

Wikimania 2025: Media toolkit

About Wikipedia and the Wikimedia Foundation	1
What is Wikipedia?	1
How does Wikipedia work?	1
Is the content on Wikipedia neutral and reliable?	2
Who ensures the integrity of the information on Wikipedia?	2
About Wikimania 2025	3
Wikimania 2025	3
Who are the Wikimedia Foundation Spokespeople	5
What are the highlights of the Wikimania 2025 program?	5
Who can I contact for more information?	5
Resources	5

About Wikipedia and the Wikimedia Foundation

What is Wikipedia?

- Wikipedia is one of the world's largest and most important knowledge and educational resources. It includes more than 65 million articles in over 300 languages and is viewed more than 15 billion times per month. Wikipedia is the only major website to be hosted by a non-profit organization, the Wikimedia Foundation.
- Wikipedia does not show advertisements, it doesn't charge a subscription fee, and it does not sell users' data. The majority of its funding comes from individual donations (\$11 is the average) from people who read Wikipedia.

What is the Wikimedia Foundation?

- [The Wikimedia Foundation](#) is the nonprofit organization that operates Wikipedia and other [Wikimedia projects](#). Our vision is a world in which every single human can freely share in the sum of all knowledge.

Learn more in this video: [What does the Wikimedia Foundation do?](#)

How does Wikipedia work?

- The information on Wikipedia is created and curated by hundreds of thousands of volunteers around the world. Together, they compile and share information on notable subjects — citing reliable sources such as newspaper articles and peer-reviewed journals

— according to the encyclopedia's [editorial policies and guidelines](#), which are also developed by volunteers.

Volunteers will discuss, debate, and often disagree until a shared consensus can be reached on what content to include on Wikipedia. A [Universal Code of Conduct](#) provides constructive guidelines and shared standards for these conversations.

The Wikimedia Foundation does not have an editorial role on Wikipedia.

Learn more in this video: [How does Wikipedia work?](#)

Is the content on Wikipedia neutral and reliable?

- Wikipedia has long-standing [policies](#) to ensure information is presented as accurately and impartially as possible. One of the oldest and most [fundamental pillars](#) of Wikipedia is that it must be written from a [neutral point of view](#). This means that all encyclopedic content on Wikipedia must be attributed to a reliable source and presented fairly, proportionately, and, as far as possible, without editorial bias. Additionally, only encyclopedic content is allowed on Wikipedia. Personal experiences, opinions, or original research are not permitted.

Learn more in this video: [If volunteers edit Wikipedia, how can you trust it?](#)

Who ensures the integrity of the information on Wikipedia?

- The Wikimedia Foundation generally does not write, edit, or determine what content is included on Wikipedia or how that content is maintained.

Volunteers address the vast majority of content and conduct issues on Wikipedia, and they vigilantly defend against information that does not meet the site's policies. Volunteers regularly review a feed of real-time edits to quickly address problematic changes; bots spot and revert many common forms of negative behavior on the site; and volunteer administrators (trusted Wikipedia volunteers with advanced permissions to protect Wikipedia) further investigate and address negative behavior.

The whole process of content moderation by Wikipedia volunteers is open and transparent. Everything from the way an article grows and evolves over time, to the citations used to verify the facts, to the content discussions among editors, are all publicly available on the article's [history](#) and [talk pages](#).

In rare instances, the Wikimedia Foundation has a [Trust and Safety team](#) that alerts and supports the volunteer community in certain cases when they are reported to them.

Learn more in this video: [Who is in charge of content on Wikipedia?](#)

About Wikimania 2025

What is Wikimania?

- [Wikimania](#) is the annual gathering bringing together Wikimedians around the world to connect with one another, share new projects, and shape the future of Wikimedia projects. Everyone is invited to join and learn more about the humans who make Wikipedia possible.
- The first Wikimania was held in Frankfurt, Germany, in 2005. Since then, it has been an annual in-person event (with the exception of 2021 and 2022, when Wikimania was held virtually due to the COVID-19 pandemic). The event has taken place in more than 15 different countries, in 6 different continents to date, attracting as many as 2,800 people from over 142 countries at once.

