FANDOM

COMMUNITY
CONNECT

Communities of Communities
&
Inter-language Wikis

With good content comes great presentation

Julia "Springteufel" Christelsohn, Community Development DE

FANDOM

Communities of Communities

FANDOM

FANDOM

What's a community?

The Oxford dictionary says:

"A group of people living in the same place or having a particular characteristic in common."

- It's about people coming together
- Sharing & communicating & passion
- Social platforms are often used synonymously

Friendship FANDOM is magic.

Platform vs. Community

The term “community” is often used for social platforms. Also FANDOM is a community but just because...

FANDOM

SciFi fans

Star Wars fans

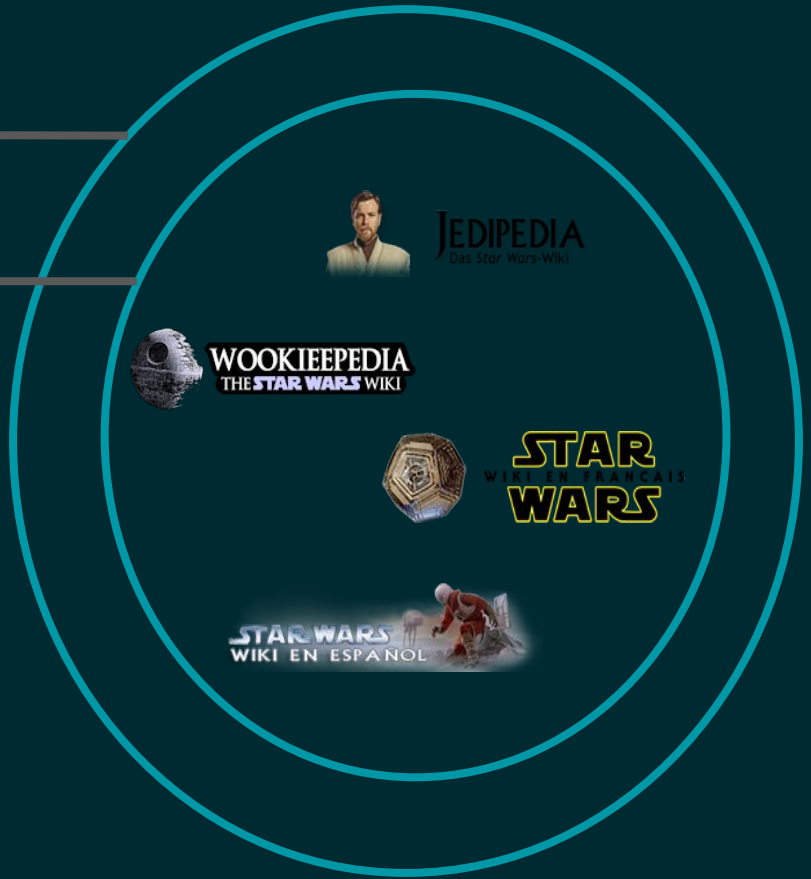
Episode 2 fans

Jar Jar Binks fans

FANDOM

Star Wars fans

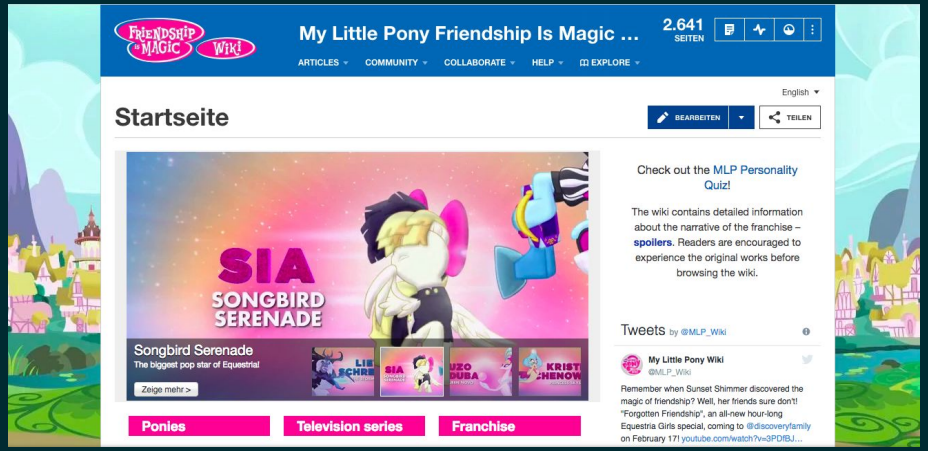
Star Wars fans
on FANDOM

