

Make Your Society AI-Friendly

A Collaboration Crew Guide · Boston 2026

The next collector is going to find your society through AI. This checklist lets you shape what they find. Work through it as a board.

Examples below use the American Helvetia Philatelic Society (AHPS), Wikidata Q4743974, as a working reference. Copy the patterns; swap in your society's facts.

A. Wikipedia

Why: The single most heavily cited source in LLM training and retrieval.

- ☐ Your society has a Wikipedia article (search www.wikipedia.org — choose your language).
- ☐ Article title matches your formal name.
- ☐ Lead paragraph names what you do, who you serve, when founded, and current size.
- ☐ Infobox populated: formation, type, headquarters, membership, president, secretary, affiliations, website.
- ☐ Sources are independent — your regional philatelic journal, your country's philatelic society posting, third-party catalogue reference, local newspapers, etc. — not just your own site.
- ☐ Sections cover: history, membership, areas of collection, publications, awards.
- ☐ Edited within the last 12 months.

EXAMPLE — Wikipedia "Edit source" view — what you actually see in the browser

The screenshot displays the Wikipedia 'Edit source' interface for the article 'American Helvetia Philatelic Society'. The left pane shows the raw wikitext, which includes an infobox with the following data: name (American Helvetia Philatelic Society), logo (American_Helvetia_Philatelic_Society_Logo.png), formation (1975 (lineage from 1938)), type (Philatelic society), headquarters (United States), region_served (International), membership (over 215 members from 11 countries (2026)), leader_title (President), leader_name (Steven Opheim), leader_title2 (Vice President), leader_name2 (Bob Zahn), leader_title3 (Secretary), leader_name3 (Paul Sobon), affiliations (American Philatelic Society (Affiliate No. 52), Union of Swiss Philatelic Societies), and website (https://www.swiss-stamps.org/). The right pane shows a live preview of the article, featuring a lead paragraph, an infobox with a logo and key facts, and a 'History' section. The preview also includes a 'Cite your sources' field at the bottom.

Reading the wikitext: `{{Infobox organization}}` renders the right-side fact panel. `'''Bold'''` wraps the article subject. `[[Bracketed]]` is a Wikipedia link. `<ref name="..." />` footnotes a source defined in the References section. `== Section ==` is a section header. The right pane shows your live preview as you type.

Pro tip: Once you've written your society's information in plain language, give it to your favorite chatbot and ask it to format as Wikipedia wikitext using the `{{Infobox organization}}` template. The chatbot will do the heavy lifting.

Warning: Wikipedia is now scanning articles for AI-written content and removing them. So don't. Write the content yourself; let AI do the formatting. Good teamwork.

Full guide: The Collaboration Crew's [How to Create an Effective Wikipedia Article to Publicize Your Society](#) walks you through notability requirements, the Article Wizard, peer review, and best practices for sectioning. Available at collaborationcrew.org/resources.

Full reference: en.wikipedia.org/wiki/American_Helvetia_Philatelic_Society — see the full article structure for history, publications, awards, and references sections.

B. Wikidata

Why: The machine-readable backbone every major AI lab consumes directly.

- ☐ Q-record exists (search wikidata.org for your society name).
- ☐ Label and description filled in English (and other languages where you have members).
- ☐ Aliases include your common acronym.
- ☐ Statement: instance of (P31) → philatelic society.
- ☐ Statement: inception (P571) → founding year.
- ☐ Statement: country (P17) → home country.
- ☐ Statement: official website (P856) → your URL.
- ☐ Statement: member of (P463) → APS or your national federation Q-record.
- ☐ Sitelink to your Wikipedia article.

EXAMPLE — AHPS Wikidata record (Q4743974) — what you see in the browser

The screenshot shows the Wikidata page for the American Helvetia Philatelic Society (Q4743974). The page layout includes a left sidebar with navigation links, a main content area with the item name and description, and a table of labels and descriptions in multiple languages. Below the table, there are sections for 'Statements' showing the 'instance of' and 'inception' properties.

