

# SOCIAL MEDIA BEST PRACTICES

28 August 16



**WIKIMEDIA**  
FOUNDATION

# Objective

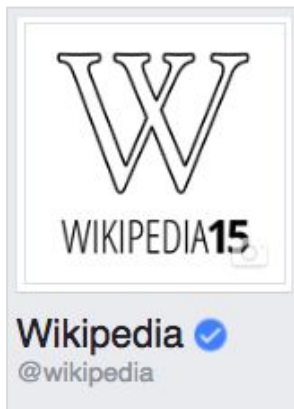
Provide specific tactics, resources and guidelines for using social media in the Wikimedia movement.

# Before we begin

We are experimenting with a new social media approach to Wikimedia events, and you can take part. #WMCEE2016



# Verified accounts



**Wikipedia** Published by Jeff Elder (P) · July 15 · 🌐

This remarkable photo of a water snake and dragonfly was an entry in the 2015 Wiki Loves Earth Serbia contest taken by Vladimir Mijailović.

291,805 People Reached

6,009 Reactions, Comments & Shares

5,288 Like	4,473 On Post	815 On Shares
149 Love	131 On Post	18 On Shares
21 Haha	8 On Post	13 On Shares
249 Wow	227 On Post	22 On Shares
7 Sad	1 On Post	6 On Shares
1 Angry	0 On Post	1 On Shares
110 Comments	58 On Post	52 On Shares
191 Shares	186 On Post	5 On Shares

9,714 Post Clicks

4,584 Photo Views	75 Link Clicks	5,055 Other Clicks 📌
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**NEGATIVE FEEDBACK**

87 Hide Post	15 Hide All Posts
0 Report as Spam	2 Unlike Page

✔ **Get More Likes, Comments and Shares**  
Boost this post for \$200 to reach up to 120,000 people.

# Twitter



#WIKIPEDIA15



WIKIPEDIA15

**Wikipedia**  
@Wikipedia

TWEETS FOLLOWING FOLLOWERS  
7,930 711 342K



**Wikimedia**  
@Wikimedia

TWEETS FOLLOWING FOLLOWERS  
4,135 573 35.6K

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 **Wikipedia** @Wikipedia · Aug 12 40,161  
Today's the day to help write great women into history **#HERstory!** Join **@UN\_Women**, **@WikiWomenInRed** **@krmaher**  
[en.wikipedia.org/wiki/Wikipedia...](http://en.wikipedia.org/wiki/Wikipedia...)  
[View Tweet activity](#)

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 **Wikipedia** @Wikipedia · Aug 11 38,045  
Join the Wikipedia community, **@WikiWomenInRed** and **@UN\_Women** for **#herstory** editathons live and online this weekend!  
[meta.m.wikimedia.org/wiki/UN\\_Women...](http://meta.m.wikimedia.org/wiki/UN_Women...)  
[View Tweet activity](#)

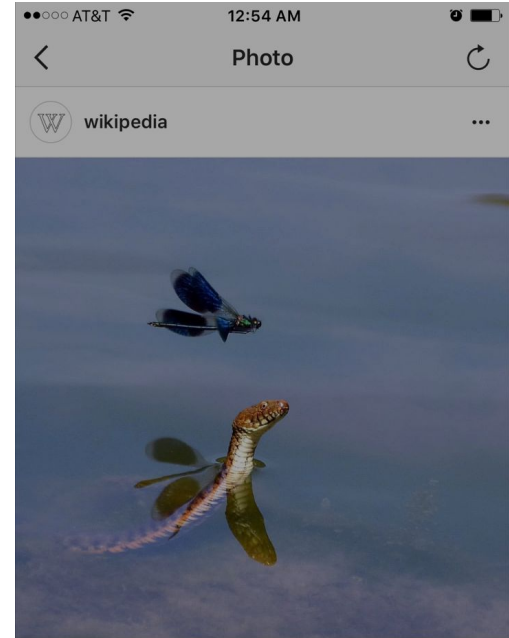
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 **Wikimedia** @Wikimedia · Jul 30 18,895  
Help the UN and Wikipedia improve women's biographies and articles about women's works.  
[en.wikipedia.org/wiki/Wikipedia...](http://en.wikipedia.org/wiki/Wikipedia...)  
**@WikiWomenInRed**  
[View Tweet activity](#)

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 **Wikipedia** @Wikipedia · Aug 12 35,107  
Now at **@UN** our **@krmaher** at podium for **#HerStory** editathon. Take part!  
[en.m.wikipedia.org/wiki/Wikipedia...](http://en.m.wikipedia.org/wiki/Wikipedia...)  
**@WikiWomenInRed** [pic.twitter.com/qKGcW5kqyr](https://pic.twitter.com/qKGcW5kqyr)  
[View Tweet activity](#)