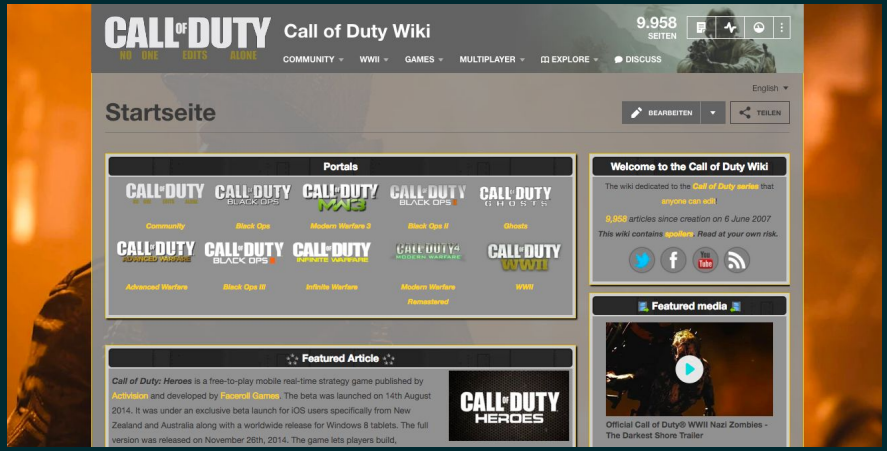


There are actually a lot more Star Wars communities that wouldn't fit in the circle.

FANDOM

Overlapping Fandoms - Users





FANDOM

Communication in a wiki

Strong communities provide the right content at the right time in the right form.

Let's talk about communication:

- Synchronous vs. asynchronous communication
  - Asynchronous: Wiki articles
  - Asynchronous: Blog Posts
  - More synchronous: Discussions
  - Synchronous: Chat
- Broad variety: Different ways to communicate for different purposes, as...

Mr. Egg likes linguistic excursus

FANDOM

Forms of communication in wikis

Wiki article

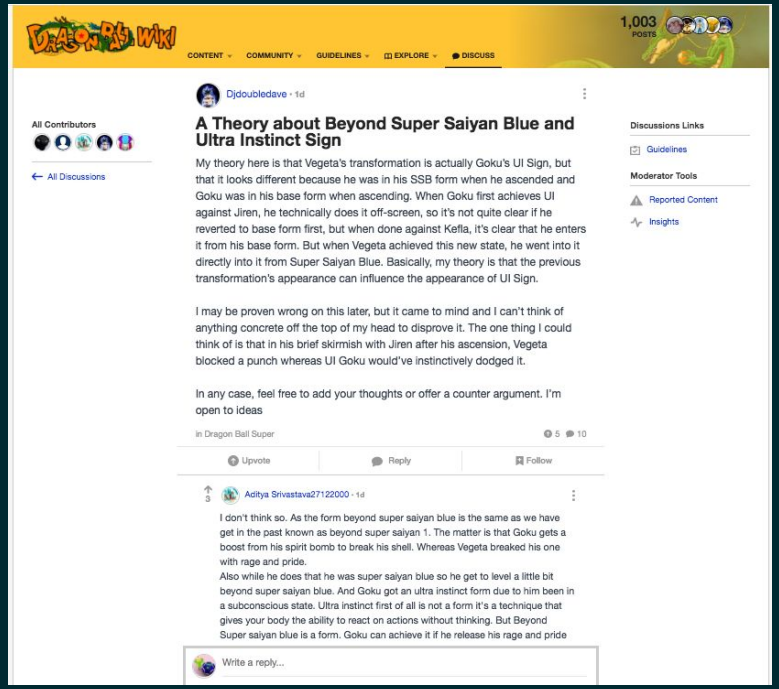
- Purpose:
  - Extensive + complex information
- Pace:
  - Slow, longer time process
- Participants
  - ~ 1 - 3
- Complexity:
  - High, often very technical, many different kind of media embedded