Wikidata Page Structure:

- Item:** American Helvetia Philatelic Society (Q4743974)
- Description:** Philatelic society for collectors of Swiss and Liechtenstein stamps, founded 1975
- Labels and Descriptions Table:**

Language	Label	Description	Also known as
default for all languages	American Helvetia Philatelic Society	—	AHPS
English	American Helvetia Philatelic Society	Philatelic society for collectors of Swiss and Liechtenstein stamps, founded 1975	AHPS
American English	American Helvetia Philatelic Society	Philatelic society for collectors of Swiss and Liechtenstein stamps, founded 1975	AHPS
German	American Helvetia Philatelic Society	Philatelistenverein für Sammler von Briefmarken aus der Schweiz und Liechtenstein, gegründet 1975	AHPS
French	American Helvetia Philatelic Society	Association philatélique pour les collectionneurs de timbres suisses et liechtensteinois, fondée en 1975	AHPS

Statements:

- instance of:** philatelic society (0 references)
- inception:** 1975 (0 references)

Reading the Wikidata page: The Q-number lives at the top next to the name — that's your record's permanent identifier. Description and aliases sit just below in multiple languages. Each Statement is a property (instance of, inception, country...) paired with a value. The "+ add value" and "edit" buttons let you change the data in place — no wikitext, just forms. "+ add reference" attaches a source to a claim (improves the record's trust).

Pro tip: Don't type Q-numbers or property numbers from memory. In every value field, start typing the concept name — Wikidata autocompletes. Type "philatelic society" and pick the matching class from the dropdown; type "United States of America" and pick Q30. The structured data fills in automatically.

If no record yet: Create one at wikidata.org/wiki/Special:NewItem. Open [Q4743974](https://wikidata.org/wiki/Q4743974) alongside as a working template — the AHPS record shows you the patterns to follow.

More from the Crew: Additional guides for societies on Wikidata, Wikipedia, and AI-friendliness are available at collaborationcrew.org/resources.

C. Your website

Why: Public + HTML = readable by AI agents and humans alike.

- ☐ Mission visible on a public page — not behind a login.
- ☐ Journals and article indexes publicly listed.
- ☐ Events publicly listed (with dates, location, type).
- ☐ Key pages live in HTML, not only PDF.
- ☐ Officer contact and membership info publicly available.
- ☐ Every page has descriptive `<title>` and `meta description` tags.

EXAMPLE — Goal state — Yoast SEO admin panel (WordPress + Yoast)

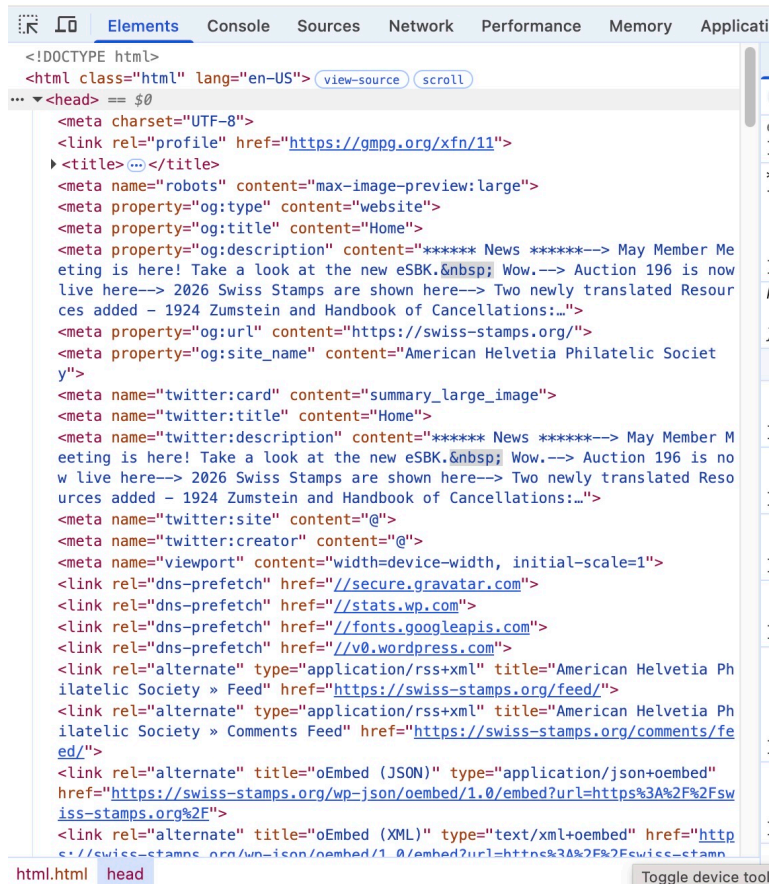
The screenshot shows the Yoast SEO admin panel for the 'Homepage' section. The panel has a header with the Yoast logo and 'Yoast SEO Search Appearance — Homepage'. A 'Need help?' link is in the top right. The main content area has three sections: 'SEO Title' with a description 'Determines the title shown in search engine results for your homepage.' and a text field containing 'American Helvetia Philatelic Society — Swiss and Liechtenstein Philately' with a character count of '68 / 60 characters · Good'; 'Meta Description' with a description 'A short summary shown beneath the title in search results.' and a text field containing 'International society for collectors of Swiss and Liechtenstein stamps and postal history. Founded 1975. 215+ members in 11 countries.' with a character count of '137 / 156 characters · Good'; and 'Snippet Preview' with a description 'A preview of how your homepage will appear in Google search results.' and a preview area showing a desktop view of the search result snippet. At the bottom, there is a 'Save Changes' button and an 'SEO analysis: Good' status indicator.