# Instagram



Posted on Jul 15, 2016, 6:20 AM

5358  
Impressions

3783  
Reach

419  
Engagement

[What do these mean? ▾](#)



# Pinterest



People you reach

[More >](#)

Avg. monthly viewers

16,509,596

↑ 0.68%

Avg. monthly engaged

515,491

↑ 0.43%

Gender

Audience

Female

10,714,192

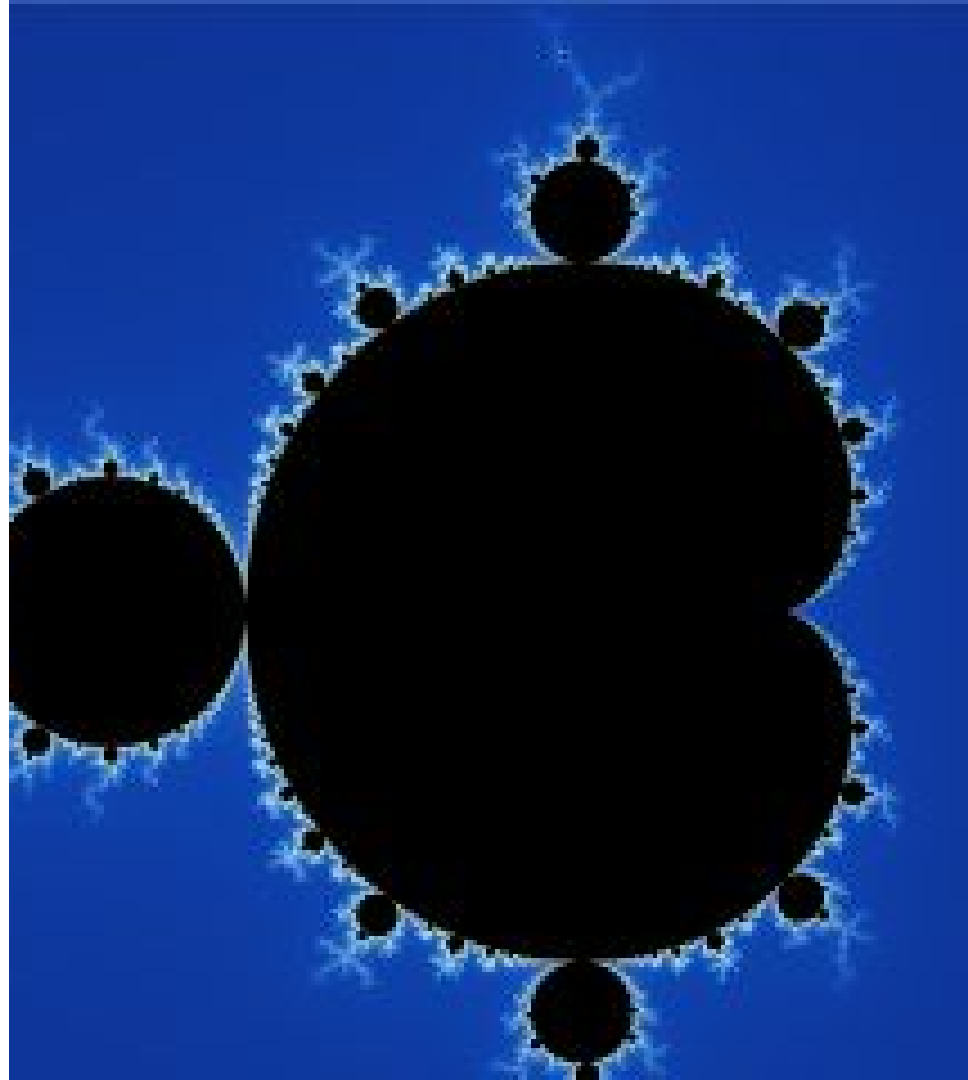
Male

4,261,179

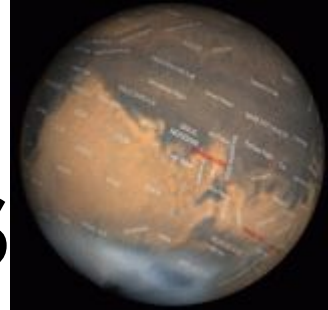
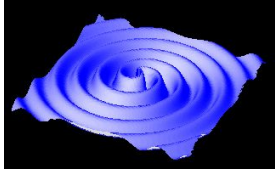
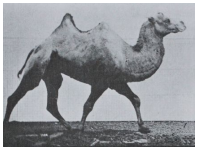
Unspecified

