WP: PROMO/COI -- Editing for Promotional and Conflict of Interest Issues in an Article

Wikipedia always has to be on the lookout for promotional content and conflicts of interest. This document is to help us identify and handle these issues as they arise.

Policy Pages

WP:PROMO

WP:COI

Major Issues

1) When an article is about a good organization but still contains promotional content

---

There are some Wiki articles over a great organization, in the following case an organization that's mission is to stop human trafficking, but their article still needs to be neurtal and encylopedic. Even if they're doing great work, they shouldn't be promotional on their wiki page.

Example: A21 Campaign Before + After

- "This all-female UK team rowed across the Atlantic Ocean, following an old slave trade route from the Canary Islands to Barbados, and crossed over 2,600 miles in a record setting 45 days to raise awareness and funding for The A21 Campaign."

Notice: Another PROMO issue here is the inclusion of a video on their article page in their media section ("Gallery") that acted as a promotional video/ad for their organization which goes against Wikipedia Policy.

2) When an editor has COI issues (what to do + how to approach them)

Sometimes, new editors to Wikipedia begin editing articles that they are closely associated with. This is a Conflict of Interest (COI) problem. It's hard to write neutral and unbiased content for an organization that you're a part of.

Example: United States of America Cricket Association (before and after)

- This editor was the Executive Secretary for the USACA and was adding in promotional content which violates several Wikipedia policies. Another experienced editor attempted to revert the edits made, which upset the COI editor and caused them to add content into the lead of the article calling this other editor out. This is obviously not how communication on Wikipedia works. The seasoned editor then posted in the talk page discussing the COI issue and eventually the new editor ceased their edits on this page.

This first screenshot displays the COI (3rd paragraph)

COI Editor adds in their message to the article's lead

and a Dispute Resolution Committee hearing before the Honourable Michael Beloff QC.[1]

I am disappointed with Etherfire's edits - I do not know who he/she is. I am the Executive Secretary of USACA and do not approve of his edits. I posted updates to correct certain information which he/she keeps on reverting. It is better in the interest of encyclopedia being correct only knowledgeable person who know should be editing and posting information which is not Etherfire! Etherfire, You are welcome to contact and connect with me if you want to be my spokesperson to deliver the information!

Contents [hide]

Example: Lightwater Valley (before and after) + (Link) (That link is to the COI page another editor posted for this IP address that was adding all of this PROMO content since it's probable that they work for this company.) + COI Noticeboard

Attractions

Lightwater Valley has over 30 rides and attractions, ranging from thrill rides such as The Ultimate, Splash Falls for the more modest thrill-seekers, and small rides such as Dragon Boats for the park's young visitors. Lightwater Valley now categorises their attractions into three groups - Rides & Attractions, Children's Play, and Entertainment. This helps establish what rides are suitable for visitors and the expected height restriction for each.

2020 season

The park opens for the 2020 season on Saturday, 4 April 2020.

The Lightwater Valley situation was a bit more complex. There were several edits being made from IP addresses, which occurs when editors don't log into their Wikipedia profile. A lot of these edits were adding in promotional content to this page, which leads other editors to believe that they are aware of the COI issue and are attempting to work around that by making these edits anonymously. An editor posted on the IP address's talk page discussing COI issues as a formality, but also completed an official COI noticeboard post flagging this article. The editor approached the IP address editor with the five pillars of Wikipedia and other resources for new

editors without being contentious, and brought up COI without sounding accusatory. They also provided them with information regarding Wikipedia's Policy on COI. This is ideally how COI problems should be addressed.

Lightwater Valley: Experienced Editor's helpful post. Examine the rest of this post with the above link.

There were several IP addresses that were coming into the article and adding in a lot of PROMO content which alerted editors that there was a potential COI problem as well. An editor posted these two messages to one of the active IP addresses.

Welcome! [edit source]

Hello and **welcome to Wikipedia**! Thank you for your contributions.

I noticed that one of the first articles you edited was Lightwater Valley, which appears to be dealing with a topic with which you may have a conflict of interest. In other words, you may find it difficult to write about that topic in a neutral and objective way, because you are, work for, or represent, the subject of that article. Your recent contributions may have already been undone for this very reason.

