



WIKIPEDIA 20 CAMPAIGN REPORT



WIKIMEDIA



RESULTS

974 PRESS STORIES FROM 81 COUNTRIES

It was really good news with overwhelmingly positive sentiment of coverage.

115 COMMUNITY EVENTS IN 62 COUNTRIES

Zooms! Edit-a-thons! Virtual cake contests! Our community came together.

1.2B IMPRESSIONS ON BANNERS IN 7 LANGUAGES

Earning 4.8 million clicks with a global click through rate of 0.4%

4.6 MILLION VISITS TO BIRTHDAY WEB HUB

More than 130,000 visitors clicked on from the web hub to donation pages.

OVER 16.3K CELEBRATORY SOCIAL MEDIA POSTS

People from over 150 countries joined in the celebration online

10% LIFT IN GLOBAL AWARENESS THAT WIKIPEDIA IS 20

Overall awareness of Wikipedia as part of movement remains level at ~83% of users

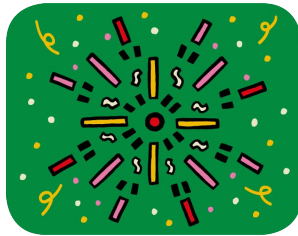


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- Lift in global awareness

Appendix

INTRODUCTION

THE MOMENT

Wikipedia started as an ambitious idea: to create a free encyclopedia, written by volunteers, for everyone in the world. It seemed impossible. **Yet, over 20 years, Wikipedia has become the largest collection of knowledge in history. How did it happen? Humans.**

Wikipedia only exists through the power of human collaboration, creativity, and curiosity. So, on our 20th birthday, we are celebrating the humans who made Wikipedia what it is today and those who will help sustain and grow it tomorrow, including you.

THE MISSION

INCREASE THE PUBLIC'S AWARENESS OF OUR MOVEMENT ECOSYSTEM, AND CELEBRATE HOW HUMANS MADE WIKIPEDIA WHAT IT IS.

#1 - EARN PRESS COVERAGE for the Wikipedia movement in 50 nations (priority: emerging markets) resulting in more than 60% positive sentiment

#2 - SUPPORT COMMUNITY CELEBRATIONS in 40 nations by February 2021 to increase sense of movement interconnection

#3 - INCREASE UNDERSTANDING that Wikipedia forms part of a movement 10% among existing site users.

THE THEME

20 YEARS HUMAN

For our 20th anniversary, we're talking about how everything wrong with being human goes into Wikipedia. And how everything right about being human brings it to life. We're acknowledging how inhumane it can be to want to "tweak" a celebrity's page for amusement -- and celebrating the humanity of correcting it. We're celebrating the fact that it's not Wikipedia you should trust, it's the humans behind it. We're celebrating how humanly personal every person's experience of Wikipedia is -- much like their search history. We're shouting from the rooftops about every mistake. Every fight to get it right. Every single cook in that kitchen making that one broth. Every \$5 donation. Every version of the truth. It's all human. So, may the world never stop being human, and may "human" always thrive on Wikipedia.

THE MOTIVE

THE INTERNET WE WERE PROMISED: A PLACE FOR WORKING TOGETHER

20 years is a long time for a website to endure. But Wikipedia has done more than persist, it's grown and expanded, becoming a beloved part of the online world that reaches across political position, geography, or language.

We want to celebrate our roots in the “original” internet, and celebrate our community of global collaborators who have made the site what it is: a movement.

We are also looking to gather energy for our next challenges. With so much knowledge to collect we will never be finished. Today, Wikipedia has vast knowledge gaps that fall along gender, race, and cultural lines. In our 20th year, we will look back to go forward -- celebrating what sets us apart from the rest of tech, and why we need millions more humans to take our mission further.

OUR STRATEGY



GET

People around the world

TO

Understand that Wikipedia is part of a human movement

BY

Making this milestone high visibility

Showing the humans who make Wikipedia possible in press, social media, and web hub

Supporting community celebrations that “bring the movement to life”

WIKIPEDIA 20 OVERVIEW

KEY TIMING

CREATIVE DEVELOPMENT

August 1 - December 11, 2020

COMMUNITY GRANTS

November 1, 2020 - February 15, 2021

FINAL REVIEWS

December 3, 2020 - January 8, 2021

LAUNCH

Social media

January 1, 2021

Web hub

January 14, 2021

Press

January 14, 2021

Banners

January 15, 2021

Paid media

January 15, 2021

Event

January 15, 2021

FIRST WAVE SUSTAIN

Banners

January 15 - 21, 2021

Press

January 15 - 30, 2021

Measurement

December 14 - February 28, 2021

KEY TIMING

SECOND WAVE SUSTAIN THROUGH END OF JUNE 2021

Press	February - June
Community grants	February - June
Black History Month	February
Women's History Month	March
Asian American and Pacific Islander Heritage Month	May

