Embracing Wikidata

*For **Musicians***

Who Know Nothing

About Wikidata

How to **Increase Discoverability** for Musicians Online

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May 2022

strategic moves
THINKING : BUSINESS

HOME ROUTES
CHEMIN CHEZ NOUS

Acknowledgements

We acknowledge that we live, work, meet and travel on the traditional territories of Indigenous peoples that have cared for this land now called Canada since time immemorial.

Home Routes / Chemin Chez Nous acknowledges that we operate on the traditional lands of the Anishinaabe, Ininew and Dakota peoples, and on the homeland of the Métis nation. We have produced thousands of concerts across Canada, a land home to well over 600 First Nations, Métis and Inuit communities.

Strategic Moves is located in and operates from Whitehorse, Yukon on the traditional territories of the Ta'an Kwäch'än Council and Kwanlin Dün First Nation, self-governing nations that negotiated modern land claims treaties and Self-Government Agreements (2002 and 2005 respectively) under the Umbrella Final Agreement (UFA, 1993) between the 14 Yukon First Nations and the Governments of Canada and Yukon. The UFA is the result of a twenty-year process that began in 1973, when a delegation of Yukon Chiefs met with the Prime Minister of Canada in Ottawa. Armed with their determination, courage and the historic document, Together Today For Our Children Tomorrow, they convinced the federal government to begin a negotiation process for a modern-day treaty, the first in Canada.

This project is part of Home Routes / Chemin Chez Nous' commitment to lift up and support musicians. This guide is part of its strategy to use digital tools and processes with purpose, including through the development of Home Routes / Chemin Chez Nous musicians' listings on Wikidata.

https://homeroutes.ca/ Winnipeg, Manitoba

With thanks for funding provided through the Presenters Capacity Build Program by CAPACOA and RIDEAU.

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To credit this Guide:
Buckell, F, Doyle, B and Petri, I. (2022) *Embracing Wikidata: How to Increase Discoverability for Musician Online.* Home Routes/Chemin Chez Nous and Strategic Moves.

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Introduction

Discoverability in the arts is to ensure audiences can find you, your music, your shows, the venues you play with ease. It means positioning yourself online. Unlike search (finding something a user was looking for), discoverability is finding you when a user is looking for someone or something else, but in some way similar to you. To increase discoverability requires that information about you, your band, your music is presented so search engines, and other digital tools, can digest, understand, extract and re-present your information to their users. It means competing more effectively in the digital world.

This guide is focussed on Wikidata as a key component in the linked, open data directory eco-system. Wikidata is the preferred knowledge base for search algorithms and AI-powered tools such as personal virtual assistants. Google relies on many open knowledge bases and content repositories, like the Wikimedia projects, to generate rich results and to populate knowledge cards.

Wikidata is factual, multi-lingual, open to anyone to edit and use. It, together with adopting "structured data" standards for your own website content, is a powerful avenue to increase your discoverability online.

Importantly, efforts to bring the performing arts and music to the forefront of discoverability are still young. Many folks have not realized the importance of linked, open data. That makes you an early adopter of a proven tool and process!

Why do I care?

So you can be discovered!

Search engines, like Google, look for information from a variety of sources. Wikidata is one of them. If you have a Wikidata listing, information about you will come up in Google searches more readily. Other, newer information tools in the live arts, like artsdata.ca, draw on Wikidata for accurate information about the performing arts and concerts.

What exactly is Wikidata?

Wikidata is one of many projects hosted by the Wikimedia Foundation. It stores facts in a way that both people and computers can edit, read, extract and use them. It is what is called a "linked, open data" directory.

Wikidata was originally created by the Foundation as a central repository of multilingual facts for Wikipedia. Like Wikipedia, Wikidata can be accessed by anyone.

How do I do this?

Quite simply!

Step 1.   See if you are already listed in Wikidata.
             If yes: verify it is you; if no: create a Wikidata listing for yourself.
Step 2.   Create a Wikidata account.
Step 3.   Add information to your Wikidata profile.

A short amount of preparation will go a long way toward building an effective Wikidata profile.

A quick but important note about terminology before we begin: your Wikidata "profile" will be what is referred to in Wikidata as an "item." Every item in Wikidata has its own page. In this guide we use the terms "profile", "item", and "listing" interchangeably to describe your Wikidata profile.

Take a moment to think about:

- your artistic practice and genres
- where you trained, who your mentors are
- people or bands you play with
- venues or festivals where you have performed
- nominations and awards you have received
- your discography
- geographic references ranging from where you were born to where you live and perform

You can look at other artists profiles for inspiration, like Avril Lavigne, Alanis Morissette or Celine Dion.

Include both current and older information. Wikidata is best used for facts that don't change much over time. So your tour dates are not a good use for Wikidata, but when you play at major festivals that themselves have Wikidata listings, you should always reference those.

As you prepare, it is important to know that Wikidata listings are comprised of factual, verifiable statements. It is a database, so it works primarily through predefined labels, qualifiers and references. To help users, Wikidata uses contextual dropdown menus: start typing and relevant labels appear for selection. By standardizing information in that way, Wikidata can be understood both by humans and by machines.

Wikidata is the source for many other web services, like Google, and databases. Having a comprehensive, current and accurate Wikidata listing will enhance discoverability for artists and arts organizations alike. You will also find instances where you want to link your data to another person, festival, venue or recording, but there is no Wikidata item yet. In those cases you have a choice: you can either create those items and populate them with the most basic information so you can link to them; or you can leave out the information for now and wait for others to create the item.

How to use this guide

Get started by following **Steps 1, 2,** and **3**.

Step 4 may take some time as you learn the basics of Wikidata.

Once you've made it through, you'll be well on your way to better position yourself online through increased discoverability!

Throughout this guide you will find *Wikidata Tech Tips*. This is where you will become familiar with some of the terminology and technical aspects of Wikidata.

Wikidata also has some great resources for support on its Community Portal:
https://www.wikidata.org/wiki/Wikidata:Community_portal
and help pages: https://www.wikidata.org/wiki/Help:Contents.

Quick guides

This document is a comprehensive guide. Ideally, you get started working in Wikidata using the steps described. In addition, we have also published a series of 10 Quick Guides that break out this information into shorter segments for those who need specific reminders.
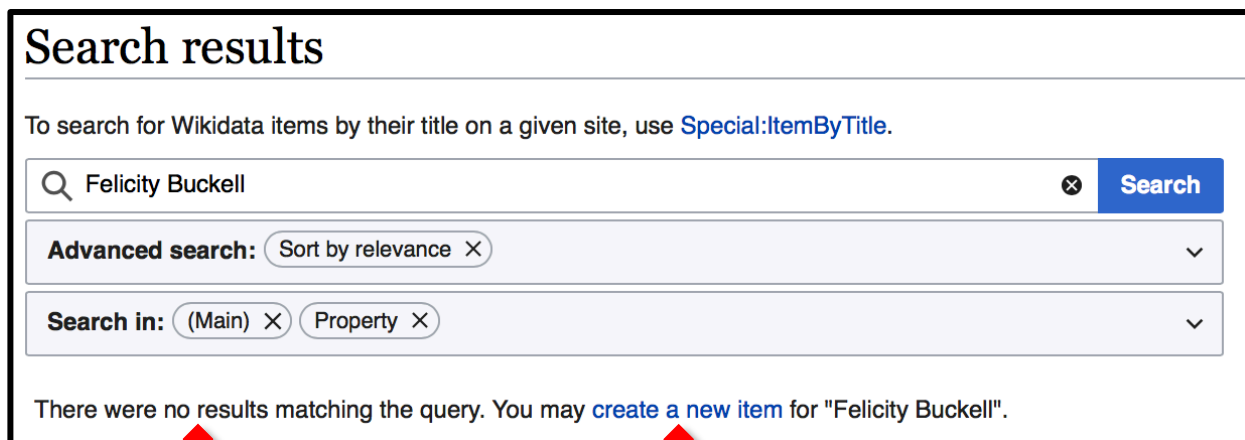
Let's get started!

Step 1: See if you are already listed in Wikidata

You can search Wikidata using the search bar located at the top right of **any** page you are on.

To see if you are already listed on Wikidata, type your name into the search bar, and press 'enter'.
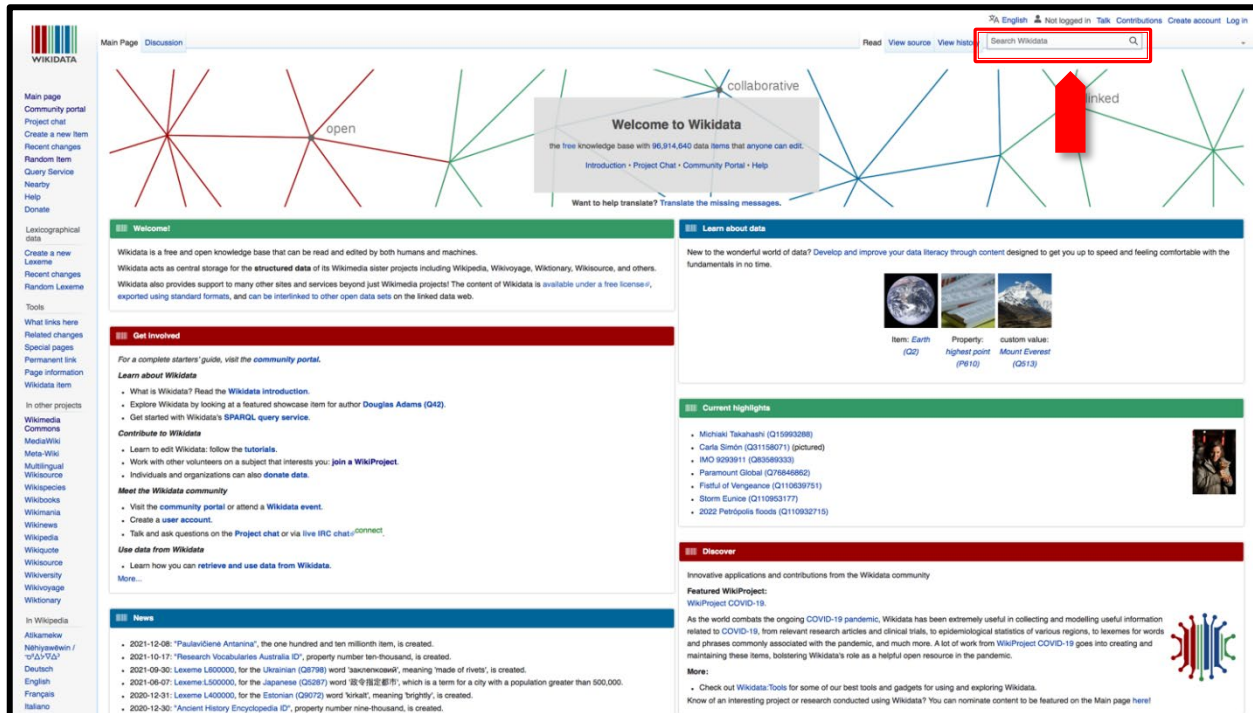
If you do **not** already have a Wikidata entry, something like this will come up:

