wikia 2016 COMMUNITY CONNECT

How to gain and retain new contributors on your community

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Start Date @ Wikia: October 2006 (as a contributor) — March 2011 (as staff)

FANDOMS:

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Bert Hall

Username: BertH

Job Title: Director, Support & Engagement

Start Date @ Wikia: July 9, 2012

FANDOMS:

- Star Trek, Marvel, Star Wars

- Muppets, Tori Amos, Zelda

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Data on Wikia contributors

8,319,255

Total human wiki edits, July 2016

88,969

Active logged-in wiki contributors, July 2016

171,967,240

Total readers, July 2016

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Question for the room

Question for the room

What was your very first edit on Wikia? If you can remember, describe the experience.

What community you were on?

What did you change on the page?
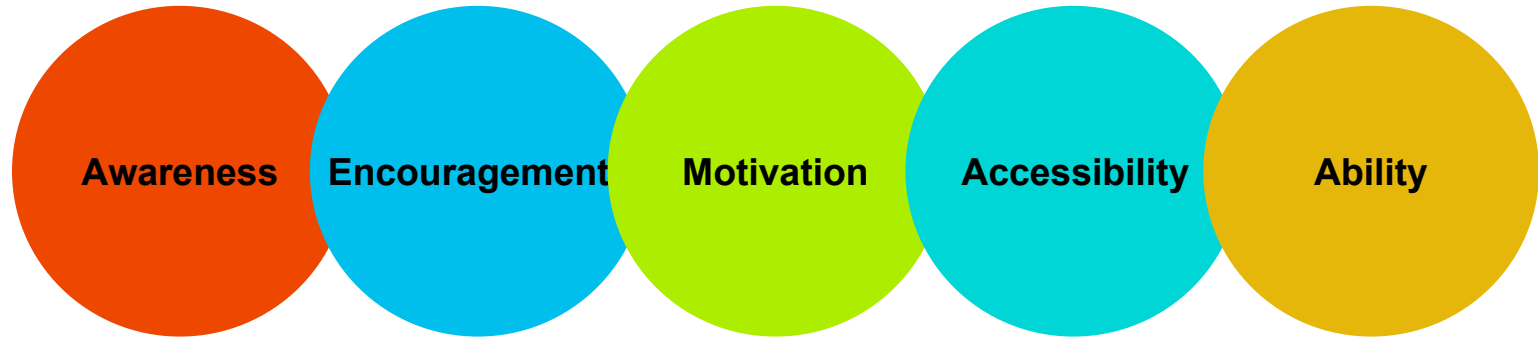
What was the experience like?

Ingredients for new contributors

5 Ingredients for new contributor success

Awareness · Encouragement · Motivation · Accessibility · Ability

Survey: "Who created this content?"

76%

"Users, fans like me"

* Survey size of 653.

Survey: "Would you like to participate?"

46%
"No, it's not for me"

14%
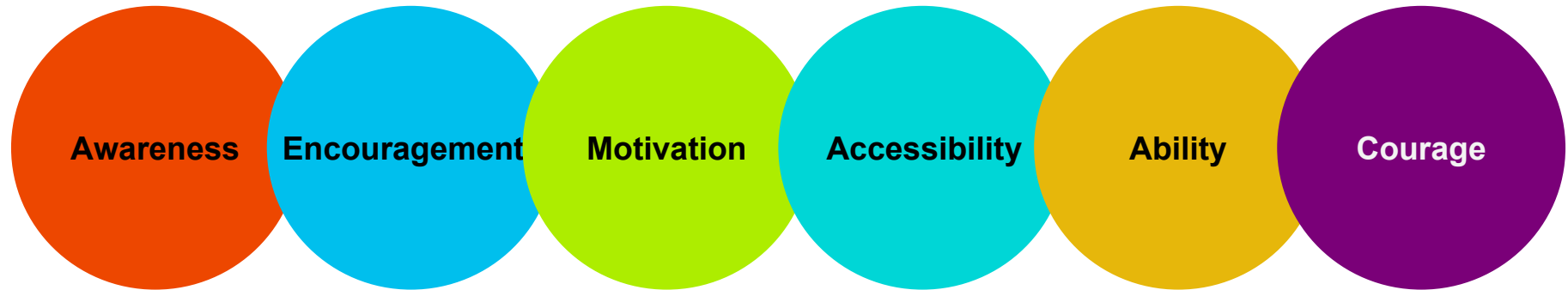"Yes, but I do not know where to start"

8%
"Yes, but I do not know if I'm allowed"

* Survey size of 653.

Ingredients for new contributor success

Community Page

- Eve Moneypenny (Naomie Harris)
- Madeleine Swann
  - Lucia Sciarra
  - Franz Oberhauser
  - Mr. Hinx
  - Max Denbigh
  - Mr. White

Trending pages

These pages are gaining traction with your readers! Make sure they are up to your standards and have all the latest images and information.

View full list →

✏️ **Skyfall Lodge**
Chris2119 edited on June 23, 2016 · 4,381 views   Edit

✏️ **Anaelle Brouchard**
AndyTGD edited on July 30, 2016 · 15 views   Edit

✏️ **SIG SG552**
Alblex edited on March 24, 2015 · 7 views   Edit

✏️ **Blades**
Kiwichris edited on June 18, 2014 · 14 views   Edit

✏️ **DGSE**
AndyTGD edited on March 1, 2016 · 6 views   Edit

Pages without links

These pages should link to other articles on your wiki. Well-linked articles help readers discover more information about your topic and improve search engine rankings.

Top contributors this week

Log in or register and make an edit to this wiki to see how you rank in this community!

1. **AndyTGD**
   36 contributions

2. **Thewiz177**
   30 contributions

3. **Zumbee**
   22 contributions

4. **Hardworker2932**
   6 contributions

5. **Suzziom**
   3 contributions

Recent new contributors

View all contributors →

Community Policy

This community has a set of policies that should be followed by all contributors.

View policy →

Recent wiki activity

AndyTGD edited **Thunderball (novel)**
2 hours ago

What you can do to attract new contributors

#1 - Customize the Community Page

- Set the hero image

- Link to your community's policies

- Update the to-do list (see next slide for more!)

See Help:Community_Page for more information.

#2 - Suggest easy to perform first tasks

- Suggest pages to edit on the Community Page, Main Page, or in messages to new users.

- Most edits by new people are minor text edits.

- Some suggested tasks for new contributors:
  - Update pages about a recent or upcoming event
  - Review pages for grammar
  - Participate in an "Improvement Drive" style initiative
  - Join a task force
  - Adopt a page to monitor and edit

#3 - Keep the site welcoming

- If you customize your site with CSS or JS, please try to keep the edit buttons visible and readable.

- Keep your main pages welcoming and supportive for good contributors.

What you can do to retain new contributors

#1 - Assume good faith

- Block obvious vandals and spammers but attempt to educate new users first.

- Remember that most people have never edited a wiki before.

- A person can learn tools and learn guidelines, but the courage and willingness cannot be taught.

#2 - Be constructive

- Don't assume a new contributor has read every policy. Send them a link when you greet them!

- If they made a mistake, provide an example of the correct way to do something.

- If the user needs to learn how wikitext or the VisualEditor work, point users to experiment with their editing tools on a sandbox page or their user page.

#3 - Celebrate good work

- When somebody does something great, make sure you let them know!

- If you have many users, consider giving out recurring awards.

- If a user is remarkable, consider giving them guidance on how to become a Moderator or Administrator.

Questions

Thank you!