

OUR

**#VISIBLEWIKIWOMEN**

campaign

IN RETROSPECT

-2018-

# WHAT IS #VisibleWikiWomen

Wikipedia's well-known gender gap is addressed in different ways, with edit a-thons, contests and campaigns happening around the world. In honor of International Women's Day, every March there are more projects and initiatives around women and gender equality. This year Whose Knowledge? joined them by launching the #VisibleWikiWomen campaign, a challenge to illustrate Wikipedia with images of relevant women and to make them more visible both on Wikipedia and the broader internet.

# meet the team

Weaving networks and  
organizing resources,  
our fabulous #VisibleWikiWomen  
coordinators:



MARIANA FOSSATTI and MAY HASHEM

Strategically crafting the next  
communication tactics, our WK comms team:



KIRA ALLMANN and CLAUDIA POZO

... and from behind-the-scenes,  
passionate feminists and WK? Co-Directors:



SIKO  
BOUTERSE



ANASUYA SENGUPTA



ADELE  
VRANA



# WHY DID WE DO IT

We estimate that less than 20% of Wikipedia articles about important women have pictures.

When women's faces are missing from Wikipedia – the most popular free culture project on the Internet –, that invisibility spreads.

Half a billion people read Wikipedia every month, and it is the 5th most visited website in the world, so gaps in Wikipedia have a big impact on the whole internet.

# HOW DID WE DO IT



We coordinated with partners and allies (our superheroes, we like to call them) to upload photos of women to Wikimedia Commons, under Creative Commons and Public Domain licenses.



Rules on Wikimedia Commons are strict and can easily be misunderstood, so we created a set of resources (in English, Arabic, and Spanish) for finding or creating images, uploading images, licensing in Wikimedia Commons, etc.



We launched a story contest to share the stories behind the photos uploaded to Wikimedia Commons.



We attended WikiIndaba in Tunisia, Wikimedia Conference in Berlin, and Wikimania in South Africa, to share knowledge and make new alliances.




We spread the word through social media with our VisibleWikiWomen Facebook page, and the hashtag #VisibleWikiWomen on Twitter.




We published a set of weekly blog posts on our website in English, Spanish and Arabic.






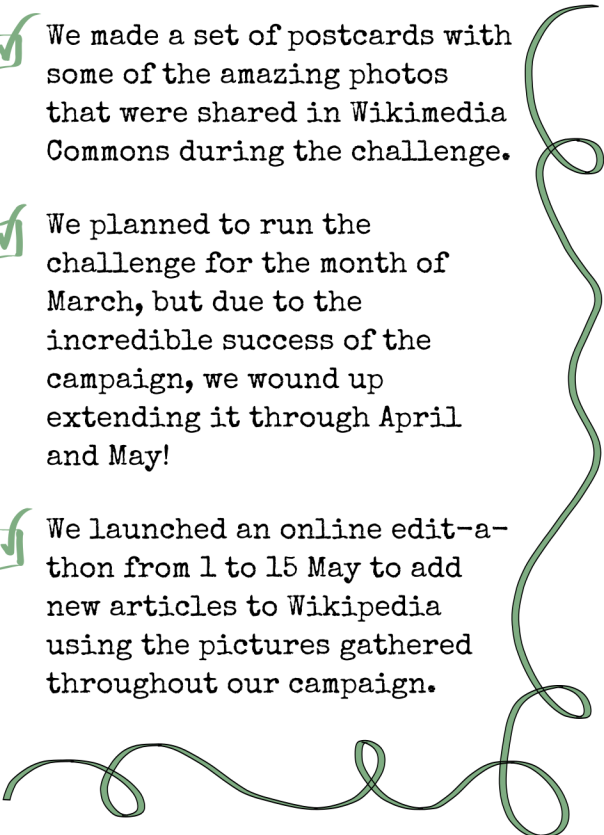
We made a set of postcards with some of the amazing photos that were shared in Wikimedia Commons during the challenge.



We planned to run the challenge for the month of March, but due to the incredible success of the campaign, we wound up extending it through April and May!



We launched an online edit-a-thon from 1 to 15 May to add new articles to Wikipedia using the pictures gathered throughout our campaign.





# What we achieved



The goal was to upload 100 pictures by the end of March, but by early April, participants added over 800 historical and contemporary free licensed and public domain pictures of women to Wikimedia Commons!

By May, almost 500 of these images had already been used across the Wikimedia projects.

Most of the images (about 230) were used to illustrate the English Wikipedia project, followed by the Spanish one.

We contributed to make some amazing women more visible online, and in the process we built connections with groups across the Wikimedia movement... and beyond.

Carmen  
Lomas  
Garza



China Kantner



Agnes Marquis



Ann  
Louise  
Gilligan



Chrystia Freeland



Chiki Sarkar



# WHAT WE MISSED

We launched a story contest in March for people to send in stories about the women featured in #VisibleWikiWomen images. But unfortunately, we did not receive any stories.

Perhaps we were trying to do too many things at once, or perhaps we did not build enough awareness for the contest, or simply the idea wasn't as appealing as we initially thought.

We will be exploring what we can do better with our partners going forward :)



# what we learned

We got tons of inspiration and learned about the work and passion of fascinating women who are now in Wikipedia or have a photo in Wiki Commons to write an article with.

We were reassured that images are a powerful and compelling way of telling stories across different mediums - from articles to paper postcards ;)

We also learned that when partners across the Wikimedia movement come together to make women visible on Wikipedia and connect with new collaborators outside the movement, the impact is far greater than we might imagine!

# Looking to the future

We will keep on encouraging  
amazing Wikipedians to mind  
the gender knowledge gap  
and keep editing all year long.

We want to strengthen our  
bonds and expand our  
alliances with organizations,  
movements, and collectives  
who are also imagining an  
internet by and for us all.

We look forward to next March and  
seeing the #VisibleWikiWomen  
Challenge grow over time!



To the great women out there who  
inspire us every day,

To those who took their photos,  
donated and uploaded them to  
Wikimedia Commons,

To our partners and collaborators,

To the wikipedians who participated  
in our edit-a-thon,

To all our friends and supporters!!

# Whose Knowledge?

we are a global campaign working to create, collect and curate knowledge from and with marginalised communities, particularly women, people of colour, LGBTQI communities, indigenous peoples and others from the Global South.

we seek a radical re-imagining and reconstruction of the internet, so that it is ultimately an internet of, for and by all.

we aim to be both a response to the status quo, and a vision for the future.



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WHOSE KNOWLEDGE? ADVENTURES :)

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