If a Wikidata entry has already been created for you, or someone with the same name as you, search results will be listed like this:

Search results

To search for Wikidata items by their title on a given site, use Special:ItemByTitle.

| Chris Cooper | ⊗ | **Search** |

Advanced search: (Sort by relevance ✕)   ⌄

Search in: ((Main) ✕) (Property ✕)   ⌄

Chris Cooper (Q273208)
American actor
88 statements, 47 sitelinks - 20:03, 13 February 2022

Chris Cooper (Q2414835)
player of American football
24 statements, 7 sitelinks - 01:27, 12 September 2021

Chris Cooper (Q47093443)
researcher
10 statements, 0 sitelinks - 18:52, 3 September 2021

Chris Cooper (Q16226896)
American basketball player
32 statements, 5 sitelinks - 01:30, 10 October 2021

Chris Cooper (Q7411265)
American baseball player
22 statements, 5 sitelinks - 03:36, 18 August 2021

Chris Cooper (Q5106257)
sports commentator
6 statements, 1 sitelink - 19:29, 26 July 2021

Here is where we introduce you to some Wikidata terminology, so hang tight!

Wikidata Tech Tips 1: Some Terminology

Unique Identifiers

As you can see from the search results for "Chris Cooper", it is important to uniquely identify each Wikidata item.

Wikidata does this by assigning what is called a *unique identifier* to each item.

Every *unique identifier* begins with the letter Q, followed by a number. The number is simply the next one available, in the order the item was created.

For example, the very first Wikidata item created is Q1. Type Q1 into the Wikidata search bar, and you will discover that Q1 is "universe". You will find that Q2 is "earth", and Q3 is "life".

As of May 2022, there are close to 113,000,000 Wikidata items, and so each new unique identifier will be the letter Q, followed by 9 digits.

Descriptions

Looking again at the "Chris Cooper" example, you see that each Chris Cooper has a different *unique identifier*. But how does that help you figure out whether it is the Chris Cooper you are looking for?

To differentiate between each item with the same name, Wikidata uses a *description*. Ideally, a *description* is a short phrase, such as "American football player", "Canadian musician", or, in the case of house cat (Q146), "domesticated feline".

When you create a new Wikidata item, you will be prompted to fill in the *description*. *Descriptions* can be updated at any time.

Want to know more? Read the guide to *descriptions* on the Wikidata information page:
https://www.wikidata.org/wiki/Help:Description

Items

In Wikidata, *items* are used to represent all the things in human knowledge, including topics, concepts, and objects. For example, the "1988 Summer Olympics", "peace", "National Arts Centre", "Alanis Morissette", and "house cat" are all *items* in Wikidata. Each *item* has its own Wikidata page.

Learn more about *items* on the Wikidata information page: https://www.wikidata.org/wiki/Help:Items

Label

A *label* is the most common name that the *item* is known by. When you create a new Wikidata *item*, the *label* is the name you give it.

In our Chris Cooper example, Chris Cooper is the *label* for *item* Q273208. Confusingly, Chris Cooper is also the *label* for *items* Q2414835, Q47093443, etc. The *description* is there so you can determine which you are looking for.

The *label* may be different for each language; however, the *unique identifier* will always be the same. For example, the *item* with the *unique identifier* Q144 has the *label* "dog" in English, and "chien" in French. This is the basis of Wikidata's multilingual functionality.

For now, all you really need to know about *labels* is that your name is about to be one! But if you want to learn more, read about *labels* on the Wikidata information page: https://www.wikidata.org/wiki/Help:Label.

A Wikidata *item*, Q110550461, with the *label* "Chris Cooper":

Summary of Tech Tips 1

When you make a new Wikidata entry, you are creating an *item*. As you create the *item*, you will be prompted to type in the *label* (your name), and a short *description* (such as "Canadian multi-disciplinary artist"). Wikidata will assign this new *item* its *unique identifier*.

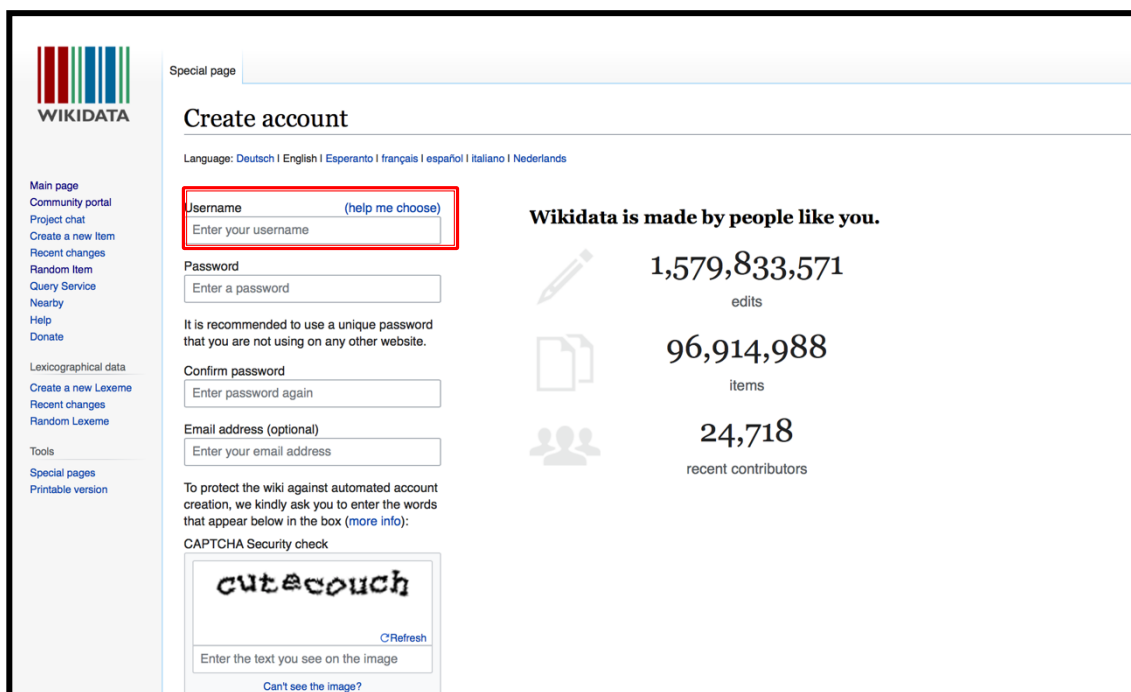Still with us? Good. Now, give it a try!

Step 2: Create a Wikidata Account

Wikidata, like any platform, can be a little daunting at first, but don't fret! It won't take long to learn the basics, and you'll soon find your way around with ease.

To create an account:

1. Go to Wikidata Main Page: https://www.wikidata.org/wiki/Wikidata:Main_Page
   and click 'Create account' tab at top right:

2. Choose your username:

When choosing your username, there are some basic Wikidata policies[1] to be followed. In short:
- Each person should only use one account.
- Username should not be promotional.
- Accounts should be for your use only, and so your username should reflect this. For example, your username should not contain designated terms such as 'admin', nor include the name of an organization.
- Accounts are unified across all Wikimedia Foundation projects, so your account will also work for Wikipedia, Wikimedia Commons, etc.

3. Log in to Wikidata!

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[1] https://www.wikidata.org/wiki/Help:Usernames_and_accounts

Step 3: Create Your Wikidata Profile

If you have found that Wikidata already has an item for you, skip to **Step 4** to edit or add to it. If not, you will:

Create a new item

If the search results page is not showing a listing for you, yet, click on the "**create a new item**" link:

Or, from **any** Wikidata page, look on the left vertical menu bar for "**Create a new item**":

Clicking on '**Create a new item**' opens a template with fields to complete:

Fill out the template:

> **Language**: from the drop-down, select your language. If you are working in English, the default will be English, "en".

> **Label**: type in your name as you are most commonly known.

> **Description**: add a few words to describe yourself at high level, not in sentence form, such as 'Canadian singer-songwriter'. This can be changed later if you choose.

> **Aliases**: you can add these now or later.

Click "**Create**".

Congratulations — you are now a Wikidata *Item*! You'll see your *unique identifier* in grey font beside your name, as in this example from a newly created Wikidata item for Canadian singer-songwriter, Madeleine Roger:

Step 4: Edit Your Wikidata Profile

Upon creating your Wikidata Item, your Wikidata page will be quite empty, and look something like the newly created page for Madeleine Roger, above.

If, on the other hand, there is already a Wikidata Item for you, your Wikidata item page may have quite a bit of information on it already. It will look something like this:

Either way, in order to edit your Wikidata item, we're going to need another

Tech Tip:
What is a Statement?

Wikidata Tech Tips II: What is a Statement?

Statements are the way in which information is recorded in Wikidata. They provide factual details about each Wikidata item. *Statements* are phrases written and limited in a way such that not only humans, but also computers, can read and edit them.

Statements are made up of 3 main building blocks:

1. **Item**
2. **Property**
3. **Value**

Using our example of the performing artist Madeleine Roger (now a Wikidata **item**), we know that she is a singer-songwriter.

To record this fact in Wikidata, we use the 3 main building blocks to make a Wikidata statement:

1. **Item**: Madeleine Roger
2. **Property**: occupation
3. **Value**: singer-songwriter

The **property** "occupation" links the **value** "singer-songwriter" to the **item** "Madeleine Roger".

Humans read this as 'Madeleine Roger has the occupation of singer-songwriter'. Wikidata, and other computers, can now also read it. Importantly, they can also extract and use this information. For example, a Google search of Madeleine Roger might now include the fact that she works as a singer-songwriter.

Another fact we may know about Madeline Roger is that she is based in Winnipeg, Manitoba. The Wikidata statement to record this fact would be:

1. **Item**: Madeleine Roger
2. **Property**: work location
3. **Value**: Winnipeg

On the Wikidata item page for Madeleine Roger, these statements are displayed as:

More about *properties* and *values* in the following Tech Tips!