FUTURE TIMING

THIRD WAVE CELEBRATIONS & LOOKING AHEAD FISCAL YEAR 2021-22

Wikimania	August
Black History *Unseen	November
Event tbd	November

MESSAGING TIMELINE

COMMUNITY MESSAGING

Messaging toolkit	November 30
Affiliate coordination	November 16 - January 8

CENTRAL NOTICE BANNERS

Get involved	December 17 - 19
Announcement	January 15 - 21

PRESS

Outreach begins	November
Follow-up	January 4
Announce	January 14

SOCIAL MEDIA

Teasing	January 4
Buzz Building	January 11
Announce & Celebrate	January 15

THE TEAM

[Wikipedia 20
on Meta-Wiki](#)

EXECUTIVE

SPONSOR

Heather Walls, CCO

COMMUNICATIONS

Zack McCune

Anusha Alikhan

DESIGN PARTNERS

Karabo Poppy Moletsane

Jasmina El Bouamraoui

Good Bad Habits

PR PARTNERS

Minassian Media

Seraphim

Communications

Speyside (MENA & Asia

Pacific offices)

SOCIAL & PAID

MEDIA PARTNERS

Wunderman Thompson

BlockParty

LEADS

Khanyi Mpumlwana: Creative Director

Lena Traer: Project Manager

Lauren Dickinson: Communications Lead

Sam Lien: Press Lead

Samir Elsharbaty: Community Strategy and Grants

Blanca Flores: Design

Hang Do Thi Duc: Web Hub

Tas Elias: Brand Collaborations

Greg Varum: Web Content & Community Strategy

Aubrie Johnson + Ed Erhart: Social Media

Nadee Gunasena: Event

Brooke Camarda: Paid media

Nino Hemmer: Research, Strategy and Metrics

PARTY COMMITTEE

Advancement: Megan Hernandez + Yael Weissburg

Product: Alex Hollender + Lucy Blackwell

Tech: Deb Tankersley

Legal: Allison Davenport + Joe Sutherland

T&C: Aubrey Williams

Operations: Joël Letang

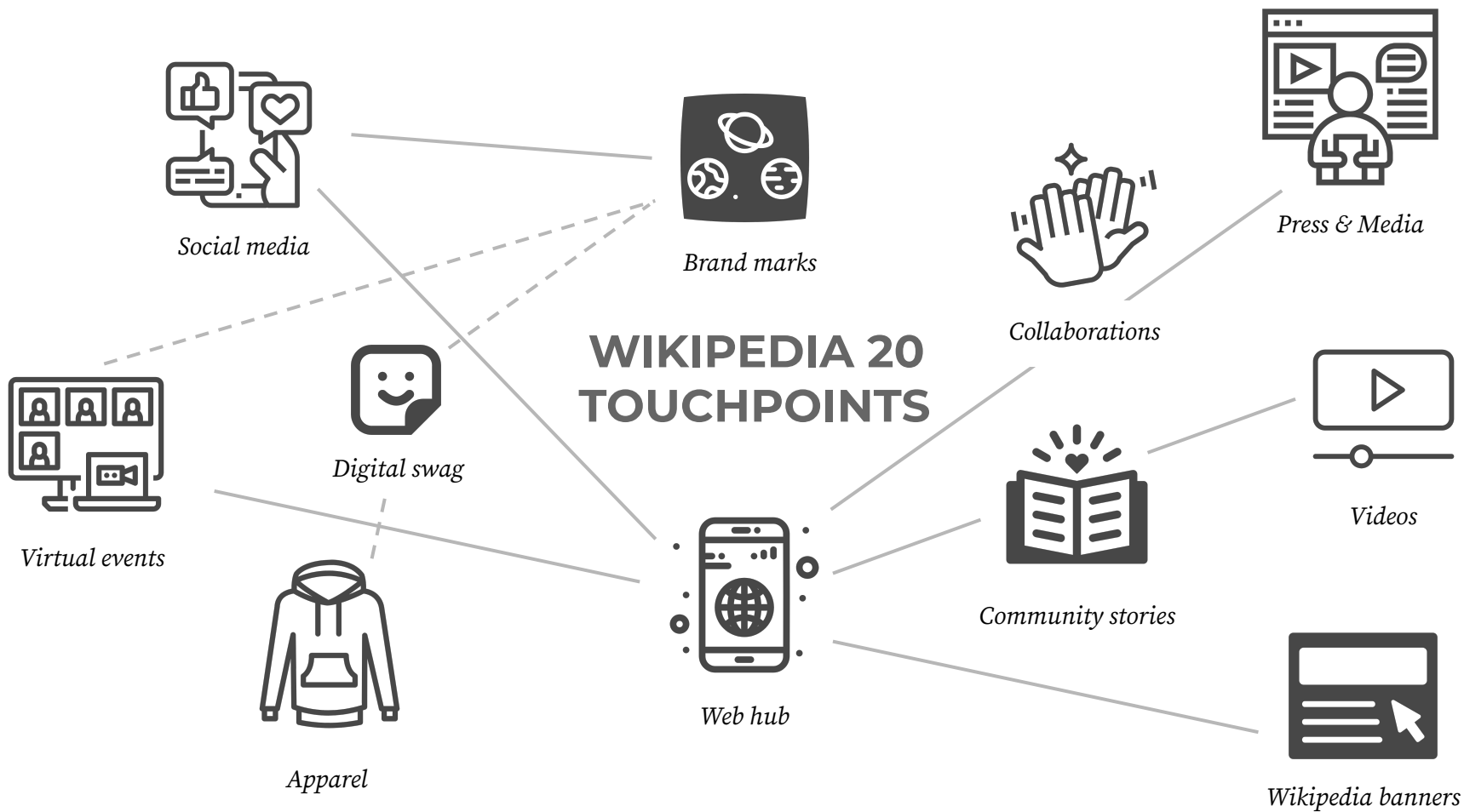
Office of the ED: Ryan Merkley

ComCom liaison: Virginia Díez

CONNECTING ACROSS MEDIA

WIKIPEDIA USERS AND OUR COMMUNITY MEMBERS ARE SPREAD ACROSS THE WEB AND THE WORLD, SO WE SET OUT TO ENGAGE FOLKS ON MULTIPLE CHANNELS.

- **Banners** announcing the milestone on Wikipedia in seven languages
- Posts on official **social media channels** celebrating the history of Wikipedia, community stories and events
- A 20th anniversary **video** summarizing the humans of Wikipedia
- A **web hub** profiling the work of our movement, our projects and the people behind them
- **Events** across the world bringing communities together
- A **hub on Meta-Wiki**, collecting and showcasing Wikipedia 20 brand marks, event resources, guidance on social and press messages
- **Press** engagement driving birthday coverage and creating general public awareness for the milestone