1,035,105

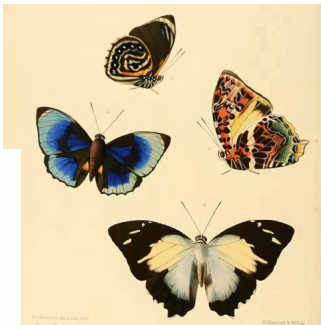
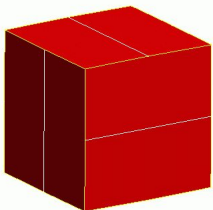
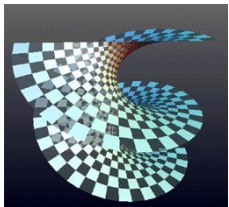
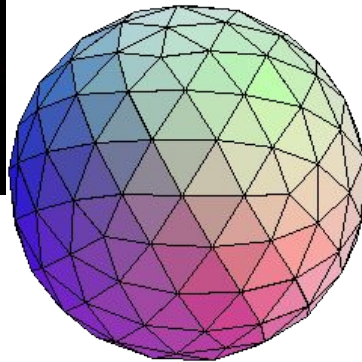
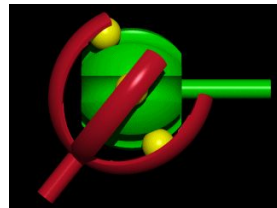
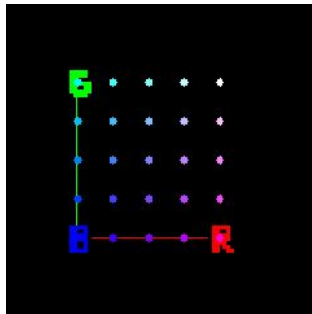
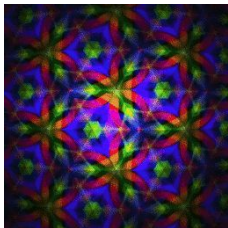
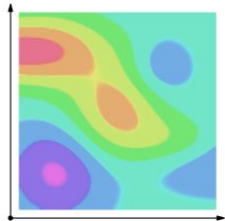
# GIFs keep on giving







# A bunch more PD GIFs



# Our GIFs are valuable and educational



## Alexander I of Yugoslavia

From Wikipedia, the free encyclopedia

*For other people with similar names, see [Alexander of Yugoslavia \(disambiguation\)](#) and [Alexander of Serbia \(disambiguation\)](#).*



This article **needs additional citations for verification**. Please help improve this article by adding citations to reliable sources. Unsourced material may be challenged and removed. (January 2011) (*Learn how and when to remove this template message*)

**Alexander I** (*Aleksandar I Karađorđević*, Serbian Cyrillic: Александр I Карађорђевић, pronounced [aleksândar pʲʋiː karađ̌ořďʑeui̯t̑]),<sup>[1]</sup> also known as **Alexander the Unifier**,<sup>[2]</sup> (*Aleksandar Ujedinitelj*, Serbian Cyrillic: Александр Ујединитељ [aleksândar ujediniteʎ]),<sup>[1]</sup> 16 December 1888 [O.S. 4 December] – 9 October 1934) served as a prince regent of the Kingdom of Serbia from 1914 and later became King of Yugoslavia from 1921 to 1934 (prior to 1929 the Kingdom was known as the Kingdom of Serbs, Croats and Slovenes).

He was the last European monarch to be assassinated.

**Contents** [hide]

- Early life
  - 1.1 Becoming crown prince
- Balkan Wars and World War I

Alexander I



King of Yugoslavia

# Best practices

[https://meta.wikimedia.org/wiki/Social\\_media/Best\\_practices](https://meta.wikimedia.org/wiki/Social_media/Best_practices)

- Photos
- Trolls
- Asking for help and posts

# Facebook group

Wikimedia Foundation social media hub

334 members

Ask for support by posting

Modeled on famous group social journalism with 2,211 members



# Curating events

Process you can use

A living record




Tune in from afar




For those not on social media






 Meltwater

## Social Media

  Unknown • Aug 27 11:55 pm   
The biggest #Wikipedia logo monument in the world arrived at #UWCDilijan celebrating the start of the 5th annual meeting of the Central and Eastern...

  Unknown • Aug 27 11:54 pm   
Katherine Maher. as Wikidoio pilot. is \*not\*

  [Wikimedia Polska @wikimediapl](#) • Aug 27 07:36 pm   
Talking about our GLAM cooperation with @ethnomuseumwars at #WMCEE2016 #EthnoWiki

  [Liam Wyatt @Wittylama](#) • Aug 27 07:35 pm   
Slides of my #wmcee2016 session: "what's new in #GLAMWiki?" A subjective, incomplete and personally curated summary!

  [Aram Shahinyan @aramiggs](#) • Aug 27 07:27 pm   
The biggest #Wikipedia Logo Monument in the World.

**THANK YOU**



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FOUNDATION