Wikidata Tech Tips III: Properties

A Wikidata *property* is an attribute that links someone or something (the *item*) to a fact about that item.

Like Wikidata items, each Wikidata *property* has its own Wikidata page. Every *property* also has a unique identifier, each beginning with the letter P (versus Q for items). For example, the Wikidata *property* "occupation" has the unique identifier "P106".

Here are the *properties* commonly used to create statements about people in general:

	Person properties
Name	given name · family name · patronym or matronym for this person · second family name in Spanish name · first family name in Portuguese name · name in kana · birth name · married name · name in native language · pseudonym · religious name · named as · Roman praenomen · Roman nomen gentilicium · Roman cognomen · Roman agnomen · professional name (Japan) · Vietnamese middle name
Birth	date of birth · birthday · place of birth · ancestral home · ethnic group · native language
Death	date of death (date of disappearance) · place of death · date of burial or cremation · place of burial · image of grave · cause of death · manner of death · killed by · had as last meal · last words
General	sex or gender · image · signature · country of citizenship · affiliation · work location · official residence · residence · permanent resident of · award received · notable work · archives at · coat of arms image · audio recording of the subject's spoken voice · social classification · personal library at · artist files at · replaces · replaced by
Education	educated at (academic major · academic minor) · academic degree · academic thesis · doctoral advisor / doctoral student · student of / student
Profession	occupation · field of work · employer · position held · member of · floruit · work period (start) · work period (end) · academic appointment
Views	religion or world view · member of political party · net worth · lifestyle
Body	hair color · eye color · wears · height · mass · blood type · medical condition · handedness · voice type
Family	father · mother · stepparent · godparent · sibling · spouse / unmarried partner · child · relative
	Category:Person properties (201); *See also:* Authority control properties

It does not stop there! There are many more Wikidata *properties* than can be used to create statements of fact about you as a musician or artist, such as "nominee" (P2453), "award received" (P166) and your "Spotify artist ID" (P1902). You can even record the fact that you were part of the Winnipeg Crankie Festival, using the *property* "participant in" (P1344):

property P1344   **value**

participant in   Winnipeg Crankie Festival   ✏ edit
                      point in time   2021
                      ▸ 2 references

                      Winnipeg Symphony Orchestra   ✏ edit
                      point in time   2021
                      ▸ 2 references

                                              + add value

Unlike items, *properties* cannot be created by anyone at any time. *Properties* are limited to a list that is maintained by the Wikidata community through a collaborative process. This ensures *properties* are relevant. As of May 2022, Wikidata uses about 10,000 *properties*. See the full list here: https://www.wikidata.org/wiki/Wikidata:List_of_properties

On to Tech Tips IV to learn more about *values*.

Wikidata Tech Tips IV: Values

The *value* is the part of the Wikidata statement that provides the factual detail you would like to record about your item. *Values* are usually another item that already exists in Wikidata, but they can also be a string of numbers or letters.

For example, the *value* we chose to complete the statement about Madeleine Roger's occupation is "singer-songwriter". This *value* is the Wikidata item Q488205 and has its own Wikidata page. Because "singer-songwriter" already exists as a Wikidata item, it will pop up as you begin to type it in the drop-down menu when you are creating the statement:

Statements

property → instance of | human ← **value** | ✎ edit
▾ 0 references
+ add reference
+ add value

property → sex or gender | female ← **value** | ✎ edit
▾ 0 references
+ add reference
+ add value

given name | Madeleine | ✎ edit
▸ 1 reference
+ add value

family name | Roger | ✎ edit
▸ 2 references
+ add value

occupation | singer- | ✓ publish ✗ cancel ❓

singer-songwriter
musician who writes, composes and sings own songs ← **value listed in drop-down menu**

lyricist *(singer-lyricist)*
writer who specializes in writing song lyrics

Liedermacher *(singer-songwriter)*
singer-songwriter in German culture

Singer Laren
museum and concert hall in Laren, Netherlands

Singer Corporation
American manufacturer of sewing machines and Consumer Electronics

Robert H. Singer *(Singer RH)*
American cell biologist

Peter A. Singer *(Singer P)*
Canadian medical researcher

+ add reference

+ add statement

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Read more about *values* on the Wikidata help page about statements:
https://www.wikidata.org/wiki/Help:Statements

Summary of Tech Tips II, III, and IV

Statements are Wikidata's way of recording facts.

In order to create a **statement**, you will choose a **property** that will link a **value** to your Wikidata **item.** In this way both humans and computers can understand, retrieve and use the information you are recording.

Some key statements you can add to your Wikidata profile are found in **Appendix C: Quick Guide to Properties for Musicians.**

Add Statements

Now you're ready to record facts about yourself, or your band, in Wikidata.

To begin, the first statement on any new item is always a very broad statement about the most basic fact about that item. The property used to describe this fundamental fact is "instance of" (P31).

For example, we can state myriad facts about the earth, but at the most basic level, "earth" is an "instance of" a "terrestrial planet":

Earth (Q2)

third planet from the Sun in the Solar System
Planet Earth | the Earth | ♂ | ⊕ | 🌇 | 🌍 | 🌎 | 🌏

▸ In more languages

Statements

instance of	◉ terrestrial planet	✎ edit
	▾ 0 references	+ add reference

Likewise, for people, the first statement is always that they are an "instance of" a "human". This may be obvious to you, when you see a name, but the strings of letter that make up a name must be explicitly tagged for machines to understand it.

For instance, by assigning the "instance of" a "human" you can ensure that "Madonna" is understood by everyone including computers as a person's name, rather than the title of a painting.

Begin by adding this first statement, that you are human, to your Wikidata item:

Click "**+ add statement**":

Place your cursor in the 'property' field just under **Statements**. A drop-down menu will appear, making the suggestion for the property you would most likely be using. In this case, select "instance of":

To complete your first statement, begin to type "human" in the value field. Because the value "human" is an existing Wikidata item, it will pop up in the drop-down menu. Select "human", press enter, then click "**publish**".

Madeleine Roger (Q110974203)

Canadian singer-songwriter   ✎ edit | Wikiped

▾ In more languages

Language	Label	Description	Also known as
English	Madeleine Roger	Canadian singer-songwriter	
French	No label defined	No description defined	

By clicking "publish", you agree to the terms of use, and you irrevocably agree to release your contribution under the Creative Commons CC0 License.

I accept these terms for my future edits. Do not show this message again.

Statements

instance of	hu	**select "human"**	✓ publish ✕ can	**then click "publish"**

human
common name of Homo sapiens, unique extant species of the genus Homo

human settlement
community of any size, in which people live

village
small clustered human settlement smaller than a town

Hungary
country in Central Europe

Hungarian
language spoken in and around Hungary

Shanghai *(Hu)*
municipality of China

Howard University *(HU)*
university in Washington D.C.

Hú
family name (胡)

Hu Xiansu
Chinese botanist (1894-1968)

Hainan Airlines *(HU)*
airline headquartered in Haikou, People's Republic of China

add qualifier

add reference

add statement

Wikisou

Wikivers

Wikivoy

Wiktiona

Multiling

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Voila! Your first Wikidata statement has been created.

Add a few more statements to record some basic facts about yourself using these properties:

➢ sex or gender
➢ given name
➢ family name

Once you have the hang of creating statements, it's time to look at **references**.

Wikidata Tech Tips V: References

Although we have been talking about Wikidata recording "facts", it is more accurate to say that Wikidata stores information that describes items based on *what is found* to be said about them.

Each fact stated in a Wikidata statement should be verifiable by a reference. The reference points to a source that supports the Wikidata statement. Like statements, references are made up of a property and a value.

For example, the statement that Madeleine Roger's occupation is singer-songwriter can be supported by her Manitoba Music profile. The URL (https://www.manitobamusic.com/madeleineroger) where her profile is found can be used as the reference. The *property* you will use when using a URL reference is "reference URL", and the *value* you enter is the URL itself.

When using URLs as references, it is advisable to also indicate the date this link was retrieved, to strengthen your statement. This is done using the reference property "retrieved", which you can select from the drop-down property menu in the field that appears when adding references.

References can also be books, scientific publications, and newspaper articles. More about how to use references can be found on the Wikidata sources help page: https://www.wikidata.org/wiki/Help:Sources

A few notes:

Note 1. You can set the date for "retrieved" to auto-fill using the current date in your **Preferences**:
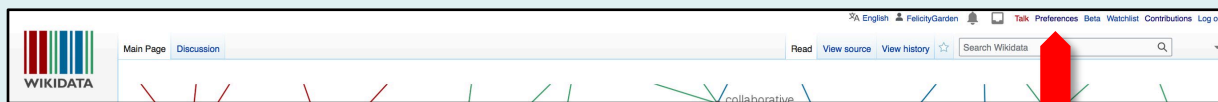
Select the **Gadgets** tab:
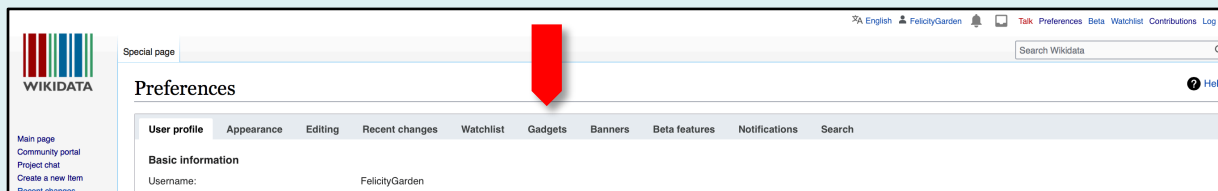
Scroll down under the **Wikidata-centric** list and check the *current date* box:

Note 2. Although references are not required *per se*, if missing, the statement may not be used by search engines; simply put, the machines may not recognize a statement as valid without a reference. For example, Wikipedia will not use information from Wikidata that is not referenced.

Note 3. You **cannot** use your official website as a reference but must find another reference source. This is to avoid any proliferation of self-referenced information on Wikidata that is purposefully false.