- **Collaborations** with other brands
- Birthday **apparel** available in the Wikipedia Store



BIRTHDAY BUILDING BLOCKS



BRAND MARKS

In place of a single birthday logo, we developed a flexible, open system of symbols representing the colourful side of our black and white site: the knowledge, the people, cultures and history that make it possible.

We partnered with two illustrators from different parts of the world, who have never worked together before: Karabo Poppy Moletsane and Jasmina El Bouamraoui.

[reusable, remixable design objects for any use](#)



Traveler



Sacred Heart



Big Ben



Kaaba



Coatlicue



Serpent



Wind



Biwa



Eye of Horus



Kintsugi



Fashion



Spray paint



Huginn & Muninn



Human figure



Hamsa



Smile



Mokorotlo



Pachamama



Sneaker



Nisaba



Ibis of Thoth



Environment



Owl of Athena



Painting



Mail



Pen & Paper



Human figure



Photography



Human figure



Puzzle globe



Music speaker



'W'

Wikipedia's 20th Anniversary Symbol Guidelines

The mark is a vector drawing. If you want to match the style of these marks, here are some guidelines:

- 700px x 550px
90 px rounded corners
- 6pt stroke for confetti
- 9pt stroke for symbol



1. Start with the symbol shape.
Recolor the background using
a color from the birthday palette.



2. Add your icon and center
it over the background.

Leave some
space around
the icon.



3. Use some of the confetti pieces
to frame your icon. Remove any
extra confetti pieces.



#DC8186
R220, G8, B22
C7, M100, Y100, K1
PMS 2035 C



#E679A6
R230, G121, B166
C5, M66, Y7, K0
PMS 204 C



#E68019
R228, G128, B25
C3, M60, Y100, K0
PMS 158 C



#F0BC00
R240, G188, B0
C0, M25, Y100, K0
PMS 7408 C



#E6E7C4
R233, G231, B196
C0, M4, Y26, K0
PMS 188-9 C



#2E8B3F
R2, G136, B63
C87, M21, Y100, K7
PMS 3522 CP



#0480FF
R4, G157, B255
C69, M31, Y0, K0
PMS 2995 CP



#0154D5
R1, G84, B213
C87, M70, Y0, K0
PMS 300 CP



#000000
R0, G0, B0

BRAND MARKS STYLE GUIDE

*To create consistency, we
crafted a simple design
system and shared it on
Meta-Wiki to help anyone
anywhere make their own
Wikipedia 20 mark and share
it with the world.*

You choose these symbols



ويکيپيڊيا 20

When the wordmark doesn't extend to the width
of the symbols, align the text to the left or right
based on the direction the script is read.



