



Food and Agriculture Organization
of the United Nations

Working with Wikipedia

Getting FAO content to broad and niche audiences

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Publications and Library Branch

Office of Communications

Food and Agriculture Organisation of the United Nations



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WIKIPEDIA

encyclopedia and library catalogue

- **Top** of most **search results** (around 99%)
 - More than **20 billion** pages viewed per month
 - Catalogue of **reliable sources**
 - **Broad, niche, multilingual** (300 languages)
 - **Open Access**
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Overview

- The aim is sharing **technical knowledge**, not **self-promotion**.
 - This initiative is part of a broader [UN–Wikipedia project](#), led by UNESCO
 - **References** and **links** to the publication(s) ensure credibility, provide visibility to publications, and help FAO disseminate **technical** and **authoritative** knowledge
 - **Views** of pages with FAO free-licensed content can be **monitored** via a publicly accessible link.
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FAO's Open Access Policy

- Content is uploaded into Wikipedia within the framework of FAO's Open Access policy.
 - The default license FAO used for its information products is: **Creative Commons Attribution-NonCommercial-ShareAlike 3.0 IGO** (CC BY-NC-SA 3.0 IGO)
 - Wikipedia uses a broader license, without the non-commercial restriction (**CC BY-SA 3.0 IGO**).
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Timeline

Starting out (2019)

- Wikipedia experts closely guide FAO Publications team

Consolidation (2020-2021)

- Publications team edits pages, supported by subject specialists

Broadening (2021-2022)

- Workshops to empower staff to edit pages independently (supervision)
 - Tentative involvement of relevant external audiences
 - Focus on international days to raise profile (ahead of day)
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Actors

As technical content must be properly edited and placed, the FAO Publications team works with:

- **Technical divisions**, to identify suitable content and relevant pages for insertion of the content.
 - **Wikipedia experts**, who trained the team on compliance with Wikipedia standards, but support whenever a doubt arises and act as trainers during workshops.
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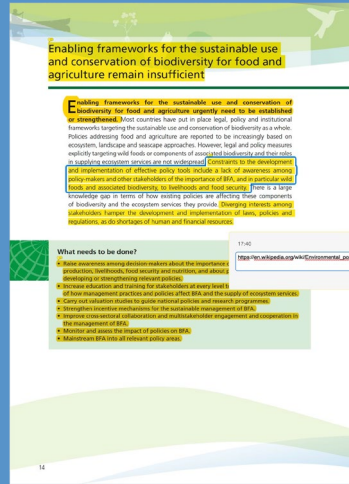
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Workflow example

The State of the World's Biodiversity for Food and Agriculture



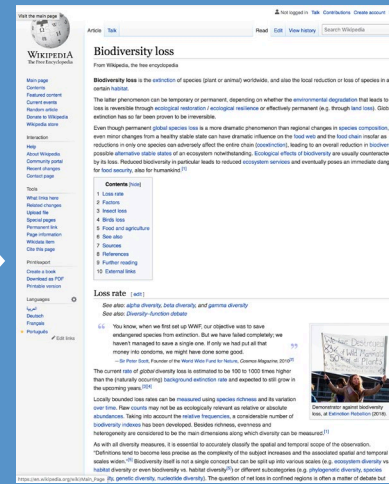
Report and summary



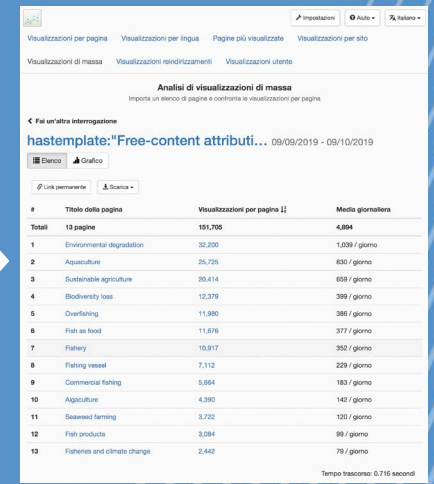
Selecting and matching content



Uploading to Wikimedia Commons



Updating Wikipedia pages



Monitoring usage*





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Monitoring

Currently

67 articles with FAO free-licensed content; **87** visuals and **33** publications in Wikimedia Commons

Free-licensed content

Total views of these pages in 2021: around **10.5M** (874 870 views/month)

Top pages with FAO free-licensed content (based on 2021 data)

- **Sustainable Development Goals (143 786 views/month)**
- **Agriculture (87 150 views/month)**
- **Women's empowerment (58 426 views/month)**

Citations – where FAO is mentioned

Some 6 500 FAO citations in Wikipedia



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THANK YOU!