To reduce the chances of your contributions being undone, you might like to draft your revised article before submission, and then ask me or another editor to proofread it. See our help page on userspace drafts for more details. If the page you created has already been deleted from Wikipedia, but you want to save the content from it to use for that draft, don't hesitate to ask anyone from this list and they will copy it to your user page.

One rule we do have in connection with conflicts of interest is that accounts used by more than one person will unfortunately be blocked from editing. Wikipedia generally does not allow editors to have usernames which imply that the account belongs to a company or corporation. If you have a username like this, you should request a change of username or create a new account. (A name that identifies the user as an individual within a given organization may be OK.)

In addition, if you receive, or expect to receive, compensation for any contribution you make, you **must disclose your employer, client, and affiliation** to comply with our terms of use and our policy on paid editing.

Here are some pages that you might find helpful:

Managing a conflict of interest [edit source]

Hello, 79.65.177.57. We welcome your contributions, but if you have an external relationship with the people, places or things you have written about in the page Lightwater Valley, you may have a conflict of interest (COI). Editors with a conflict of interest may be unduly influenced by their connection to the topic. See the **conflict of interest guideline** and FAQ for organizations for more information. We ask that you:

- **avoid editing or creating** articles about yourself, your family, friends, colleagues, company, organization or competitors;
- **propose changes** on the talk pages of affected articles (you can use the {{request edit}} template);
- **disclose** your conflict of interest when discussing affected articles (see Wikipedia:Conflict of interest#How to disclose a COI);
- **avoid linking** to your organization's website in other articles (see WP:Spam);
- **do your best** to comply with Wikipedia's content policies.

In addition, you are **required** by the Wikimedia Foundation's terms of use to disclose your employer, client, and affiliation with respect to any contribution which forms all or part of work for which you receive, or expect to receive, compensation. See Wikipedia:Paid-contribution disclosure.

Also, editing for the purpose of advertising, publicising, or promoting anyone or anything is not permitted. Thank you. Leaky caldron (talk) 09:08, 10 March 2020 (UTC) [reply]

3) PROMO issues must be removed

Example: United States of America Cricket Association (before and after)

- "Cricket coverage is available in the U.S. via Willow on satellite television providers DirecTV and Dish Network, as well as cable systems like Comcast, Time Warner Cable, Cablevision and Cox Cable."

Example: Short story (Before)

- "In 2012 Pin Drop Studio launched a short story salon held regularly in London and other major cities. Short story writers who have appeared at the salon to read their short stories to a live audience include Ben Okri, Lionel Shriver, Elizabeth Day, A.L. Kennedy, William Boyd, Graham Swift, David Nicholls, Will Self, Sebastian Faulks, Julian Barnes, Evie Wylde and Claire Fuller."
- "The London Magazine Short Story Prize [1], the Pin Drop Studio Short Story Award and many others, attract hundreds of entries each year." (this sentence could be useful if rephrased)

Example: Zachary Karabell (Before)

It is important to note this author's published books, but written up like this with links to shop at is not appropriate for Wiki and should be removed or reformatted.

Bibliography

- Karabell, Zachary (2021). *Inside Money: Brown Brothers Harriman and the American Way of Power*. Penguin Press. ISBN 9781594206610.
- Cramer, Aron; Karabell, Zachary (2010). *Sustainable Excellence: The Future of Business in a Fast-Changing World*. Rodale Books. ISBN 9781605295343.
- Karabell, Zachary (1999). *Architects of Intervention: The United States the Third World and the Cold War 1946-1962*. LSU Press. ISBN 9780807123416.
- Karabell, Zachary (2004). *Chester Alan Arthur (The American Presidents)*. Times Books. ISBN 9780805069518.
- Karabell, Zachary; King, David C. (2002). *The Generation Of Trust: Public Confidence In The U. S. Military Since Vietnam*. AEI Press. ISBN 9780844741888.
- Karabell, Zachary; Rosenberg, Jonathan (2003). *Kennedy, Johnson, and the Quest for Justice: The Civil Rights Tapes*. W. W. Norton Company. ISBN 9780393051223.
- Karabell, Zachary (2000). *The Last Campaign: How Harry Truman Won the 1948 Election*. Knopf. ISBN 9780375400865.