - you can leave a message, introduce yourself and ask for help or start a cooperation.  
You can go to these people, click a "talk page" and leave a message.

If you see an article that is done but you have an amazing content on that - you can always improve it and add references! Look at page history, look for a people that have been involved in creating this article and contact them!

Who are those people that are editing? all sorts of people! sometimes they are people that can't find a job, but they're very intelligent - and actually, I don't want them to find a job! (Sebastian)

The gender gap! Lack of women editors.

[https://meta.wikimedia.org/wiki/Gender\\_gap](https://meta.wikimedia.org/wiki/Gender_gap)

GLAM-wiki toolset - is being developed!

In the Netherlands: Amsterdam Museum donated lots of images, TropenInstitute, it's allowed to upload images from Rijksmuseum

"You don't have to be the Rijksmuseum!" ;) - think big, start small. (Alex)

Language - ladin wikipedia? it's not yet wikipedia, it's at wikimedia incubator - there has to be an existing community, if people really edit, it becomes a 'real wikipedia'.  
If you want to have a ladin wikipedia, tell people using this language to engage, involve and edit. Interact with your local community!