Wikimania 2025

- This year, Wikimania celebrates its 20th anniversary, bringing the annual conference to Nairobi, Kenya, where nearly a thousand volunteers (online and in-person), partners, champions in the free knowledge space, technologists, and advocacy experts will convene to celebrate and discuss the future of Wikimedia's free knowledge projects.
- Wikimania is hosted by the Wikimedians of Kenya User Group; the [East African Regional and Thematic Hub \(EARTHHub\)](#); and the [Wikimedia Foundation](#). EARTHHub is made up of Wikimedia Community User Groups from Botswana, Burundi, Congo, Ethiopia, Kenya, Rwanda, Somalia, South Sudan, Tanzania, Uganda, and Zambia. [User groups](#) are open membership groups that are designed to be easy to form and have an established contact person and a history of projects within the [Wikimedia movement](#).
- This Wikimania also spotlights **how Wikimedia aims to bring together multiple generations of volunteers**. It has Wikimedians who have attended all 20 editions of Wikimania, and also newer members who are attending for the first time. With a focus on tech advancements, the event also aims to motivate increased participation from young participants, with around 48% of attendees expected to be under the age of 34 in-person and online.

What is the Wikimania 2025 theme?

This year's Wikimania [theme](#) is ***Wikimania @20: Inclusivity. Impact. Sustainability.***

- **Inclusivity:** Wikimania will be an opportunity to showcase regional and thematic groups as examples of inclusion: different volunteer groups, individuals, and affiliates,

at different stages of development and from different cultures, closely involved and collaborating in an equitable way.

- **Impact:** As a distributed, global event, Wikimania will be a way to learn from each other and share knowledge like community initiatives, tools usage, organizing events, governance, online campaigns and edit-a-thons, solving problems, and more.
- **Sustainability:** Wikimania 2025 will be significant to many Wikimedians as a forum to discuss various strategies and future priorities facing the projects and our movement of volunteers, from technology to policy around the world.

What are the Wikimedian of the Year awards?

- The [Wikimedian of the Year Awards](#), presented by Wikipedia Founder *Jimmy Wales*, recognize exceptional volunteers contributing to Wikimedia projects around the world.
- The award winners are recognized across several categories, from new contributors to long-time volunteers, highlighting the diverse and vibrant community that makes the Wikimedia projects possible.
- This year's winners will be announced during the [opening ceremony](#) on 6 Aug.

Africa on Wikimedia projects

- Africa is one of the fastest-growing regions for participation and readership of Wikimedia projects. Local communities are driving impact both in terms of knowledge creation and technical contributions. We continue to see growth in participation and contributions on Wikimedia projects, enabling more people to learn and share from Wikipedia's knowledge in their local languages.
- Wikimania 2025, being hosted in Kenya, reflects how African contributors are shaping the global Wikimedia projects.
- Below are key stats related to Africa:
 - Wikimedia projects garner over **178 million monthly average pageviews** from Sub-Saharan Africa. (Jan.-June 2025)
 - Wikipedia content is available in **18 African languages**, with Hausa, Igbo, Yoruba, Somali, and Zulu language Wikipedias being the largest versions.
 - Kenya alone contributes to an average of nearly **14.77 million pageviews** on Wikimedia projects. (Jan-June 2025)
 - Using total unique devices from January 2024 through May 2025, **Kenya ranks 3rd** for Wikipedia readership in Sub-Saharan Africa, behind South Africa and Nigeria.
 - Wikimania 2025 is the **first to be hosted in East Africa**, reflecting growing leadership from African communities.

Who are the Wikimedia Foundation Spokespeople

- There are a number of Wikimedia Foundation Spokespeople. You can find their bios [here](#).

What are the highlights of the Wikimania 2025 program?

- [Click here to see program highlights for the press](#)

Who can I contact for more information?

- Please contact press@wikimedia.org. For urgent issues, contact Zach Ochieng on zachary@afriacommunicationsgroup.com or C: +254 726 473 388

Resources

- [Wikimania 2025 press release](#)
- Blog post announcing the [Wikimedians of the Year](#)
- "A Wiki Minute" video series: a collection of short, reusable video explainers about key Wikimedia elements, concepts, and principles for the public to better understand Wikimedia projects and the Wikimedia movement. See the [YouTube playlist](#).
- Blogs on Wikimedia and AI:
 - [Our new AI strategy puts Wikipedia's humans first](#) (30 April 2025)
 - [How crawlers impact the operations of the Wikimedia projects](#) (1 April 2025)
 - [Wikipedia is here to stay](#) (16 January 2024)
 - [Wikipedia's value in the age of generative AI](#) (12 July 2023)