Википедия 20

Use the official Wikipedia
mark in your language

Include the
number 20



MARKS CONTRIBUTED FROM AROUND THE WORLD

Communities created 100+ marks to tell local stories



WIKIPEDIA 20



VIQUIPÈDIA 20

ครบรอบ ๒๐ ปี
วิกิพีเดีย



VIKIPEDI 20



20 ويكيپييا



উইকিপিডিয়া ২০



ဝီကီပီဒီယာ 20

For a week, starting on Wikipedia Day, English Wikipedia featured a special anniversary logo to commemorate this important milestone and the billionth edit on the project!



[Contribute](#)
[Help](#)
[Learn to edit](#)
[Community portal](#)
[Recent changes](#)
[Upload file](#)

- Tools
- What links here
- Related changes
- Special pages
- Permanent link
- Page information
- Cite this page
- Wikidata item

Human

From Wikipedia, the free encyclopedia

Several terms redirect here. For other uses, see [Human \(disambiguation\)](#), [Mankind \(disambiguation\)](#), [Humankind \(disambiguation\)](#), [Human Race \(disambiguation\)](#), [Human Being \(disambiguation\)](#) and [Homo sapiens \(disambiguation\)](#).

Humans (*Homo sapiens*) are a **species** of highly **intelligent primates**. They are the only **extant** members of the **subtribe Hominina** and—together with **chimpanzees**, **gorillas**, and **orangutans**—are part of the family **Hominidae** (the great **apes**, or *hominids*). Humans are **terrestrial animals**, characterized by their **erect posture** and **bipedal locomotion**; high **manual dexterity** and heavy **tool use** compared to other **animals**; open-ended and complex **language** use compared to other **animal communications**; larger, more complex brains than other primates; and highly advanced and organized **societies**.^{[3][4]}

Several early hominins [used fire](#) and [occupied much of Eurasia](#). [Early modern humans](#) are thought to have diverged in [Africa](#) from an earlier hominin around 300,000 years ago, with the earliest [fossil](#) evidence of *Homo sapiens* also appearing around 300,000 years ago in Africa.^[5] Humans began to exhibit evidence of [behavioral modernity](#) at least by about 100,000–70,000 years ago (and possibly earlier).^{[6][7][8][9][10]} In several [waves of migration](#), *H. sapiens* ventured out of Africa and populated most of the world.^{[11][12]} The spread of the [large and increasing population](#) of humans has profoundly [affected](#) the [biosphere](#) and millions of species worldwide. Among the key advantages that explain this evolutionary success is the presence of a [larger, well-developed brain](#), which enables advanced abstract [reasoning](#), [language](#), [problem solving](#), [sociality](#), and culture through social learning. Humans use tools more frequently and effectively than any other animal: they are the only extant species to build fires, [cook food](#), [clothe](#) themselves, and create

Human^[1]

Temporal range: 0.35–0 Ma

PreC € OS D C P T J K PgM

Middle Pleistocene – Present



BIRTHDAY GRANTS

In partnership with the Community Resources team, we built the Wikipedia 20 Rapid Grants program to support community events and initiatives that link to the birthday milestone and theme.

Launched on Nov 1, 2020, the program will continue to run through the end of calendar year 2021.

[see the grant proposals received so far](#)

Category:Rapid/Proposals/Wikipedia20

Rapid Grants and proposals related to celebrating the 20th anniversary of Wikipedia.

W

- [Grants:Project/Rapid/Kasyap/Wikipedia 20 anniversary at Hyderabad](#)
- [Grants:Project/Rapid/Sakhalinio/Wikipedia 20 anniversary Turkey](#)
- [Grants:Project/Rapid/Ebenezer Mlay/Wikipedia 20 Arusha](#)
- [Grants:Project/Rapid/W/Wikipedia 20 Belarus](#)
- [Grants:Project/Rapid/M-Mustapha/Wikipedia 20 Celebration](#)
- [Grants:Project/Rapid/Wikipedia 20 Celebration 2021 Bwa](#)
- [Grants:Project/Rapid/Wikipedia 20 Celebration Wozani Supang](#)
- [Grants:Project/Rapid/Housseem/Wikipedia 20 Gafsa](#)
- [Grants:Project/Rapid/Wikimedia Community User Group Malta/Wikipedia 20 in Malta](#)
- [Grants:Project/Rapid/Ammarpad/Wikipedia 20 Katsina](#)
- [Grants:Project/Rapid/Yoruba Wikimedians User Group/Wikipedia 20th Anniversary](#)
- [Grants:Project/Rapid/Yves Madika/Wikipedia 20th Anniversary in Lubumbashi](#)
- [Grants:Project/Rapid/Kaizenify/Wikipedia 20th Anniversary in Nigeria](#)
- [Grants:Project/Rapid/Multimedijalni institut/Wikipedia @20 - Zagreb](#)
- [Grants:Project/Rapid/Dfertileplain/Wikipedia at 20 in Nigeria campaign](#)
- [Template:Project/Rapid/Application/Wikipedia20](#)
- [Grants:Project/Rapid/Camelia.boban/Wikipedia20](#)
- [Grants:Project/Rapid/BamLifa/WP20CD](#)