How to find this screen: Log into your WordPress admin. In the left sidebar, click **SEO** (this menu item appears once Yoast is installed). Then go to **Settings** → **Content Types** → **Homepage**. On older Yoast versions (pre-20.0), the path is **SEO** → **Search Appearance** → **Homepage**.

Reading the panel: Two form fields — SEO Title and Meta Description — feed the meta tags that AI agents and search engines read. Character counters tell you when you're in the ideal range (green) or out (gray). The Snippet Preview shows how your homepage will appear in Google search results. Hit Save Changes and Yoast emits the HTML automatically. Most society sites run on WordPress; most WordPress sites can install Yoast or Rank Math in five minutes.

Not on WordPress, or prefer the old-school path? Have your developer paste the equivalent `<title>` and `<meta>` tags directly into the homepage's `<head>`. Same outcome, no plugin required. Either way, here's how to verify what your site actually has today:

EXAMPLE — Verification — swiss-stamps.org `<head>` in browser DevTools today



```
<!DOCTYPE html>
<html class="html" lang="en-US">
<head>
  <meta charset="UTF-8">
  <link rel="profile" href="https://gmpg.org/xfn/11">
  <title>American Helvetia Philatelic Society</title>
  <meta name="robots" content="max-image-preview:large">
  <meta property="og:type" content="website">
  <meta property="og:title" content="Home">
  <meta property="og:description" content="***** News *****--> May Member Meeting is here! Take a look at the new eSBK. Wow.--> Auction 196 is now live here--> 2026 Swiss Stamps are shown here--> Two newly translated Resources added - 1924 Zumstein and Handbook of Cancellations:...">
  <meta property="og:url" content="https://swiss-stamps.org/">
  <meta property="og:site_name" content="American Helvetia Philatelic Society">
  <meta name="twitter:card" content="summary_large_image">
  <meta name="twitter:title" content="Home">
  <meta name="twitter:description" content="***** News *****--> May Member Meeting is here! Take a look at the new eSBK. Wow.--> Auction 196 is now live here--> 2026 Swiss Stamps are shown here--> Two newly translated Resources added - 1924 Zumstein and Handbook of Cancellations:...">
  <meta name="twitter:site" content="@">
  <meta name="twitter:creator" content="@">
  <meta name="viewport" content="width=device-width, initial-scale=1">
  <link rel="dns-prefetch" href="//secure.gravatar.com">
  <link rel="dns-prefetch" href="//stats.wp.com">
  <link rel="dns-prefetch" href="//fonts.googleapis.com">
  <link rel="dns-prefetch" href="//v0.wordpress.com">
  <link rel="alternate" type="application/rss+xml" title="American Helvetia Philatelic Society » Feed" href="https://swiss-stamps.org/feed/">
  <link rel="alternate" type="application/rss+xml" title="American Helvetia Philatelic Society » Comments Feed" href="https://swiss-stamps.org/comments/feed/">
  <link rel="alternate" title="oEmbed (JSON)" type="application/json+oembed" href="https://swiss-stamps.org/wp-json/oembed/1.0/embed?url=https%3A%2F%2Fswiss-stamps.org%2F">
  <link rel="alternate" title="oEmbed (XML)" type="text/xml+oembed" href="https://swiss-stamps.org/wp-json/oembed/1.0/embed?url=https%3A%2F%2Fswiss-stamps.org%2F">
```

Real-world gap analysis: swiss-stamps.org has a good foundation — UTF-8 charset, Open Graph site_name ("American Helvetia Philatelic Society"), Twitter Cards, RSS feeds. But it's missing pieces from the goal state: a proper `<meta name="description">` tag, a `<link rel="canonical">`, and a more meaningful `og:title` (currently just "Home" — should describe what the society does). Inspect your own society's site the same way and close the gaps.

