WIKIMEDIA FOUNDATION

“Knowledge is Human” 2023 Campaign results

Communications Department
January 12, 2024

KNOWLEDGE IS HUMAN.

Campaign objectives:

- Increase **awareness** of the Wikimedia Foundation
- Generate **positive sentiment** for Wikimedia work
- Inspire future **donation intent**

Hannah Jacobs - CC0

Campaign summary

- **Timing**: Oct 24 - Nov 20, 2023
- **Channels:**
  - Wikimediafoundation.org: campaign landing page
  - Wikimedia Foundation social media channels: Instagram, Facebook, X/Twitter, LinkedIn, YouTube
  - Wikipedia social media channels: Instagram, Facebook, X/Twitter, LinkedIn, YouTube
- **Content:**
  - Knowledge is Human assets
  - YouTube - Wiki Minutes “Why do you see fundraising banners on Wikipedia?”
- **Target audience:**
  - 34 - 55 y.o. with an interest in Wikipedia and philanthropy, excluding Wikipedia or WMF followers
  - Meta: “Big English” countries: US + UK/Canada/Ireland
  - YouTube: US & UK

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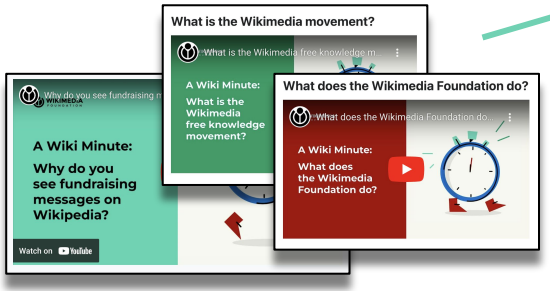
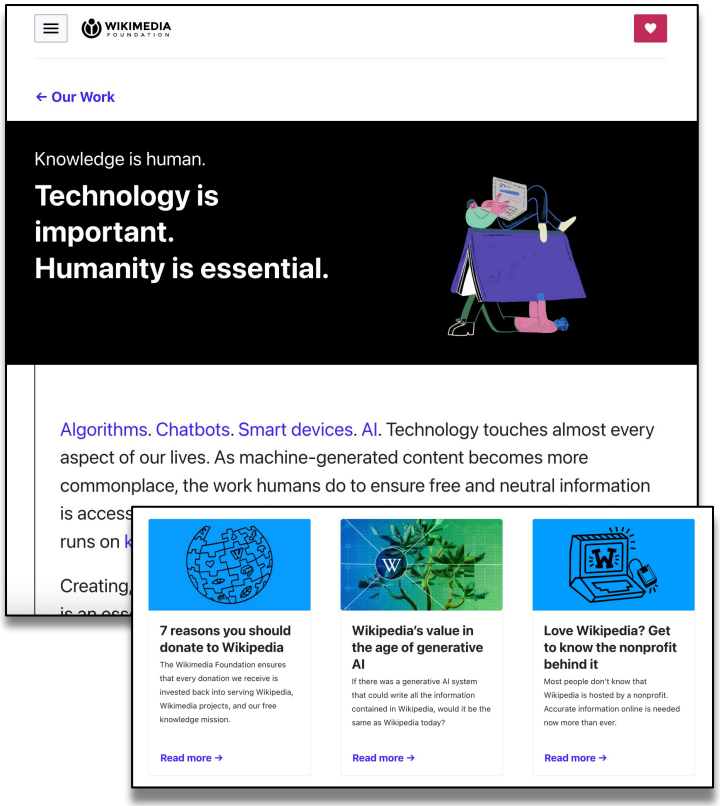
Campaign materials

Campaign content overview

Knowledge is Human social media posts



Wiki Minute videos



Campaign web page

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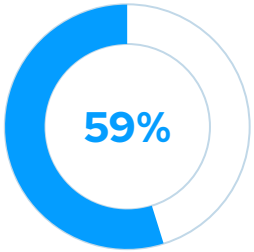
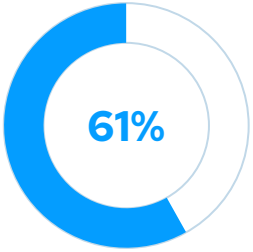
Campaign content diagnostics

Overall, Campaign content was well-received, coming across as appealing, noticeable, and easy to comprehend.

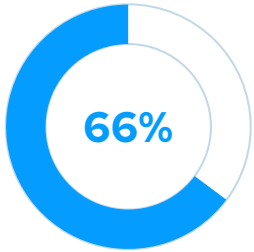
After exposure



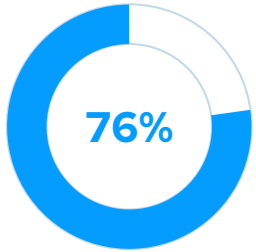
Like the communications a little / a lot



Consider the communications **fairly / very noticeable**



Find the communications **visually appealing**



Find the communications fairly / very **easy to understand**

"Like the animation. Simple and effective."

*"It was interesting to consider the connection between **humans** and **AI**"*

*"Highlights the difference between **knowledge** and **information**"*

Base: All respondents - Post wave (200)
Q24A - If you had seen these pop up on social media, to what extent do you feel they would have been noticeable?
Q26 - How much do you like the communications?
Q27 - How easy are these communications to understand?

Campaign content diagnostics

Despite not having a clear call to action asking people to contribute or support Wikipedia and the Foundation, content does prompt a good number of people to consider editing and donating.