BIRTHDAY GRANTS SURVEY

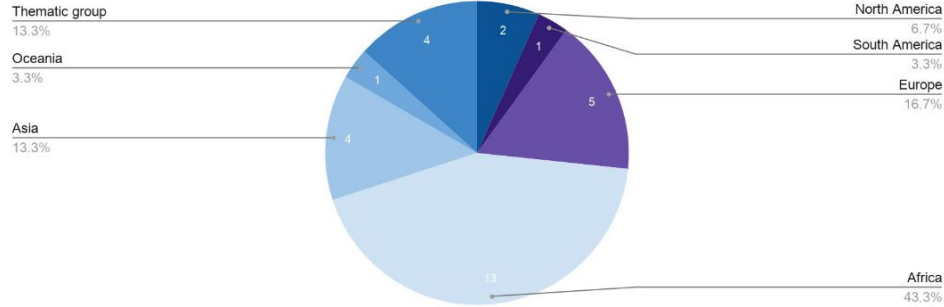
We ran a survey to learn about community birthday celebration plans and ideas.

Findings from this survey helped inform the birthday grants program and overall communications messaging support.

[full survey report](#)

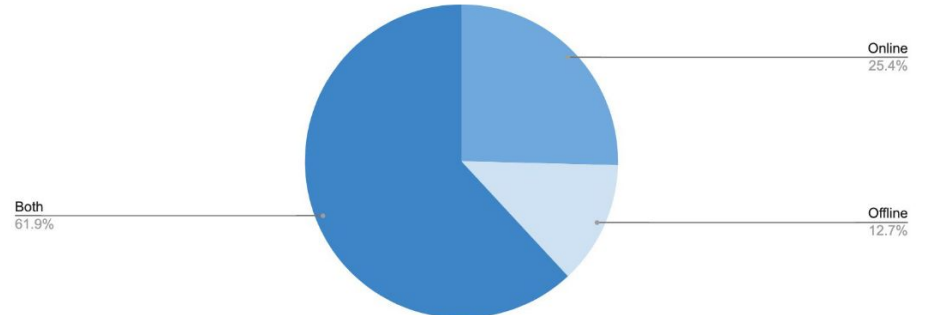
Geographical location

Where are the represented groups located?



Online events Vs. offline events

Is your event going to include online, offline or both activities?



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 - 1.2 Messaging our theme: 20 Years Human
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 - 1.4 Human
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 - 1.6 Messaging our 20th Birthday
 - 1.7 Messaging the Wikimedia movement
- 2 Ways to get the word out about the birthday
 - 2.1 Press releases
 - 2.2 Email pitches
 - 2.2.1 Partner email
 - 2.2.2 Media pitch
 - 2.2.3 Event summary
 - 2.2.4 Invitation
 - 2.3 Resources to share with press
 - 2.4 Social Media
 - 2.4.1 Before 15 January
 - 2.4.2 Visuals to share
 - 2.4.3 Amplification request form
 - 2.4.3.1 The Wikimedia Foundation's social media content plans
- 3 Tracking press coverage for Wikipedia's 20th birthday
- 4 Updating and connecting