Add References to your Statements

Now try creating some more statements, but this time, add references. Begin by adding your "occupation", along with an appropriate reference:

occupation | singer-songwriter

create your statement by selecting "occupation" and "singer-songwriter" from drop-down menus

▾ 0 references

then click "+ add reference"

+ add reference

+ add statement

New fields to add the property and value for your reference will pop up, which you can fill in as follows:

occupation | singer-songwriter

✓ publish ✕ cancel ❓

+ add qualifier

▾ 2 references

🗑 remove

if using a URL as a reference, select "reference URL" from drop-down menu

reference URL | https://www.manitobamusic.com/madeleineroger

then copy and paste the URL here

+ add

🗑 remove

you can also add the date you retrieved this web URL, to strengthen the reference

retrieved | 2022-02-21 | 🗑 remove

+ add

+ add reference

Add Qualifiers to your Statements

Add a few more general information statements with references, such as your place of birth and work location.

Next, add your website as a statement. Use the property "official website." Once you publish this statement, you will see a flag. Click on the flag to find a message suggesting that you add a "qualifier" to this statement:

occupation | sing...

Suggestions ✕

▸ 2

required qualifier constraint Help Discuss
This official website statement is missing a qualifier language of work or name.

✎ edit

+ add value

official website | http://www.madeleineroger.com ⚑

✎ edit

▾ 0 references

+ add reference

+ add value

+ add statement

Time for another tech tip!

To add a qualifier to the statement about your official website, close the suggestion box and click "**edit**":
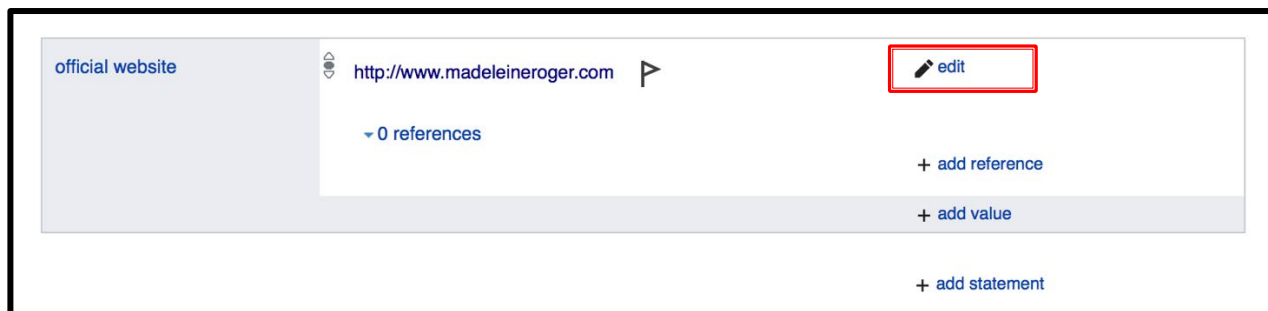
Click "**+ add qualifier**":
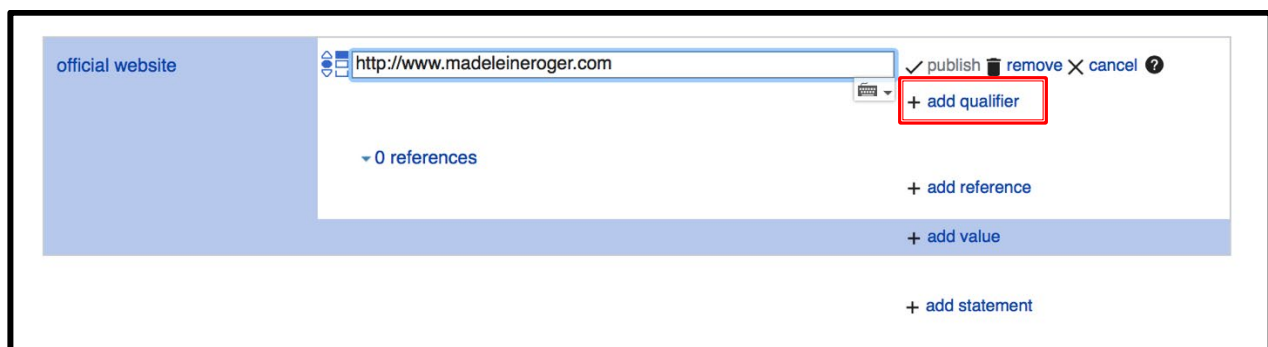
In the new field that appears, select "language of work or name" as it appears in the drop-down menu:
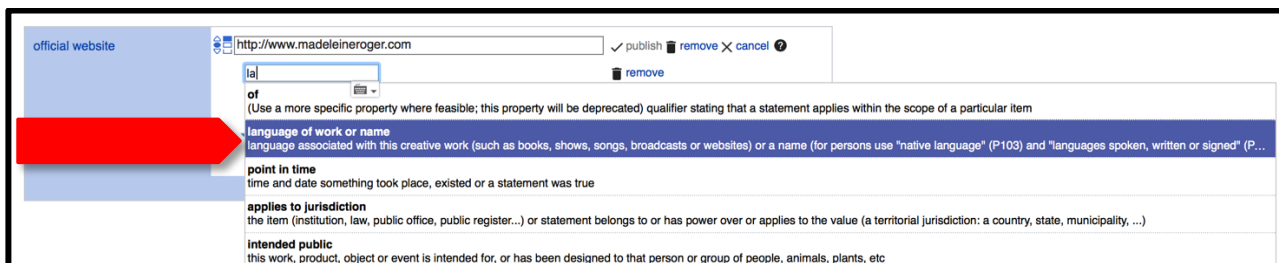
Once this property is added, the field for the value appears:
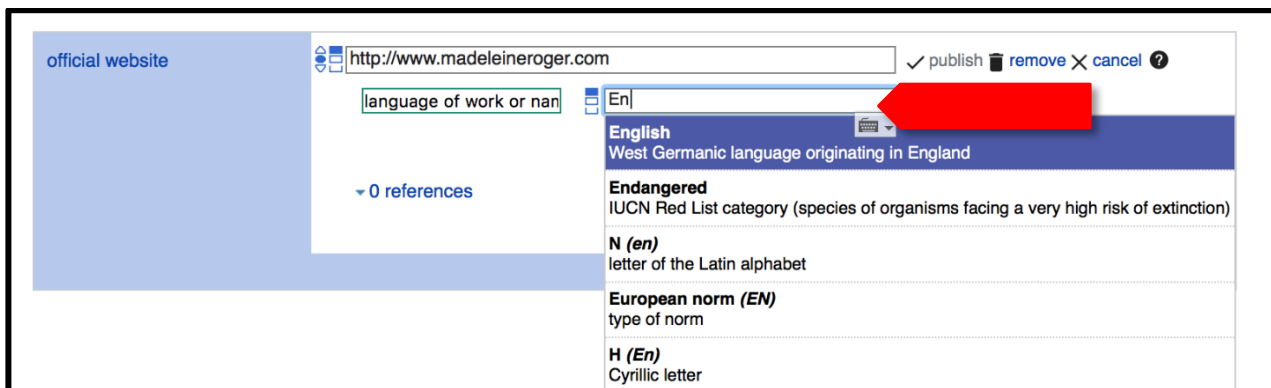
Click "**publish**" to save your qualifier to your statement:
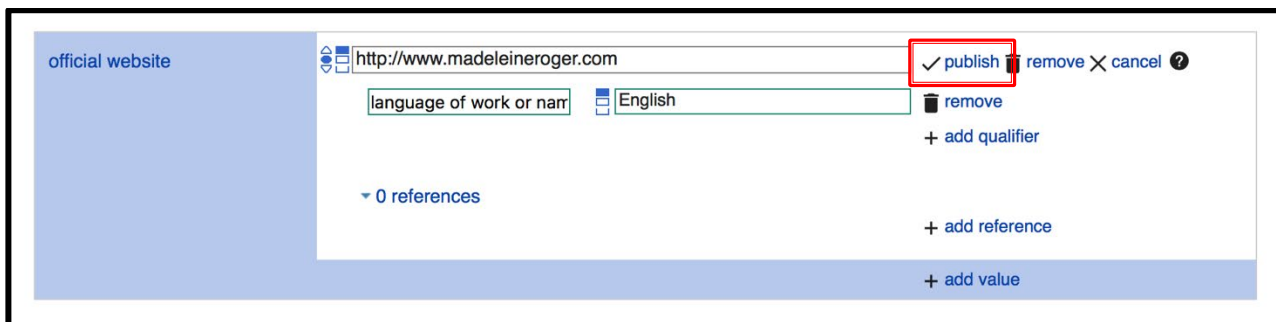
Now you know how to add statements with values that are other Wikidata items ("human", "female", "singer-songwriter"), but it is vital to link your profile to databases outside Wikidata.

This is done with particular kinds of statements, called *Identifiers*, which we introduce in another *Wikidata Tech Tip*:

Wikidata Tech Tips VII: What is an Identifier?

Identifiers, in the context of statements, are a specific type of Wikidata statement. They are also referred to as *External Identifiers.* They are not the same as the *unique identifier* assigned to each item (such as Q638 for "music").

In most cases to obtain the unique ID simply search for your name on the relevant site and look in the URL.

External Identifiers are ways to connect items – you! – to values that identify that item – you again! – in a database that is external to Wikidata. Examples of *External Identifiers* relevant for musicians include social media identifiers, such as:

➢ Facebook ID
➢ Twitter username and numeric ID, and date you joined (get at tweeterid.com)
➢ Instagram username
➢ YouTube Channel ID

music databases, such as:

➢ AllMusic Artist ID
➢ Apple Music Artist ID
➢ Billboard Artists ID
➢ Discogs
➢ Last.fm ID
➢ MusicBrainz
➢ Songkick Artists ID
➢ SoundCloud ID

Spotify ID and more general databases, such as:

➢ Google Knowledge Graph ID (search on https://kalicube.pro/knowledge-graph-explorer
➢ ISNI (International Standard Name Identifier for an identity)
➢ Library references (BAnO Author ID)
➢ Union List of Artist Names ID
➢ VIAF ID (Virtual International Authority File database)

It is important to add external identifiers to your Wikidata profile, because computers look for linked data! Read more about linked data here: https://capacoa.ca/en/2019/03/what-is-linked-open-data/

Quick Guides to Properties in the Appendices include more comprehensive lists of useful properties for musicians, performing arts organizations, and venues. Read even more about *Identifiers* on the Wikidata Statements help page: https://www.wikidata.org/wiki/Help:Statements and on the Wikidata Project for Performing Arts "Data Structure" pages: https://www.wikidata.org/wiki/Wikidata:WikiProject_Performing_arts/en

You may or may not know whether you are listed in external directories. Most of these do not appear in search engine searches. Using the lists below, you should go to relevant directories and search for your name. When you find it, you can then add your unique ID from those directories on Wikidata.