After exposure
How, if at all, do these communications affect how likely you are to edit Wikipedia / donate to Wikipedia / WMF?

Effect on editing

30%

more likely to edit after seeing the communications

Effect on donating

30%

more likely to donate after seeing the communications

Base: All respondents - Post wave (200)
Q30 - How, if at all, do these communications affect how likely you are to edit, post or publish on Wikipedia?
Q31 - Do these communications affect the likelihood that you will donate to Wikimedia or Wikipedia?

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Campaign results

Organic social media results

13 creatives

8 posts on feed
5 sets of Stories

+ cover images
+ pack of gifs (also available on Commons)
+ Instagram filter

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84 posts

70 on WMF channels
14 on Wikipedia channels

All channels used:
Instagram, Facebook, X/Twitter, LinkedIn, YouTube

590k impressions

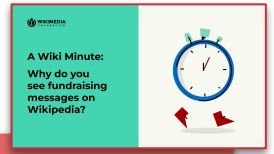
6.8k engagements

Positive 👍🏽 **sentiment overall**

Hannah Jacobs - CC0

Sources: Brandwatch and YouTube on 12 December 2023.

Paid media results



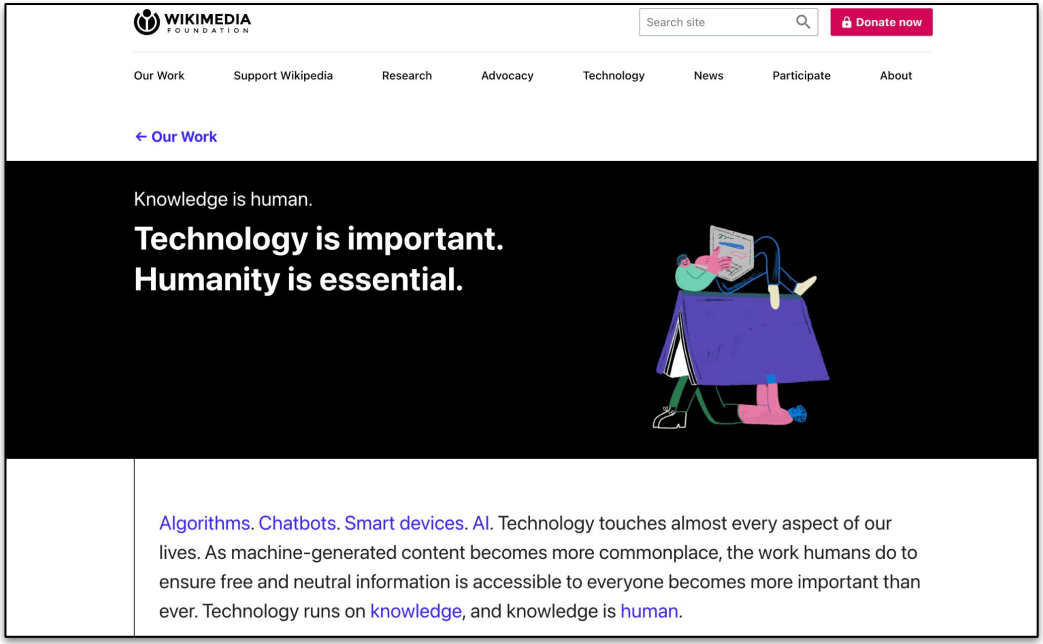
Campaign overall	Meta KPIs	YouTube KPIs
16.7M **Impressions**	2.7M **Reach**	2.5M **Reach**
Target markets: US, UK, Ireland, Canada	87.8K **Clicks**	855K **Views to 100%**
	0.65% **Click thru rate (CTR)**	47% **Rate of 100% views**

Website landing page results

73K pageviews (PV)

The campaign's landing page was the **2nd most-visited page** during the time that the campaign was on air.

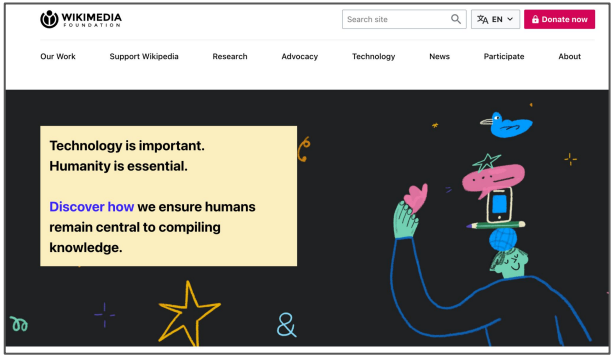
#	Page	PV
1	Homepage	143,311
2	**Knowledge is human**	**72,676**
3	Work with us	16,115
Total PV on the Website		431,821



Website landing page results

Top countries

1. United States
2. United Kingdom
3. Canada
4. Ireland
5. India



20K clicks to donate

During the campaign, **19,616 clicks** were registered to the **Donation CTAs** across the website.

Blog post pageviews

1. “7 reasons you should donate to Wikipedia”: **1,888 PV**
2. “Love Wikipedia? Get to know the nonprofit”: **1,124 PV**
3. “Wikipedia's value in the age of generative AI”: **635 PV**

#	Links	Unique clicks
1	**donate.wikimedia.org**	**19,616**
2	meta.wikimedia.org	5,934
3	WikiPreviews	5,640
	Total outlink clicks	63,322

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Keep knowledge human. Thank you!