MESSAGING THE 20TH BIRTHDAY

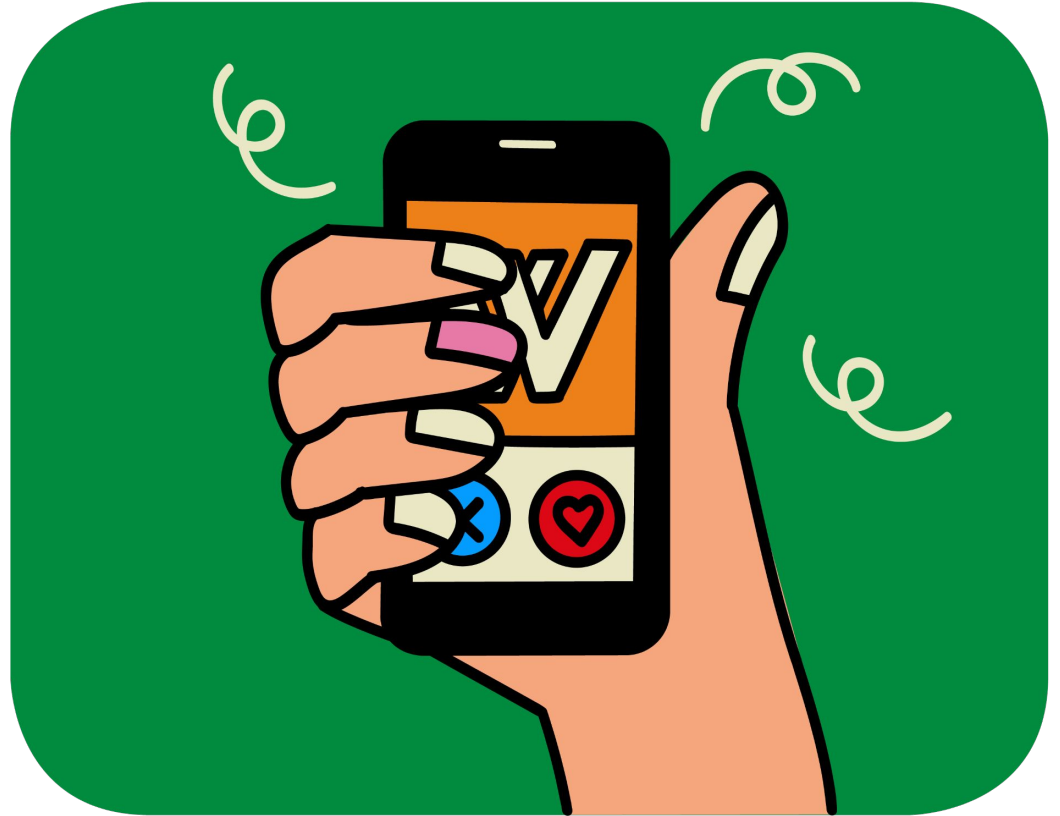
We developed a messaging toolkit that helped tell a cohesive, clear story about Wikipedia, the 20th birthday milestone, and the Wikimedia movement for everyone.

[read here](#)

DIGITAL PARTY PACK

We provided event guidelines for potential event hosts and a downloadable set of video call backgrounds, presentation templates, event invitations, GIFs, and digital stickers.

[event guidelines](#) | [assets](#)

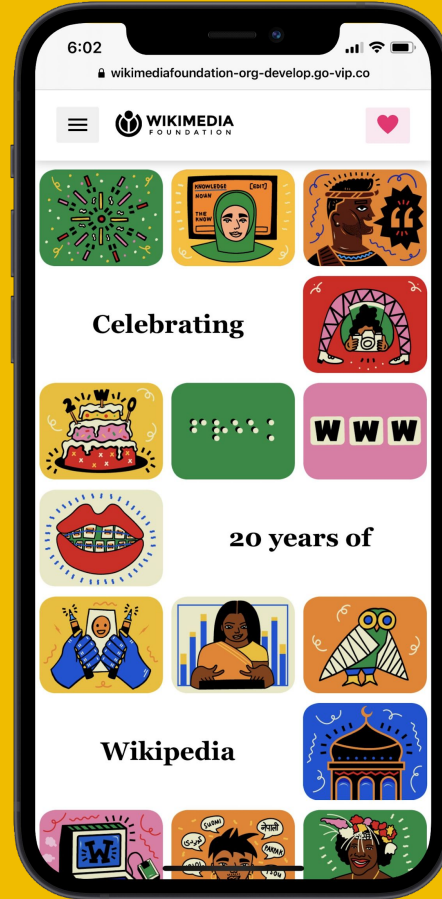


WEB HUB

This storytelling hub on the Wikimedia Foundation website is a central reference point for press, donor, and reader audiences looking to understand the history, impact and human values of our movement.

Available in 7 languages
(Arabic, Chinese, English,
French, German, Russian,
and Spanish)

<http://20.wikipedia.org/>



Sandister Tei

📍 Location: Accra, Ghana

📅 Volunteer start year: 2012



Sandister is the 2020 Wikimedian of the Year, an annual award granted by Wikipedia founder

Jimmy Wales to recognize one of our movement's most exceptional contributors. As one of the founding members of the Wikimedia Ghana User Group, Sandister helped pioneer the development of Wikipedia's volunteer communities in sub-Saharan Africa. [Learn more about Sandister's story.](#)

Wikipedia is more than an encyclopedia. It extends into sister projects, global editor and volunteer communities; a foundation; multidisciplinary and multicultural project opportunities; it can be plugged into various partnerships; it gives basis for advocacy – it's a galaxy.