Discussions

- Purpose:
  - Opinion exchange, "small talk", news, conversation
- Pace:
  - Quicker
- Participants
  - Many
- Complexity:
  - Low barrier communication, easy to dive into

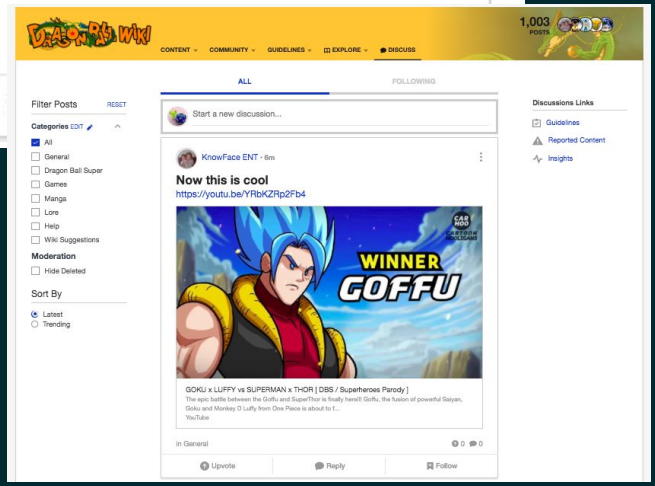
FANDOM

Discussions content



Theories and discussions

Spoilers



Fun stuff for the LOLZ

FANDOM

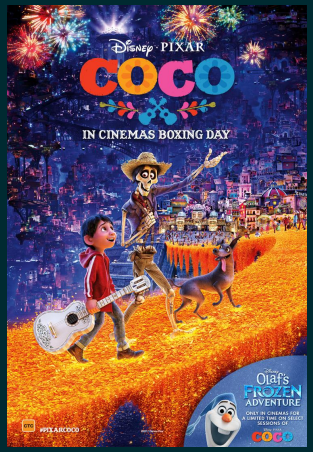
Localization: FANDOMs unite!

FANDOM

International wikis I

Most of the FANDOM topics exist in several languages and are released in many countries over the world. How do the wikis differ? There are content differences...

- ...based on different release dates
- ...of cultural perspectives
- ...because of popularity
- ...because of topic focus



COCO is based on Mexican folklore. Spanish-language communities may have background information!

DARK is a German show. References to cultural information can be found in the German wiki.

PRO-TIP: Nations are frequently not the same as languages. Using a national flag to represent a language may be inappropriate or insulting to language-speakers outside the indicated nation.

FANDOM

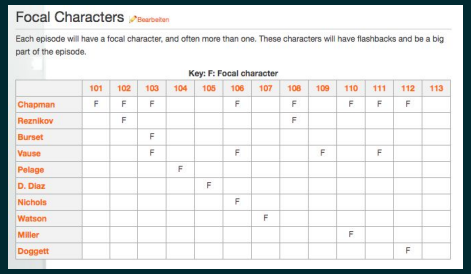
International wikis II

You are about to start a wiki or you don't want to be stuck anymore in your project? GREAT! Get input from your community partner wikis!

