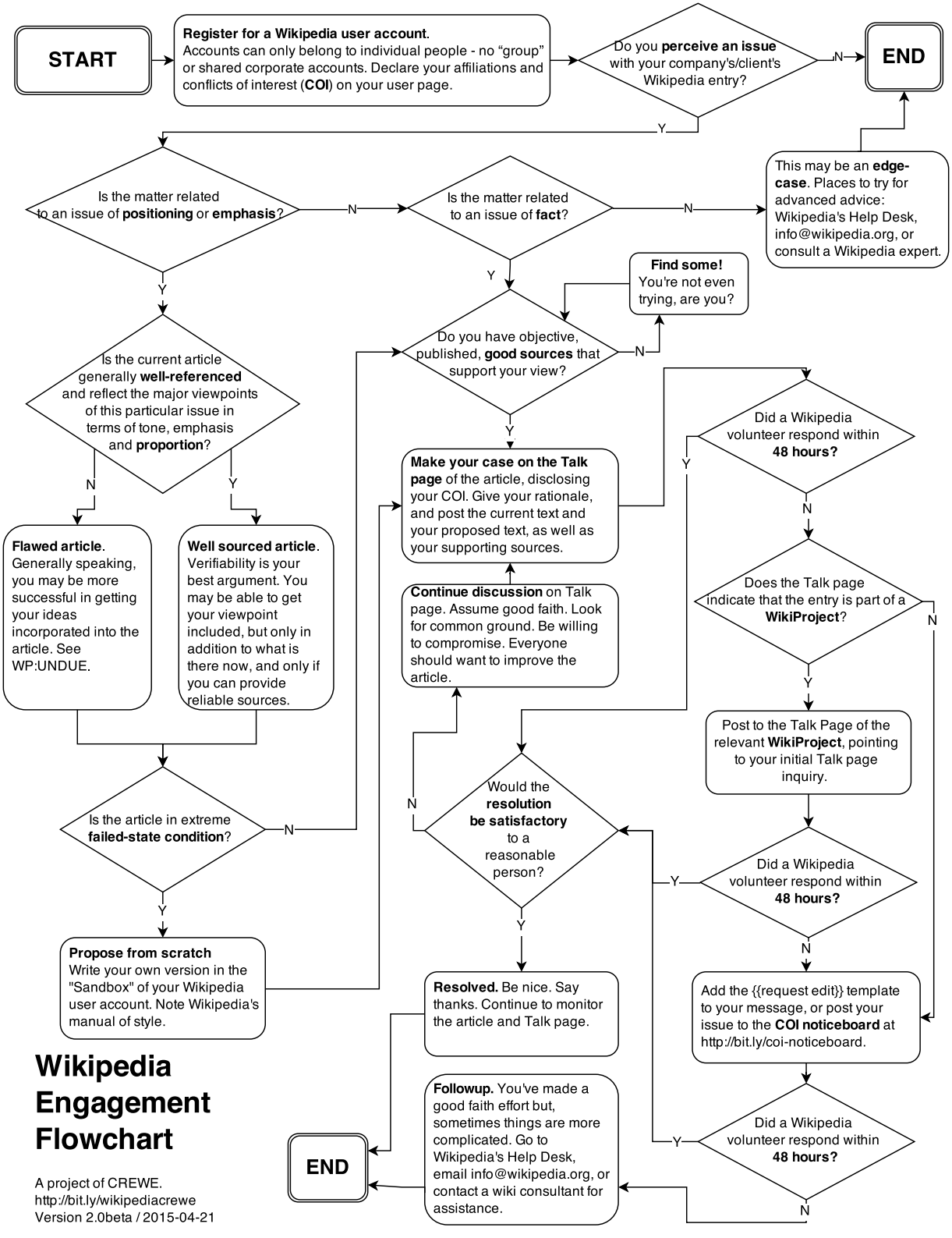
START
Register for a Wikipedia user account. Accounts can only belong to individual people - no "group" or shared corporate accounts. Declare your affiliations and conflicts of interest (COI) on your user page.
Do you perceive an issue with your company's/client's Wikipedia entry?
N
END
Y
Is the matter related to an issue of positioning or emphasis?
N
Is the matter related to an issue of fact?
N
This may be an edge-case. Places to try for advanced advice: Wikipedia's Help Desk, info@wikipedia.org, or consult a Wikipedia expert.
Y
Y
Find some! You're not even trying, are you?
Do you have objective, published, good sources that support your view?
N
Y
Is the current article generally well-referenced and reflect the major viewpoints of this particular issue in terms of tone, emphasis and proportion?
N
Y
Flawed article. Generally speaking, you may be more successful in getting your ideas incorporated into the article. See WP:UNDUE.
Well sourced article. Verifiability is your best argument. You may be able to get your viewpoint included, but only in addition to what is there now, and only if you can provide reliable sources.
Make your case on the Talk page of the article, disclosing your COI. Give your rationale, and post the current text and your proposed text, as well as your supporting sources.
Did a Wikipedia volunteer respond within 48 hours?
Y
N
Continue discussion on Talk page. Assume good faith. Look for common ground. Be willing to compromise. Everyone should want to improve the article.
Does the Talk page indicate that the entry is part of a WikiProject?
N
Y
Post to the Talk Page of the relevant WikiProject, pointing to your initial Talk page inquiry.
Is the article in extreme failed-state condition?
N
Y
Would the resolution be satisfactory to a reasonable person?
N
Y
Did a Wikipedia volunteer respond within 48 hours?
Y
N
Propose from scratch Write your own version in the "Sandbox" of your Wikipedia user account. Note Wikipedia's manual of style.
Resolved. Be nice. Say thanks. Continue to monitor the article and Talk page.
Add the {{request edit}} template to your message, or post your issue to the COI noticeboard at http://bit.ly/coi-noticeboard.
Wikipedia Engagement Flowchart
Followup. You've made a good faith effort but, sometimes things are more complicated. Go to Wikipedia's Help Desk, email info@wikipedia.org, or contact a wiki consultant for assistance.
Did a Wikipedia volunteer respond within 48 hours?
Y
N
END
A project of CREWE.
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