How to view your own site: In Chrome, Safari, or Firefox, right-click anywhere on your homepage → Inspect. The DevTools panel opens. Click the  next to `<head>` to expand it. Every `<meta>`, `<title>`, and `<link>` tag becomes visible — compare yours against the gap analysis above.

The test: Would a stranger learn what your society does without logging in?

D. Your website, next layer

Why: When the basics are solid, these technical upgrades multiply your reach directed to AI Agents.

JSON-LD with Schema.org

- ☐ Install [Yoast SEO](#) or [Rank Math](#) (free WordPress plugins).
- ☐ Configure `Organization` schema in plugin settings (name, logo, sameAs links).
- ☐ Or hand-add a `<script type="application/ld+json">` block to the page head. Chatbots are good at helping you do this.
- ☐ Verify your markup at validator.schema.org.

EXAMPLE — JSON-LD Organization block (drop into <head>)

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "Organization",
  "name": "American Helvetia Philatelic Society",
  "alternateName": "AHPS",
  "url": "https://www.swiss-stamps.org",
  "description": "International philatelic society
    devoted to Swiss and Liechtenstein stamps and
    postal history.",
  "foundingDate": "1975",
  "sameAs": [
    "https://en.wikipedia.org/wiki/American_Helvetia_Philatelic_Society",
    "https://www.wikidata.org/wiki/Q4743974",
    "https://www.facebook.com/groups/3571932149727588"
  ],
  "memberOf": {
    "@type": "Organization",
    "name": "American Philatelic Society"
  }
}
</script>
```

llms.txt

- ☐ Create `/llms.txt` at your domain root (e.g., `swiss-stamps.org/llms.txt`).
- ☐ Markdown format. Title, intro paragraph, sectioned links to your key resources.
- ☐ Reference standard: developers.cloudflare.com/llms.txt (working example).

EXAMPLE — llms.txt sample for AHPS (drop at /llms.txt)

```
# American Helvetia Philatelic Society

International society devoted to Swiss and
Liechtenstein philately. Members study cantonal
issues, federal issues, postmarks, postal history,
and Liechtenstein.

> Membership open worldwide. Join at
> swiss-stamps.org/services/member-join/

## About

- [Home](https://swiss-stamps.org/): Society overview
- [About](https://swiss-stamps.org/about/): History,
  officers, organizing documents
- [Officers](https://swiss-stamps.org/officers/):
  Current board and contacts

## Publications

- [TELL Journal](https://swiss-stamps.org/publications/):
  Bimonthly journal, 1975-present
- [Article Index](https://swiss-stamps.org/sp-article-index/):
  Searchable index across all volumes

## Specialty Areas

- [Swiss Exhibits](https://swiss-stamps.org/swiss-exhibits-archive/)
- [Plate Flaws](https://swiss-stamps.org/fly-specking-plate-flaws/)
- [Liechtenstein](https://swiss-stamps.org/liechtenstein-study-group/)

## External

- [Wikipedia](https://en.wikipedia.org/wiki/American_Helvetia_Philatelic_Society)
- [Wikidata Q4743974](https://www.wikidata.org/wiki/Q4743974)
```

Markdown or HTML

- ☐ Publish key articles as Markdown or HTML with proper headings — not only as PDFs.
- ☐ Reference: SBZ Swiss philatelic journal at sbz-online.ch — each article published as its own HTML page.

EXAMPLE — SBZ article as published — HTML source ("Sylvias Schlusswort," January 2025)

```
<h1>Sylvias Schlusswort</h1>
<p><br>
  <strong>Sylvia Kälin</strong></p>

<h3>Schweizer Neujahrsbräuche</h3>

<p><strong>Papst Innozenz XII. setzte im Jahr
1691 den Jahreswechsel auf den 1. Januar fest.
Unzählige Bräuche läuten in der Neujahrsnacht
den Jahresanfang ein.</strong></p>

<p>In <strong>Laupen</strong> ist der Brauch
Achetringeler seit dem frühen 19. Jahrhundert
bekannt. Böse Geister und Dämonen werden mit
Treichel, Bäsemanne und Blaateremannli lärmend
vertrieben.</p>