— Sandister Tei

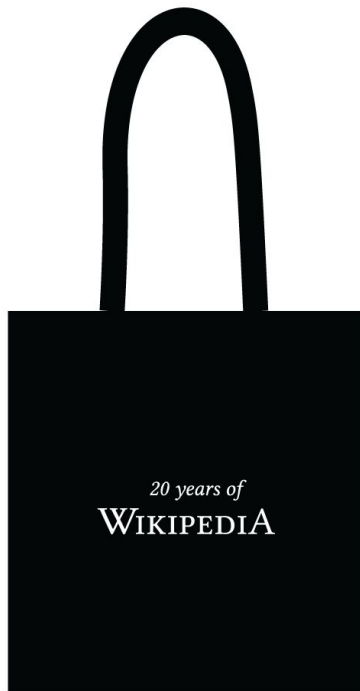
18 HUMAN STORIES

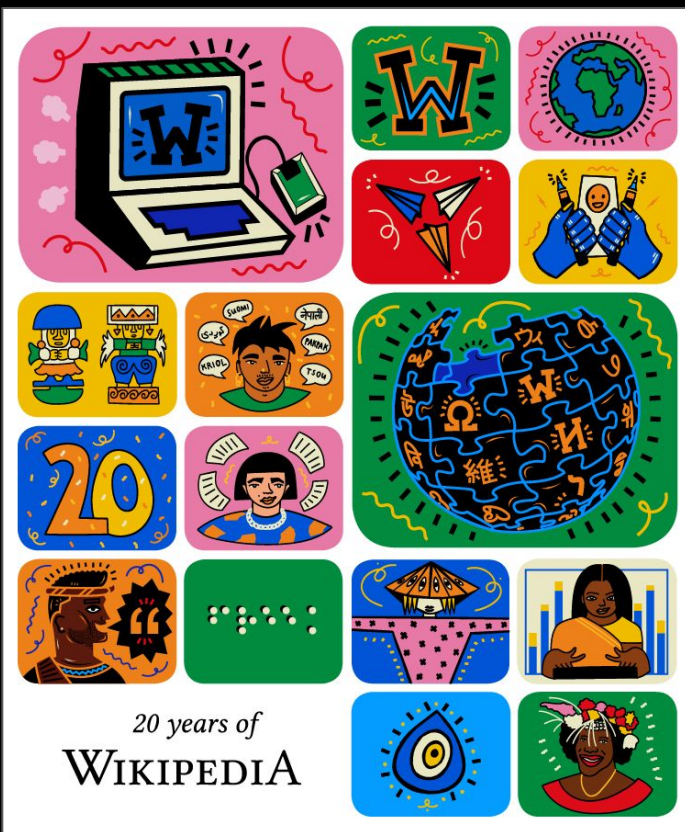
APPAREL & SWAG

We created designs for a tote bag and stickers, and [shared them on Meta-Wiki](#).

A limited number of these gifts was distributed to our community members around the world to honor the movement's anniversary.

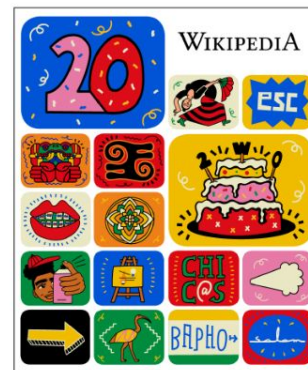
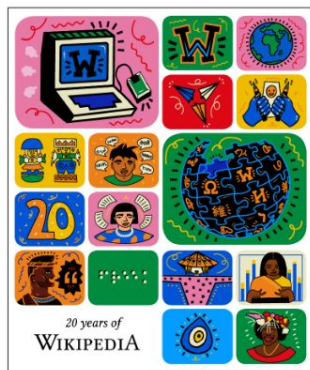
In the upcoming months, the [Wikipedia Store](#) will be releasing a special birthday collection. Stay tuned!





Sticker pack, fragment
CC BY-SA 4.0 - multiple authors

Sticker pack



SOCIAL MEDIA MESSAGES

We had a lot of stories and messages to celebrate on social media. That's why we developed a playbook for community members, staff, and our partners.

[read here](#)

W **Wikipedia** ✓ @Wikipedia · Jan 14

IT IS OUR 20TH BIRTHDAY! 🎂

Wikipedia started as an ambitious idea. Over 20 years, people like you have made it possible. If you are a Wikipedia reader, contributor, donor, or fan — today is for you.

Join the celebration: 20.wikipedia.org #Wikipedia20



Visit wikimediafoundation.org



902.3K views

0:00 / 2:18



THE HASHTAG

Across all social media channels we are using #Wikipedia20 to tag birthday content.

