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**From:**  
**Sent:** 01 March 2007 15:00  
**To:**

**Cc:**  
**Subject:** Wikipedia entries for Shell

The subject of Shell's entry in Wikipedia has come up a couple of times recently. These are important, because they come up on the first page of Google search.

For example, see [http://en.wikipedia.org/wiki/Royal\\_Dutch\\_Shell](http://en.wikipedia.org/wiki/Royal_Dutch_Shell) and [http://en.wikipedia.org/wiki/Royal\\_Dutch\\_Shell\\_Environmental\\_and\\_reputational](http://en.wikipedia.org/wiki/Royal_Dutch_Shell_Environmental_and_reputational)

The first of these (the main listing) has been managed mainly by (ex Shell) and John Donovan (anti-Shell). The latter is the work almost exclusively of Donovan. As a result the main entry is reasonably factual (though it does contain lots of negative stuff), and the second entry is almost entirely negative.

Before anyone internally thinks about starting to edit these Shell entries, consider what happened to Microsoft and a Dutch politician when they started to edit their own entries.

<<RE: Microsoft's Wiki Error>> <<RE: Microsoft's Wiki Error>>

In short, the guidance is:

"Companies, their agents, or anyone else for that matter, are not supposed to edit Wikipedia entries they have a vested interest in. Doing so undermines the editorial integrity of the product.

"If you want something about your company on Wikipedia changed ... go to the discussion page attached to the entry. There, you should identify yourself and your affiliation and state your case, along with links to any supporting materials.

"It is then up to the volunteer editors to consider the company's information

and make the requested changes if they deem them valid. If nothing else, the company might get a notation added to the effect that the company has disputed particular facts."

We need to develop these thoughts into a strategy towards Wikipedia (and other third party sources of information).

I think it would still be OK for Shell people to create an entry on "Snake Wells" for example, as long as it was evenly balanced (there is no entry today). I guess this would be up to the subject matter experts to do.

regards