External identifiers are the way in which search engines and other digital tool using Wikidata are able to unambiguously bring together your entire digital footprint: by combining the information they retrieve about you from various sources.

Add Identifiers

To add identifiers, scroll down to the section called Identifiers, then click "**add statement**":

In the property field that appears, begin to type the external identifier you would like to add. If it is an existing Wikidata property, it will appear in the drop-down menu, as in the case of your MusicBrainz artist ID:

In the value field that appears, add the appropriate ID, or other database reference:

To complete your identifier, simply add the reference "retrieved" and the date:
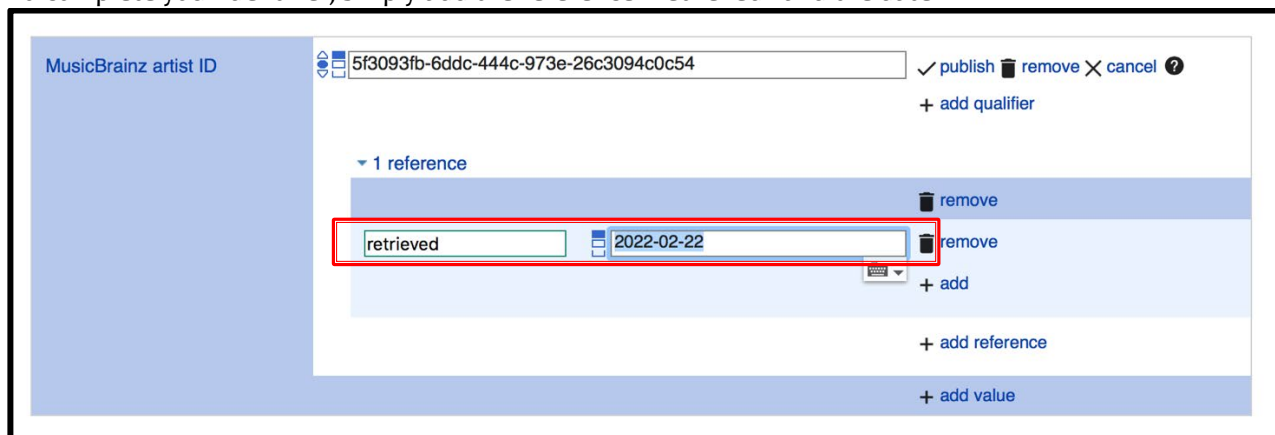
Always remember to click **'publish'** when you are finished creating or editing a statement.

Add Images on Wikimedia Commons

Images can be incorporated into your Wikidata profile by adding a statement with the property 'image'.

However, your image must first be uploaded to Wikimedia Commons and then linked to your Wikidata profile. In fact, it is worth doing a search on Wikimedia Commons for your name to see if other users have already uploaded their own images of you.

Wikidata Tech Tips VIII: Images on Wikimedia Commons

Wikimedia Commons, another project hosted by the Wikimedia Foundation, is an online repository of **free-use** image, sound, and other media files. All of the media on Wikimedia Commons are under a "free license." That means they can be used and shared by anyone, for free, using the same Creative Commons license. Usually, this simply means giving credit to the author. If needed, further copyright rules can be found here:

https://commons.wikimedia.org/wiki/Commons:Copyright_rules_by_subject_matter

In short, you may only upload images to Wikimedia Commons that you have created, or for which you have been granted permission to use. As you upload the image, you will be prompted to confirm that you have the rights to the image and confirm the free license rights.

Uploading key images to Wikimedia Commons will not only bring your Wikidata Profile to life; it will ensure that your best images are easily accessible for use by fans, promoters, journalists, and destination marketing associations as well as search engines and other digital tools. Among other uses, Google's knowledge panel draws on Wikimedia Commons images.

To add an image to your Wikidata profile, begin by uploading your image from your computer hard drive to Wikimedia Commons following the simple steps in the Wikimedia Commons Upload Wizard:

https://commons.wikimedia.org/wiki/Special:UploadWizard
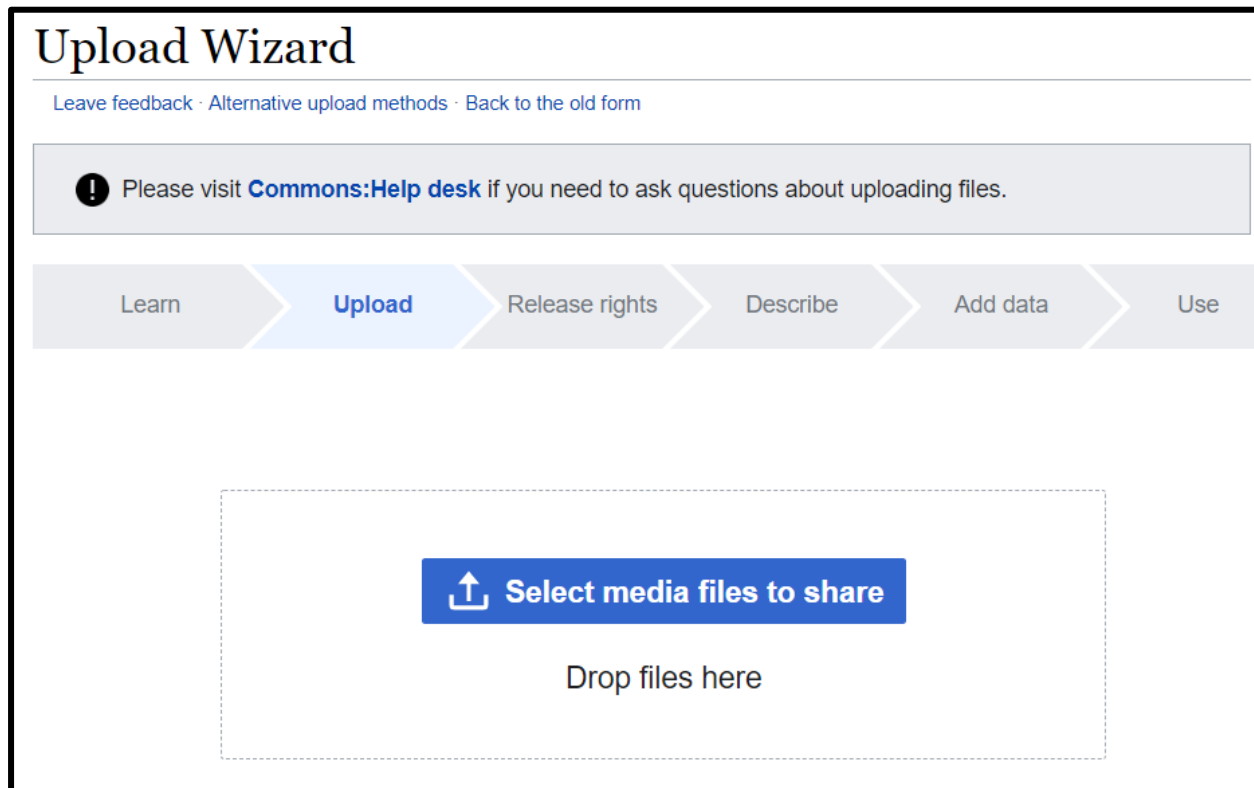
Note: your Wikidata user account gives you access to all Wikimedia projects, so do not create a separate account for Wikimedia Commons.

As you upload your image, make a note of the image file name, as you will need it when you add your image to your Wikidata profile.

Once your image has been uploaded to Wikimedia Commons, return to your Wikidata profile.

Click "**+ add statement**":
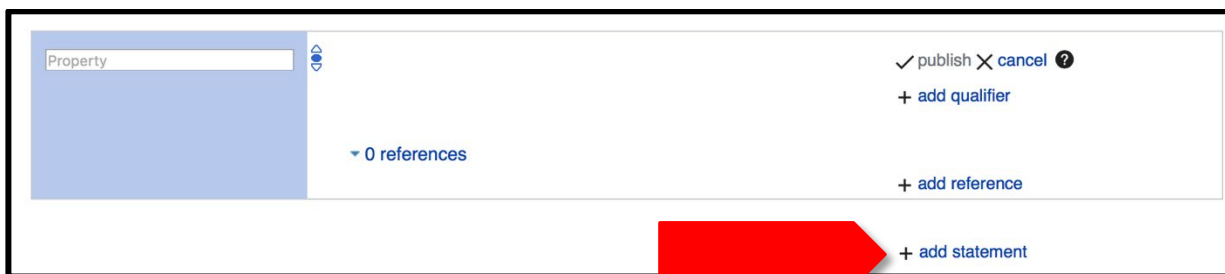
If you are linking to a photo, begin to type "image" into the Property field; select "image" from the drop-down list:
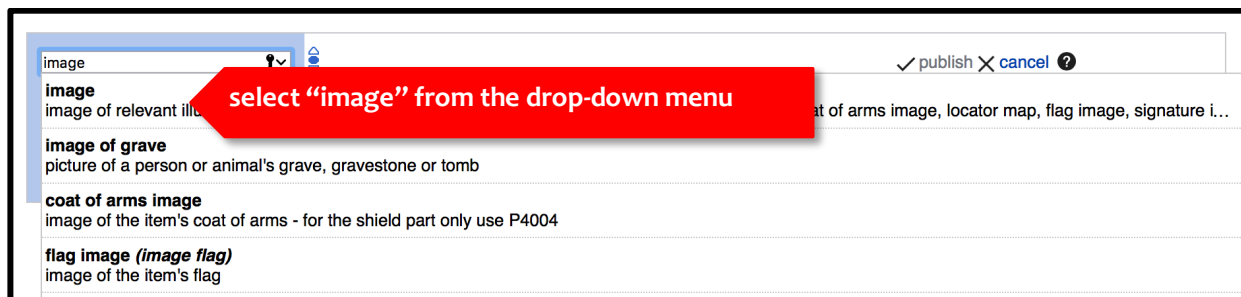
To complete your statement, begin to type in your image file name in the Value field. Wikidata will access Wikimedia Commons, and your newly uploaded image file name will appear in the drop-down list. Select your image file name:
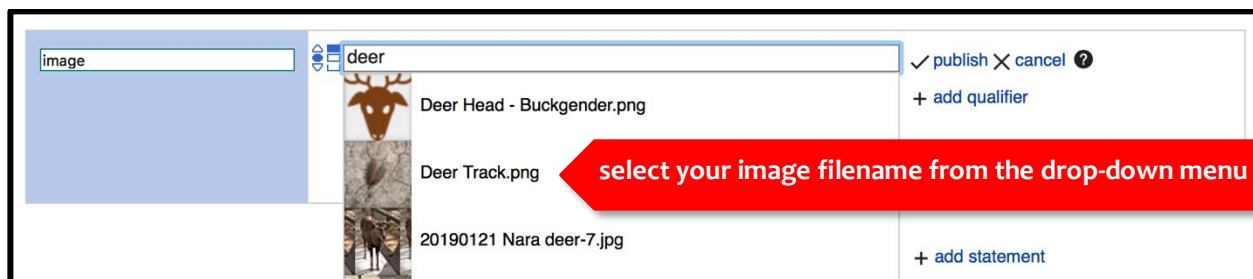
Click '**publish**'
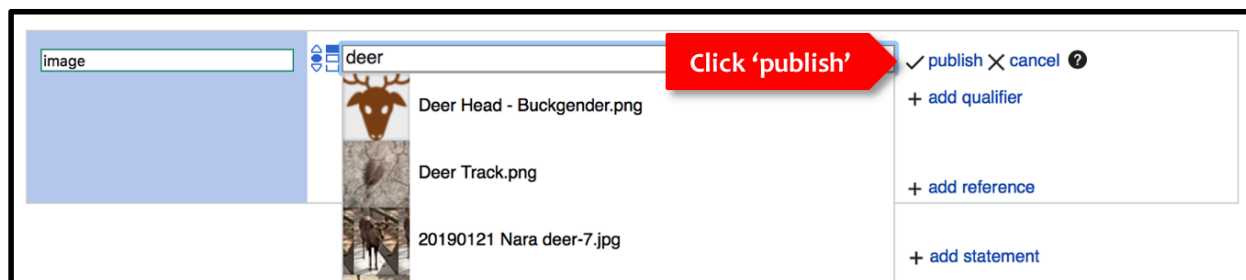
Some bands also use logos. In that case upload your logo image file. When associating your logo, select the property 'logo image' and begin to type in the file name. It will automatically appear in the drop-down list and you can finish linking it to your Wikidata profile.

