

# Wikimedia Community User Group Botswana

## Strategic Plan 2025/26

The Wikimedia Community User Group Botswana (WCUGB) is dedicated to promoting free and open knowledge through Wikipedia and other Wikimedia projects. By connecting educators, students, researchers, journalists, cultural professionals, and volunteers, we aim to create, edit, and improve freely accessible content that reflects the rich cultural heritage and diverse perspectives of Botswana.

### Mission and Vision

- Vision: To be the leading community promoting free knowledge and Wikimedia projects in Botswana, ensuring that local content is accessible and well-represented globally.
- Mission: To promote and support free access to knowledge in Botswana through Wikimedia projects by collaborating with volunteers, educational institutions, cultural organizations, and mission-aligned partners.

### Objectives

1. Promote Wikimedia Projects: Increase participation and contributions to Wikipedia and other Wikimedia projects in Botswana.
2. Content Development: Enhance the quantity and quality of Botswana-related topics currently underrepresented on Wikimedia platforms.
3. Capacity Building: Offer training and mentorship to enhance contributor skills and expand participation.
4. Advocacy: Promote free knowledge policies and digital literacy to ensure that everyone in Botswana has access to reliable information.
5. Community Engagement: Foster a diverse and inclusive community of contributors and volunteers.
6. Partnerships: Collaborate with educational institutions, government bodies, and other organizations to create freely accessible knowledge resources.

### Strategic Priorities

#### 1. Bridging Content Gaps:

- Edit-a-thons and Campaigns: Organize content-focused initiatives such as edit-a-thons, writing contests, and photography competitions to engage the community and increase content creation.
- Global Campaigns: Participate in global campaigns like Wiki Loves Africa, Wiki Loves Monuments, and Wiki Loves Earth to highlight Botswana's cultural and natural heritage.
- Oral History Documentation: Encourage the documentation of Botswana's oral history through audiovisual storytelling projects to preserve cultural knowledge.
- GLAM Partnerships: Collaborate with GLAM (Galleries, Libraries, Archives, and Museums) institutions to release archival materials under open licenses, enriching Wikimedia platforms with historical content.

## **2. Capacity-Building:**

- Training Sessions: Host regular training sessions and workshops for new and existing Wikimedians to enhance their skills and confidence.
- Online Resources: Develop online learning resources tailored for Wikimedia contributors in Botswana, ensuring they have the tools needed to contribute effectively.
- Micro-Grants: Provide micro-grants to support community-led initiatives, empowering local contributors to drive projects that matter to them.
- Mentorship Programs: Offer mentorship programs for emerging contributors and community leaders to foster leadership and expertise within the community.

## **3. Advocacy for Free Knowledge:**

- Policy Engagement: Engage with policymakers to advocate for copyright and open-access policies that support free knowledge in Botswana.
- Media Collaboration: Collaborate with media outlets and journalists to promote accurate and freely accessible knowledge, countering misinformation and promoting digital literacy.
- Educational Integration: Partner with educational institutions to integrate Wikimedia projects into academic curricula, ensuring that students learn about and contribute to free knowledge.

## **4. Community Engagement:**

- Communication Channels: Strengthen communication channels to ensure better engagement with members, fostering a sense of community and inclusivity.
- Specialized Programs: Create specialized programs for underrepresented groups, including women and indigenous language speakers, to ensure everyone has opportunities to contribute.
- Community Events: Organize community-building events, such as social meetups and retreats, to bring contributors together and celebrate achievements.
- Safe Environment: Implement measures to ensure a safe, harassment-free environment for all members, aligning with the Universal Code of Conduct.

## **5. Partnerships:**

- New Partnerships: Forge new partnerships with educational institutions, non-profits, cultural organizations, and government agencies to expand our reach and impact.
- Existing Collaborations: Strengthen existing collaborations with libraries, research institutions, and tech hubs to leverage resources and expertise.
- International Collaboration: Work with international Wikimedia affiliates to share knowledge and best practices, learning from global experiences.

## **6. Supporting Indigenous Language Contributions:**

- Language Support: Support Wikipedia editing and content creation in Setswana and other indigenous languages to promote linguistic and cultural diversity.
- Language Resources: Develop and promote language resources to assist new contributors, ensuring they have the tools needed to contribute in their native languages.
- Linguistic Partnerships: Partner with linguists and educators to improve translations and create multilingual resources, enhancing the accessibility of Wikimedia content.

## **7. Awareness Campaigns:**

- Public Outreach: Conduct public outreach programs in schools, universities, and community centers to raise awareness about Wikimedia projects and their benefits.
- Social Media Engagement: Engage with social media influencers to promote Wikipedia and free knowledge, reaching a broader audience.
- Multimedia Content: Create engaging multimedia content, including videos and infographics, to educate the public about Wikimedia's mission and impact.

## **Resource Allocation**

To achieve these strategic priorities, we will allocate resources for:

- Micro-grants to support community-driven Wikimedia projects.
- Capacity-building initiatives, including training programs and workshops.
- Partnership development and outreach efforts.
- Monitoring and evaluation of ongoing projects to assess impact and effectiveness.
- Operational costs to ensure the smooth execution of our strategic plan.

## **Monitoring and Evaluation**

WCUGB will track progress on its strategic objectives through:

- Regular community check-ins and feedback mechanisms.
- Performance metrics, including new editor retention rates, content quality improvements, and event participation.
- Annual impact reports to assess program effectiveness and make data-driven adjustments.