<p>In den Dörfern des <strong>Haslitals</strong>
ziehen «Trychler» durch die Orte...</p>
```

Either format works: AI agents read HTML and Markdown equally well. SBZ chose HTML because it's the native format for web pages — each article gets its own URL, gets indexed, gets cited. Markdown is the friendlier alternative for societies whose CMS won't render clean HTML easily. Same article, same outcome — here's the Markdown equivalent:

EXAMPLE — Same article rendered as Markdown

```
## Sylvias Schlusswort

by *Sylvia Kälin*

### Schweizer Neujahrsbräuche

**Papst Innozenz XII. setzte im Jahr 1691 den
Jahreswechsel auf den 1. Januar fest. Unzählige
Bräuche läuten in der Neujahrsnacht den
Jahresanfang ein.**

In **Laupen** ist der Brauch Achetringeler seit
dem frühen 19. Jahrhundert bekannt. Böse Geister
und Dämonen werden mit Treichel, Bäsemanne und
Blaateremannli lärmend vertrieben.

In den Dörfern des **Haslitals** ziehen «Trychler»
durch die Orte...
```

E. Reddit

Why: Where curious newcomers ask the first questions about a hobby — and one of the most heavily sourced sites in LLM training.

- ☐ Identify the subreddits where your specialty lives: [r/Stamps](https://www.reddit.com/r/Stamps), [r/Philately](https://www.reddit.com/r/Philately), country-specific subs.
- ☐ Have one or two members watch each sub. Answer specialty questions when they come up.
- ☐ Cite primary sources (catalogue numbers, journal articles). Link to your society resource where relevant.

- ❑ Do not post promotional content — Reddit moderators will remove it. Be useful first.

EXAMPLE — Sample reply on r/Philately

Q: Anyone know what this Swiss stamp from 1850 is?

A: Looks like Rayon I (Strubel issue), Cantonal-era.
SBK #14 if it's the darker blue, #13 if lighter.
The plate flaws on this issue are documented in
the AHPS Plate Flaws research:
swiss-stamps.org/fly-specking-plate-flaws/

Happy to share more on this issue if useful —
the American Helvetia Philatelic Society has a
Swiss specialty group that's active on cantonals.

F. MCP (Model Context Protocol)

Why: Gives AI agents an authoritative way to call your data and services — catalogues, expertizing records, archives, article indexes. The first philatelic society to ship an MCP service becomes the citable source for that specialty.

- ❑ For societies with data assets — catalogues, expertizing archives, exhibit records, article indexes.
- ❑ Build (or commission) an MCP server so AI agents can query your data directly via Claude Desktop or similar.
- ❑ Start with a single tool — e.g., article search by topic / author / catalogue number.
- ❑ Talk to the Collaboration Crew — early adopters are welcome and we can help.

EXAMPLE — MCP in use — a collector queries eBay through Claude Desktop

User: Find Switzerland 1850s Rayon stamps
ending in the next 72 hours. Cross-check
condition against my collection. Flag
anything that smells regummed or repaired.

Claude: Searching eBay via the secondhand-mcp
service...

I found 11 listings. After cross-checking
your collection and filtering for sound
condition, here are the top 3:

1. Rayon I (SBK #15), unused, well-centered
ending in 31h · Current bid: CHF 380
2. Rayon III dark blue (SBK #17B), used
[matches a gap in your collection]
ending in 56h · Current bid: CHF 1,240
3. Rayon II Type I (SBK #16), used, four
full margins
ending in 19h · Current bid: CHF 420

Want me to recommend max bids, set up a
daily summary email, or widen to other
1850s issues?

What's happening: The collector types a natural-language query. Claude Desktop calls the secondhand-mcp service (an open-source MCP wrapper around eBay's API). The agent fetches listings, cross-checks the collector's collection, filters for condition, and returns ranked results — all in one loop. This demo runs on a laptop today, built in an hour using Claude Code.

For your society: Same architecture, different data source. Your society can ship an MCP service over its own data — article indexes, expertizing records, exhibit archives, catalogue entries — and

any AI agent can then query the society as the authoritative source. See modelcontextprotocol.io for the protocol specification and starter templates.

Bring this checklist to your next board meeting.

Guide by Paul Sobon · paul_sobon@outlook.com
Collaboration Crew Contact: Harold Krische · hjkrische@gmail.com