Congratulations! You have enhanced your Wikidata profile, while affirming the free use of an image that you feel best represents you and your work.

Now What?

Now you have all the basic information you need to create a great Wikidata profile. From here, read the Quick Guide to Properties (for Musicians, Organizations, or Venues, see Appendices) for a list of useful statements for musicians.

Increase your discoverability by adding more information to your profile, linking information to existing Wikidata items and linking other databases of information as much as possible.

For inspiration, check out these profiles of some very *discoverable* musicians:

Avril Lavigne – 395 statements plus discography

Alanis Morissette – 295 statements plus details about her discography, events

Celine Dion – 250 statements plus details about her extensive discography through related items

David Foster – 191 statements

Seeing the Impact on Your Discoverability

So how can you see this impact on increasing your discoverability by having created a comprehensive Wikidata Profile?

> In the performing arts sector, linked, open directories have lagged adoption compared to film, for instance. IMDb (the Internet Movie Database) says it "is the world's most popular and authoritative source for information on movies, TV shows and celebrities." From its fan-driven beginnings on a UseNet group in 1990 it has grown into the major source of detailed information about more than 10 million titles and 11 million records of people in the film industry with 83 million registered users.
>
> There simply is no equivalent in the performing arts today. However, in Canada there are several initiatives that are working toward establishing performing arts information to be as readily available as film information. Wikidata is at the centre of these efforts. Those projects include Culture Creates' Artsdata.ca initiative to build the knowledge graph for the arts; CAPACOA's data strategy work for the performing arts through its Linked Digital Future Initiative and the Performing Arts Genome initiative to evolve the worldwide web standards related to information about the performing arts led by StagePage.

Let's take a look at how you can see your Wikidata information working for you.

Within Wikidata

There are several tools within Wikidata to help you see how your Wikidata profile is used by others.

The most important ones to track periodically, i.e. every 3 to 4 months are:

- "What links here"
  - Shows which other Wikidata pages link to your own item, using the QID.
  - The more cross links there are, the more discoverable you become, because they place you in the context of the referencing item.

- "Page Information"
  - There are two elements to track through this link: "Page properties" and "Pageviews Analysis"
    - Page Properties shows other wikis that link to this page
    - Pageviews Analysis shows the numer of views daily or monthly by three types of viewers: human users, spiders including search engine web crawlers and automated programs that are not search engines.
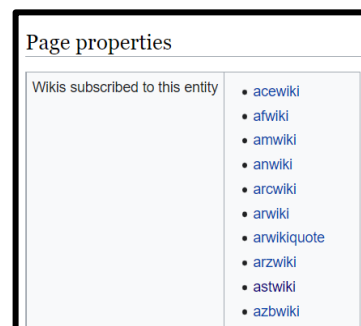
This image shows monthly views since 2015 by spiders of Avril Lavigne's Wikidata profile (Q30449).
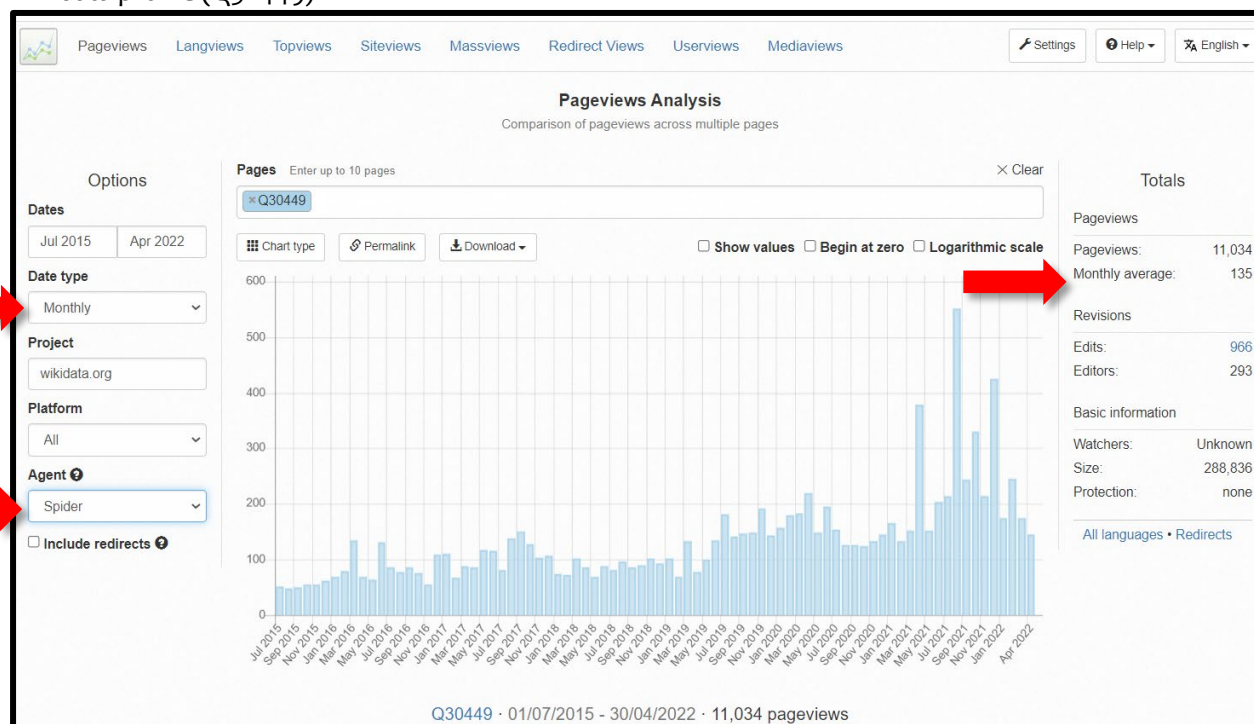
When toggling to human users under Agent, the data reveals a monthly average of 126 pageviews for Avril Lavigne's profile. Wikidata items for her music releases and other items are additional exposure.

In essence, you can use the spider data to track that your information is being indexed by search engines. As Wikidata does not change often, these figures will generally be quite low.

For most musicians without Avril Lavigne's fame, these page views will be much smaller, of course.

You do want to check the pageviews about 2 weeks after creating your Wikidata profile or making major updates to see that they are being picked up – in particular by spiders. If they are not, then you might need to create a more comprehensive profile, fix any cautions and flags, or add missing references to your statements.

Outside Wikidata

From the Wikipedia article on Wikidata: "As of November 2018, Wikidata information was used in 58.4% of all English Wikipedia articles, mostly for external identifiers or coordinate locations. In aggregate, data from Wikidata is shown in 64% of all Wikipedias' pages, (…) and 27% of Wikimedia Commons." Of course, depending on the status of your music career, you may or may not have a Wikipedia page.

But there is more: The Google Knowledge Graph which powers Google search and its Knowledge Panels.

You can either do a simple Google search for your name using quotation marks to focus Google on your specific name. Or better, yet, you can look up your Google Knowledge Graph ID and see the information displayed that is unambiguously associated to you.

The first step is to find your Google Knowledge Graph ID: go to https://kalicube.pro/knowledge-graph-explorer and type in your name. This explorer can return multiple responses, so it is important you make sure the KGID is really about you by clicking on 'See on Google' before using it. You can take a snapshot of the results page for your Google KGID before you make updates to your Wikidata profile and a few months afterwards to see what has changed. Normally you would look to see more detail and more depth of information especially in the Knowledge panel about you that Google displays on the left-hand side of its results pages.

In fact, using the KGID, you will see whether Google has created a Knowledge Panel for you, yet. If not, this is a good time to create this information by claiming it and going through the Verification process.