- Technical support (Templates, CSS…)
- Design
- Layout (article structure…)
- Structure (categories, Infoboxes…)
- Information sources
- Accurate translations (names, locations…)
- User handling / "💩 storm" experience

FANDOM

International wikis III



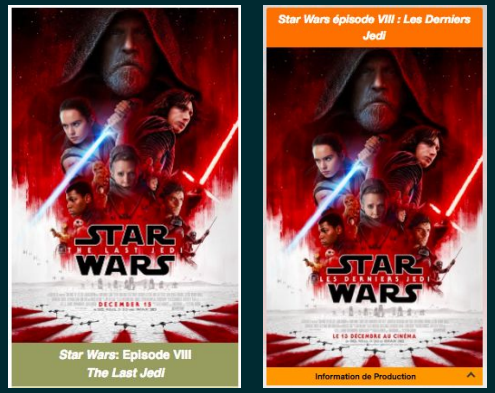
Focal Characters [Bearbeiten]

Each episode will have a focal character, and often more than one. These characters will have flashbacks and be a big part of the episode.

Key: F: Focal character

	101	102	103	104	105	106	107	108	109	110	111	112	113
Chapman	F	F	F			F		F		F	F	F	
Reznikov		F						F					
Burset			F										
Vause			F			F			F		F		
Pelage				F									
D. Diaz					F								
Nichols						F							
Watson							F						
Miller										F			
Doggett												F	

Nice table!



Translation + interpretation

Infoboxes for complex topics

Creative main page design

FANDOM

Finding a common language

Being inexperienced in a language can be frightening. But the great thing is: No matter what - your FANDOM connects you! So be brave and reach out to other wikis!

- No worries: Fans love fans!
- Everybody appreciates if you speak a new language (and most of the time your language skills are **way better** than you think…)
- Helpful to know: The other person also doesn't speak YOUR language ;)
- English is often a common base for conversations
- Google Translate is your friend for basic understanding

"Ok, you convinced me. But how to do the first step?"

PRO-TIP: While machine translation may provide basic understanding, it is not a good idea to assume the translation is correct. You should also avoid using it to write responses; the other party can translate from their side.

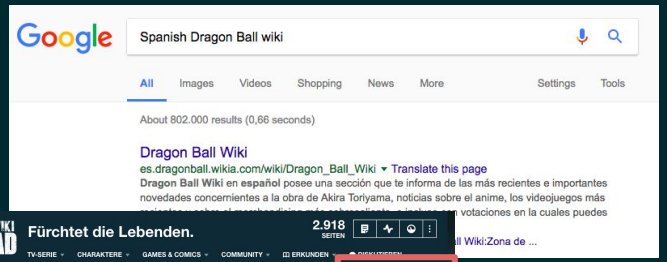
FANDOM

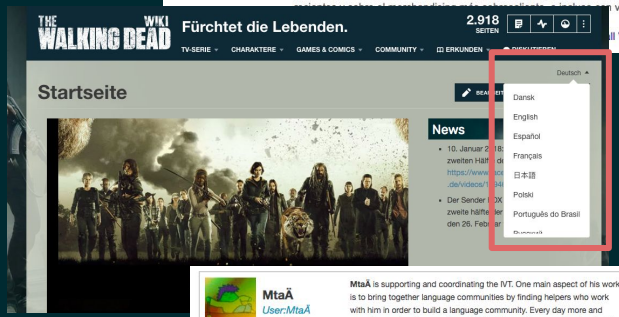
How to reach out

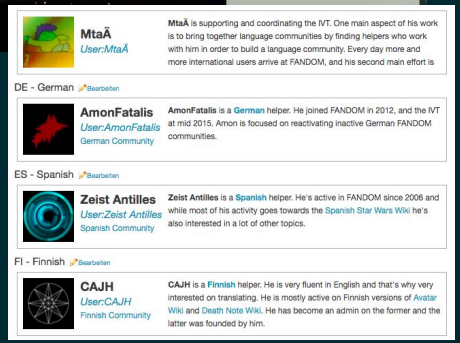
- Find the right wiki via Google or language code in the URL

es.dragonball.wikia.com/wiki/Dragon_Ball_Wiki

- Look for interlanguage links (and please put interlanguage links!) Help:Interlanguage_link
- Contact an active admin in the wiki
- Reach out to IVT or FANDOM staff: Community_Central:International







FANDOM

Be open to new contributors

So, someone reached out to you. What do you think - how do you want to be welcomed?

