

Tips and tricks for editing Wikipedia – <http://www.wikipedia.org/>

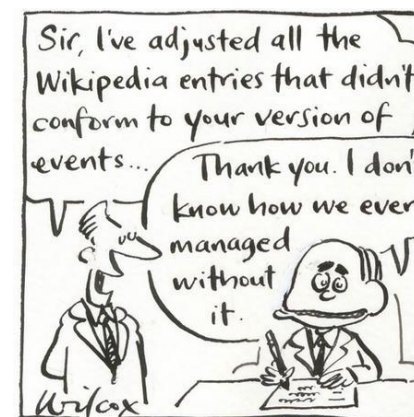


Wikipedia -- the free online collaborative encyclopedia -- is a treasure trove of information including about food security, crops, livestock, forestry, fisheries and other "FAO subjects."

Tips and Tricks

- **Get to know how Wikipedia works.** Ensure you understand the basics of the Wikipedia and how Wikipedia works in terms of its syntax, creating new pages, adding text, referencing, etc.
- **Be strategic.** Do initial research to see what is out there and decide how to work *with* what exists. If you know the expression "if you can't beat them, join them", this applies 100% as the correct approach to Wikipedia. Follow this guide on [creating your first article](#) and keep it as short as possible.
- **Be transparent about who you are.** Do not edit anonymously. Over time accounts that follow the rules of conduct are given more leeway in their actions. Don't create accounts with names like "FAOForestry", because Wikipedians edit on behalf of themselves, not their institution.

- **Do not work on Wikipedia from an FAO computer.** Wikipedia registers IP or computer addresses and tags the ones that violate their rules of conduct. We all have the same IP at FAO and it does not have a good reputation. In some cases it is blocked outright.
- **Work in increments, not large/sweeping changes.** Have multiple users edit entries in bits. Don't do everything all at once, and don't do it only with one account (or multiple accounts all from the same DNS address).
- **Don't reference FAO work with only FAO sources. Diversify.** You must find third party references that appear neutral. There are clear guidelines on reliable sources [here](#). Wikipedia is not a place for original content publication / dissemination.
- **Reference to other pages.** An article is considered "orphaned" if there are no incoming links from other Wikipedia entries. You should link other articles to your own article to avoid an orphan tag by Wikipedia. For example, find other FAO-related articles on Wikipedia and link them to your article.



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- **Issues with accuracy.** If you have specific issues with content of a page, you can click on the 'discussion' tab of the article to figure out what other details are being discussed about the page. The issue may have already arisen. You can also write on the discussion pages with links and facts to support your concern. Guidelines from Wikipedia are available [here](#).
- **Objectivity.** Your entry must be objective both in tone and content. Any promotional language will raise a proposal to delete your article. It is important to use data, facts and statistics that are referenced.
- **Photos.** Uploading a photo can be a challenging experience. Make sure to add only photos you have permission to use. Otherwise, they will be removed because of copyright issues. Before uploading a photo, you normally have to specify the category. Do not choose “Logos” as this category is under constant watch and leads to speedy deletion process.
- **Events pages.** It has been our experience that for a one-off event, it is not advisable to create Wikipedia entries. If the event is a repeating *global event*, once a page is created, make sure there will be someone in-charge of monitoring and updating it regularly. Quickly developed new entries are too short and insufficiently substantiated to meet Wikipedia’s strict editorial requirements. For future major events, pages could be created after the event to share all the related information and outcomes, much of which is limited before the event. There appears to be little advantage to creating the entries prior to and during a major event, as Wikipedia has not been found to be a source of real-time referrals to FAO’s other web presences.
- **Monitor your pages regularly.** Get to know what's going on in the history of a page. You can subscribe to the changes via RSS or instant email alerts.

Find out more...

- FAO Web Guidelines on Wikipedia - http://webguide.fao.org/web_publishing/social_media/wikipedia/fi/
- CGIAR/FAO/UNICEF Knowledge Sharing Toolkit on Wikis - <http://www.kstoolkit.org/Wikis>
- Wikipedia 101 for Brands - <http://blog.ogilvypr.com/2010/01/wikipedia-101-for-brands/>
- What Wikipedia is not - http://en.wikipedia.org/wiki/Wikipedia:What_Wikipedia_is_not
- Wikipedia Policies and Guidelines - http://en.wikipedia.org/wiki/Wikipedia:Policies_and_guidelines

NOISE TO SIGNAL
Rob Cottingham