Wikipedia, Wikidata and Wikimedia Commons are all sources Google uses to construct knowledge panels. In particular, the external identifiers, from your social media to places where your music is available online are important to have in Wikidata as those are often used and cross-referenced.
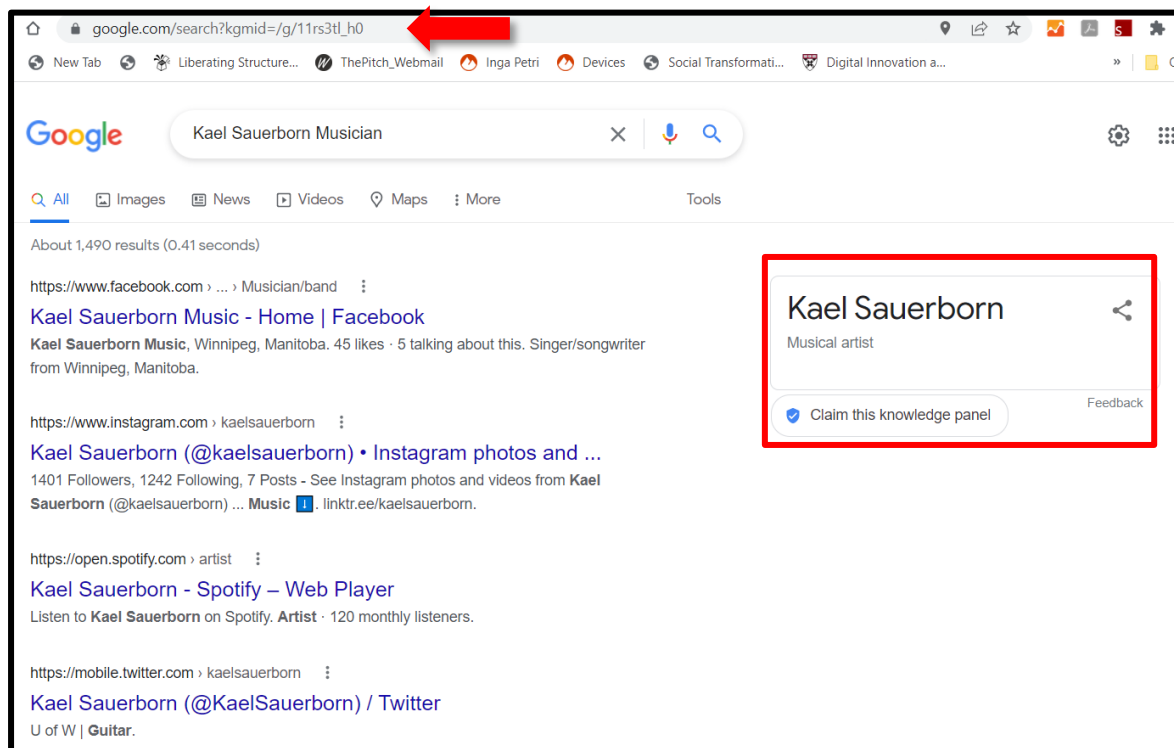
Of course, Google will continue to index your website and social media presence, too, so your organic results may not shift much as a result of Wikidata entries.

Perhaps more interesting is to experiment with category searches, such as Manitoba Musicians …
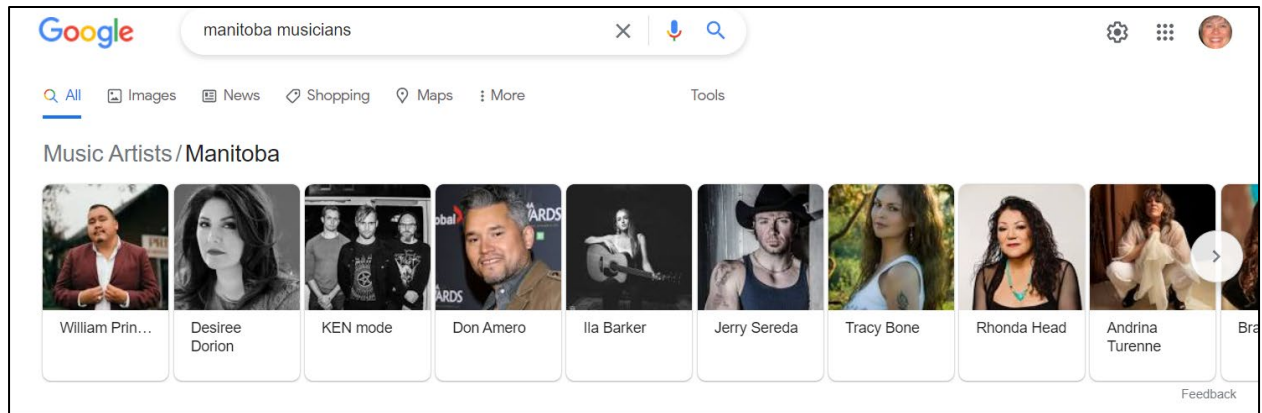
… or Canadian women singer-songwriters and see who appears.
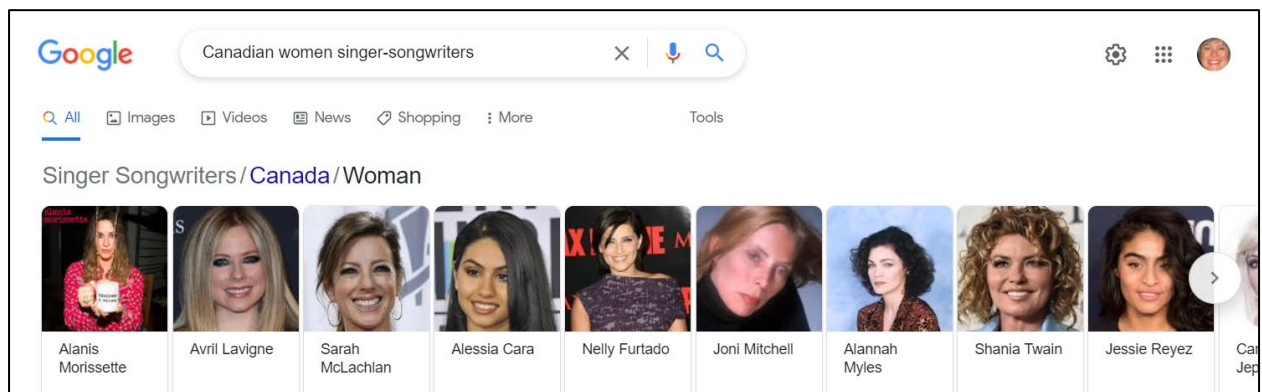
Or any number of other category searches.

Google often presents options in this carousel format at the top of the search page, giving more exposure to more popular but also well-rounded online information.

Another thing to watch is the information linked to Google's Knowledge Panel.

By way of example, the difference between these two knowledge panels is the creation of a Wikidata profile for Leonard Podolak and referencing him on *The Duhks* band profile. Google now displays more complete information, including his parents who both have a Wikidata profile in their own right.

At the bottom there is always a reference for similar items people have search for. Just as other people show up on your Knowledge Panel you might show up on theirs. You might also seek to position yourself along side certain artists. Your Wikidata profile can assist that process: from the similar geographic data to music genre information, your discography, the bands you play with and external identifiers.

As linked, open directories continue to develop, no doubt, the tools to track the usage of your information will, too. Meanwhile these tips will help you see the impact of having a comprehensive Wikidata profiles along with the use of relevant images on Wikimedia Commons.

Before: Dec 9, 2021

After: May 15, 2022

strategic moves
THINKING : BUSINESS

Appendices

Appendix A: Information to Gather Before You Begin

to Add to Your Wikidata Profile

Before you sit down to create or add to your Wikidata profile, it may be useful to gather some information that you will use to describe and reference yourself.

Gather:

1. **References**

Wikidata statements are stronger when substantiated by a reference (see Wikidata Tech Tips IV).

Usually, one or two URLs will provide enough information to sufficiently describe a musician, such as where they are from, instruments and genre of music, awards received, etc.

NOTE: Official websites cannot be used as references.

2. **Links to:**
➢ Official website (note language(s))
➢ Any existing Wiki article(s)/item(s)
➢ Any existing Wikimedia Commons images
➢ Social media platform links and IDs, such as:
   o Facebook
   o Twitter (convert to numeric ID on tweeterid.com)
   o Instagram
   o YouTube Channel ID
➢ Music Identifiers, such as:
   o AllMusic Artist ID
   o Apple Music Artist ID
   o Billboard Artists ID
   o Discogs
   o Last.fm ID
   o MusicBrainz
   o Songkick Artists ID
   o SoundCloud ID
   o Spotify ID
➢ Other external identifiers, such as:
   o Google Knowledge Graph ID (Search https://kalicube.pro/knowledge-graph-explorer
   o ISNI (International Standard Name Identifier for an identity)
   o Library references (BAnO Author ID)
   o Union List of Artist Names ID
   o VIAF ID (Virtual International Authority File database)

Appendix B: Quick Visual Guide

From the Wikidata Glossary (https://www.wikidata.org/wiki/Wikidata:Glossary) in the Wikidata Community Portal (https://www.wikidata.org/wiki/Wikidata:Community_portal) here is a visual guide to Wikidata items, statements, qualifiers, and references:

Elements of a statement, from item Q42

Appendix C: Quick Guide to Properties for Musicians

that Know the Basics of Wikidata

Here is an overview of relevant Wikidata Statements and Identifiers for musicians and bands. A more comprehensive guide can be found on the Wikidata Music Project page.

It can be helpful to reference established Wikidata pages to see examples of the kinds of properties and values that are commonly used. Here are a few examples:

- Miles Davis
- Katy Perry
- Sarah Slean
- Susan Aglukark

Note: not all of this information is required. However, more referenced facts are better. So you can add more detail, such as place of birth, languages spoken, etc.

General Statements

Property	Value and/or remarks
instance of	human (always begin with this!) musical ensemble
image	upload to Wikimedia Commons and link to your Wikidata profile
sex or gender	Multiple options are available
country of citizenship	Select each country for which you hold citizenship
ethnic groups	Select all that apply
given name	may need to add if your name is not listed in drop-down menu
family name	may need to add if your name is not listed in drop-down menu
date of birth	for living artists, omit details unless birthdate is widely known
father/mother	only if listed on Wikidata, or add if notable
spouse/partner/relative	only if listed on Wikidata, or add if notable *optional qualifiers:* start time/end time
educated at	Institution name *qualifiers:* start time/end time
occupation	may or may not be musical focus; can be for whatever work is done to earn a living; include all relevant occupations, e.g. musician, guitarist, composer, singer, producer. *optional qualifiers:* start time/end time
official website	required qualifier: language of work or name
place of birth	Use the city, the rest is implied
work location	Where you predominantly work out of
operating area	Includes all the countries you tour in
work period	When your music career began
languages spoken	Select all that apply by adding values
writing language	Language you predominantly perform in

Musical Background Statements

Property	Value and/or remarks
member of	link to Wikidata items for musical groups you belong to *optional qualifiers:* **start time/end time**
student of	name of teacher, only if listed on Wikidata, or add if notable
instrument	**trumpet, guitar, voice,** etc. list all that apply *optional qualifiers:* **start time/end time**
genre	**jazz, rock, folk, etc.**
record label	*optional qualifiers:* **start time/end time**
award received	add if missing *optional qualifiers:* **point in time, for work**
nominated for	add if missing *optional qualifiers:* **point in time, for work**
discography	value can be Wikipedia discography page; , or create Wikidata items for music releases *optional qualifiers:* **point in time, for work**
participated in	festival or event such as Winnipeg Crankie Festival *optional qualifiers:* **point in time**

External Identifiers

The following are "identifiers", a specific type of "statement". See Wikidata Tech Tips IX. Wikidata automatically lists identifiers following statements.