- The heart of a wiki is collaboration. New edits can be messy but they are necessary and can be improved over time and as a team.
- Talk openly and be friendly to new editors and explain your criticism. Keep up the motivation (no, capslock and “read our damn rules” isn’t helpful feedback).
- Every wiki has its rules: But be open for new ideas, styles and formats.
- Organization is important - so is understanding a newbies confusion! ;)
- A wiki is a vivid medium and shouldn’t be a locked-up property.

Spread the word!
External platforms

FANDOM

Social Media & External Communication

Something else than FANDOM?! Hard to imagine but useful to...

- ...show them what you got: You are the experts and you got the knowledge
- ...find more users for your community who read and contribute
- ...connect with other fans
- ...maybe even connect with “insiders”
- ...get feedback on your work
- ...take over the world. Usual stuff.

FANDOM

Platforms and how they work

Great platforms for your wiki account:

- Twitter
- Facebook
- Instagram
- Twitch
- Forum boards

Content for external platforms I

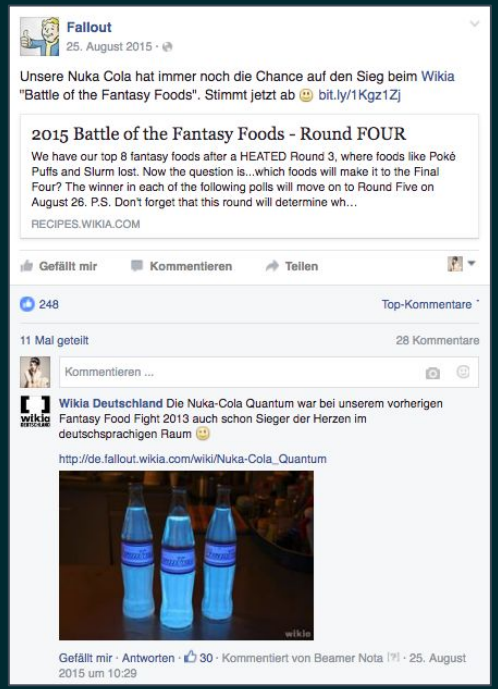
- Spread your expert knowledge
- Pick up recent topics that appear on media or in fan discussions
- Link to the wiki for more information and to bring readers to your community
- Tease but don’t “spoil” what’s behind the link (No, no, no, I didn’t say clickbait!!!!1)
- Find your personal tone + the right tone for your content
- Find a good rhythm and timing

Ok, let’s look at some examples...

FANDOM

Content for external platforms II

Event + Convention coverage



Interaction (with publisher)

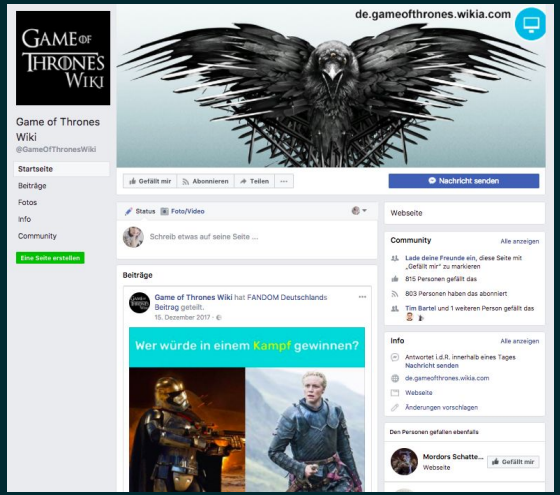
Release guide and content sharing

Periodic community news

FANDOM

Connect the platforms

- Embed your social platform icons in your wiki. For example: on the main page, link to your social media platforms.
- Design your social media account in the look and feel of your wiki, so readers directly see a connection between the platforms.



FANDOM

FANDOM

COMMUNITY
CONNECT