

Wikipedia Edit-a-Thon Checklist

First steps:

1. Choose a catchy and specific event title and hashtag and write a description.
2. Create a Wikipedia event page with logistics and a list of desired articles to edit.
3. Create a 1-page press release with pictures that can be attached to emails announcing the event and printed out.
4. Identify listservs and sites where an announcement can be posted and begin advertising on social media like Eventbrite, Meetup, Tumblr, Facebook, and Twitter.
5. Post to all relevant local Wikipedia, GLAM, and free-culture mailing lists.
6. Identify and contact individual members of the press about reporting on the event.
7. Secure computers for guests and/or notify guests that laptops are required.

Accounting:

8. Consider how you want to measure the success of this event. What numbers do you want to have about attendance, participation and results and how will you get those numbers? (This step is often forgotten so take special steps to plan ahead how the event will be documented!)

Optional:

- Secure food and/or refreshments for the event. If no funds exist, ask a local Wikimedia chapter ahead of time if they can help with event costs.
- Secure a volunteer to photograph or video record the event and post media to Wikimedia Commons following the event.
- Print out extra event fliers, a contact sheet, or plan to bring business cards to the event to help stay in touch with guests.
- Consider setting up an etherpad so as to email guests links during the event.

Day before:

1. Print out Wikipedia cheat sheets and other educational materials.
2. Gather Wikipedia and free culture pamphlets and merch to bring to the event.
3. Print out release forms for photography and use of usernames for Metrics evaluation.
4. Print out attendance list.

During the event:

1. Arrive early to set up equipment and greet guests.
2. Make sure every attendee signs the registration sheet and a release form.
3. Take pictures or confirm that a photographer is present.
4. Use social media to augment and document the event as it is happening. Twitter is especially easy for this purpose.
5. Remind attendees to post the articles they edit and create on the Wikipedia event page.

After the event:

1. Work collaboratively with organizers to develop a short event recap.
 - a. Gather desired metrics to include in a re-cap.
 - b. Gather anecdotes from attendees to include in the re-cap or screen-cap social media posts related to the event.
 - c. Run Wiki-metrics or other event evaluation tools and double-check results.

- d. Gather and post pictures of the event to Wikimedia Commons and create a category on Commons for the event.
2. Post the event recap on social media platforms such as an institutional blog as well as on a Wikipedia GLAM-page or the Meetup/event page itself.
3. Check in with hosts and collaborators for feedback and suggestions on how to improve events in the future
4. Contact attendees expressing interest in future Wikipedia activities or with other questions.