Reference each Identifier with the date you retrieved the information, using the property "retrieved".

For more information, and tips about where to find ID numbers for external identifiers, see Appendix E: Guide to Social Media, Music Database, and other External Identifiers.

Social media identifiers

Facebook ID	**In the URL**
Instagram username	Use your @handle found in the URL

Twitter username
    required qualifier: **start time**
    required qualifier: **Twitter User numeric ID**
optional qualifier: **number of subscribers**; if so, also add qualifier: **point in time**
	User name means your @handle
	Numeric ID is found using converter:
	https://tweeterid.com/

YouTube Channel ID	**In the URL**

Music identifiers

Spotify ID	In the URL
SoundCloud ID	In the URL
AllMusic Artist ID	In the URL
Apple Music Artist ID	In the URL
Billboard Artist ID	In the URL
MusicBrainz Artist ID	In the URL
Songkick Artist ID	In the URL – but only use the number displayed not the name
Discogs Artist ID	In the URL
Last.fm ID	In the URL

Other Identifiers

Google Knowledge Graph	**Search at:** **https://kalicube.pro/knowledge-graph-explorer.** Use the @id after checking what Google displays
Library references (BAnQ Author ID)	
VIAF ID (Virtual International Authority File database)	Search at <u>VIAF.org</u>; number of up to 22 digits
ISNI (International Standard Name Identifier for an identity)	Search at <u>https://isni.org/page/search-database/ and use ISNI number</u>
Union List of Artist Names ID	Search at https://www.getty.edu/research/tools/vocabularies/ulan/ And use the ID number

Other types of Wikidata entries relevant for musicians

These are not properties to be added to your Wikidata profile, but are suggestions for additional Wikidata items that can be created for a musician's work. Properties of these items will include links back to your Wikidata profile, such as the properties "composer", "lyrics by", "copyright holder", and "performer".

➢ **Musical composition** (example: **Wuthering Heights** by Kate Bush)

➢ **Audio track**

➢ **Release** (example: Adele's debut album **19**)

Appendix D: Quick Guide to Properties for Performing Arts Organizations
that Know the Basics of Wikidata

Here is an overview of relevant Wikidata Properties for performing arts organizations. A more comprehensive list properties including example Wikidata items can be found on the [WikiProject Performing arts](#) page, from which much of the information here has been gleaned.

It can be helpful to reference established Wikidata pages to see examples of the kinds of properties and values that are commonly used. Here are a few examples:

➢ [Edmonton Jazz Society](#)
➢ [NAC Indigenous Theatre](#)
➢ [Théâtre de l'Œil](#)
➢ [Kaha:wi Dance Theatre](#)

Important note: "Performing arts organizations" refers to the organization itself, not the physical building. For performing arts buildings, see the Wikidata Quick Guide for Performing Arts Venues.

Not all of this information is required[2], and you may choose to add more detail such as membership affiliations (e.g. member of CAPACOA) and festival, event, or venue operated by the organization[3].

General Statements

Property	Value and/or remarks
instance of	choose one or two properties that describe the organization at a basic level[4] **Not-for-profit arts organization** **performing arts presenting organization**
country	
official name	can be in text format (not necessarily an existing Wikidata item that will pop up in the drop-down menu)
legal form	such as: **non-profit charitable organization** **foundation** **association**
field of work	**performing arts**
inception	

---

[2] *The only required statement for every Wikidata Item is an 'instance of' statement.*

[3] *For a festival, event, or venue operated by the organization, use property 'item operated'; create Wikidata item for the festival/event/venue if not yet existing. [note: 'service'] For the festival/event/venue Wikidata Item, refer back to the organization by adding a statement with property 'Operator'.*

[4] *Broader categories describing the organization at a higher level do **not** need to be identified individually as values for the 'instance of' statement, as the descriptive category chosen will already have been identified within Wikidata as a subclass of broader categories. For example, 'performing arts organization' is a subclass of 'organization'; therefore stating 'instance of performing arts organization' is sufficient.*

Location

Property	Value and/or remarks
located in the administrative territory of	
coordinate location	geocoordinates of the subject
street address	include the building number, city/locality, and postal code, but not country

Communications

Property	Value and/or remarks
email address	
phone number	
official website	*required qualifier:* **language of work or name**
social media followers	On particular platform; e.g. Twitter (use **Twitter user numeric ID**) *qualifier:* **point in time** Reference with '**retrieved**' date

Personnel

Add each person to Wikidata as a new item if they are notable but don't yet have a Wikidata profile.

Property	Value and/or remarks
founder	
director/manager	*qualifier:* **start time/end time**
chairperson	*qualifier:* **start time/end time**
board member	*qualifier:* **start time/end time**

Social media identifiers

Reference each with '**retrieved**' date.

Property	**Value** and/or remarks
Facebook ID	In the URL
Instagram username	*qualifier:* **start time/end time**
Twitter username	*required qualifier:* **start time**
	required qualifier: **Twitter User numeric ID** (found using converter: https://tweeterid.com/)
	optional qualifier: **number of subscribers**; if so, also add qualifier: **point in time**
YouTube Channel ID	
LinkedIn Company ID	

Other external identifiers

Reference each with '**retrieved'** date.

Property	**Value** and/or remarks
Artsdata.ca ID	
Canada Business Number	In your business files
VIAF ID	Search in the Virtual International Authority File database
ISNI	(International Standard Name Identifier for an identity)
Freebase or **Google Knowledge Graph ID**	Search at: https://kalicube.pro/knowledge-graph-explorer. Use the @id after checking what Google displays
Worldcat Identities ID	In the URL
Vimeo Identifier	In the URL
Logo image	from Wikimedia Common

Appendix E: Quick Guide to Properties for Performing Arts Venues

that Know the Basics of Wikidata

Here is an overview of relevant Wikidata properties for performing arts venues. A more comprehensive list properties including more example Wikidata items can be found on the WikiProject Cultural Venues page, from which much of the information here has been gleaned.

Examples of performing arts venues already existing as Wikidata items:

➢ National Arts Centre
➢ Massey Hall
➢ Copenhagen Opera House

Notes:

➢ Performing arts venues refer to the building itself, not an organization, so ensure separate items are created for the venue and the organization[5]. For example: Schauspielhaus Zv°rich (Q675022) is operated by Schauspielhaus Zürich (Q40313234)

➢ Not all of the following information is required[6], and you may choose to add more detail such as owned by, operated by, architectural style, etc. For a comprehensive listing, see the 'data structure' tab of the WikiProjects: Cultural Venues page.

General Statements

Property	Value and/or remarks
instance of	choose one or two properties that describe the venue at a basic level[7]: **performing arts center (Q3469910)** **theatre (Q24354)** **concert hall (Q1060829)** **opera house (Q153562)**
named after	
date of official opening	
architect	
heritage designation	
maximum capacity	
wheelchair accessibility	
official website	*required qualifier:* **language of work or name**

---

[5] *An example of a Wikidata Item that needs to be disentangled (venue from organization) is the Sanderson Centre for the Performing Arts (Q38386517). The venue and the organization that runs it should be separate Wikidata Items; as it stands currently, the Wikidata Item is described as a venue, but also an organization. Difficulties arise when a statement is made that this venue is a 'member' of 'CAPACOA'. The organization is a member, but not the venue/building. Similarly, the property 'maximum capacity' can be used in statements for venues, but not organizations.*

[6] *The only required statement for every Wikidata Item is an 'instance of' statement.*

[7] *Broader categories describing the venue at a higher level do **not** need to be identified individually as values for the 'instance of' statement, as the descriptive category chosen will already have been identified within Wikidata as a subclass of broader categories. Each of performing arts center (Q3469910), theatre (Q24354), concert hall (Q1060829), opera house (Q153562) are subclasses of performing arts building (Q57660343).*

Image

Use images from Wikimedia Commons (upload if necessary).

Property	Value and/or remarks
image	if available, use more specific properties such as **"logo image", "locator map", "flag image"**
image of interior	
nighttime view	
aerial view	

Location

Property	Value and/or remarks
country	
located in the administrative territory of	
coordinate location	geocoordinates of the subject
street address	include the building number, city/locality, and postal code, but not country

Other external identifiers

Reference each with '**retrieved'** date.

Property	Value and/or remarks
GeoNames ID	Search on https://geonames.nga.mil/namesgaz/ in the results page pop up window click on the location you want to reference. The Additional Attributes pop up shows the Unique Name Identifier to use.
MusicBrainz place ID	In the URL
ISNI	(International Standard Name Identifier for an identity)
Freebase or Google Knowledge Graph ID	Search at: https://kalicube.pro/knowledge-graph-explorer. Use the @id after checking what Google displays
TripAdvisor ID	Either the second numerical after 'd' in the URL of your listing or look in your Management Centre for TripAdvisor listings. Use the number only.
Instagram location ID	Search on Instagram for the name of the location; click on the one that uses the map marker symbol. The next page will have a map above and a grid of photos below. In the URL there is a number which is the location ID

Appendix F: List of and Links to *Wikidata Tech Tips* in this Guide

Appendix G: Useful Resources

➢ Wikidata Project for Performing Arts:

a Wikidata project with the aim of creating the world's most complete high quality database of performing arts productions, literary and artistic works related to the performing arts (theatre plays, musical compositions, choreographic works), performing arts companies, and performing arts professionals

https://www.wikidata.org/wiki/Wikidata:WikiProject_Performing_arts/en

➢ Linked Digital Future:

an initiative seeking to enhance the discoverability of the performing arts

https://linkeddigitalfuture.ca

➢ Making Tomorrow Better:

A national digital literacy and intelligence initiative with an up-to-date Digital Playbook and overarching practical guides to achieving increased discoverability.

https://digitalartsnation.ca/digital-playbook/