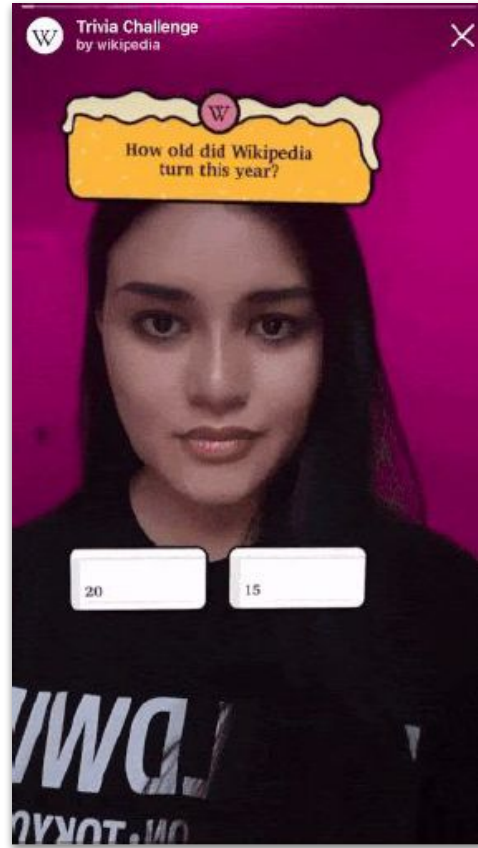
On Twitter, the use of this hashtag temporarily generated a small (72 x 72 pixels) illustration called a hashflag to make the festive moment more visible. This was made possible by working with Twitter representatives.



#wikipedia20



Click from your phone to use this filter on [Snapchat](#), [Instagram](#), and [Facebook](#).



Click from your phone to use this filter on [Snapchat](#), [Instagram](#), and [Facebook](#).

SOCIAL MEDIA FILTERS

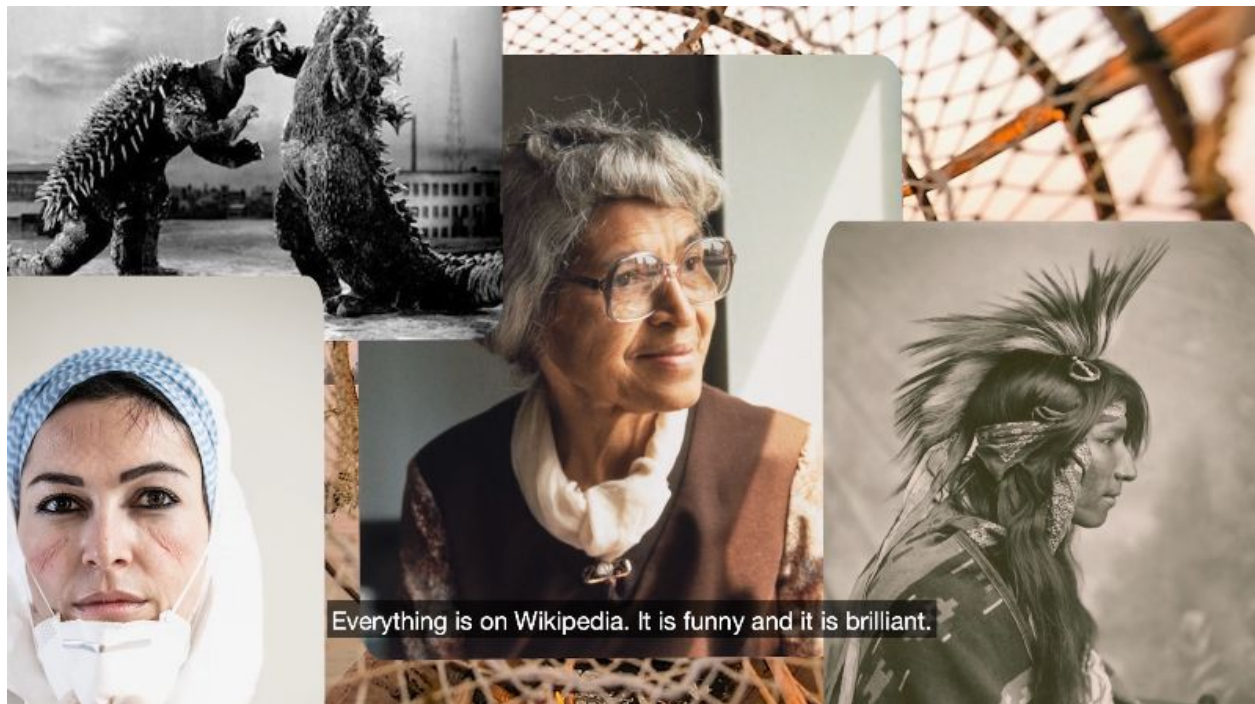
We created a series of three special edition augmented reality (AR) filters for Instagram, Facebook, and Snapchat to engage a young, global audience with Wikimedia projects in a new way. The final filter will be launched in August/September 2021.

BIRTHDAY VIDEO

We made a single “anthem” video, summarizing the humans of Wikipedia in two minutes for use across media, events, and the birthday web hub all year.

Available in 7 languages (Arabic, Chinese, English, French, German, Russian, and Spanish).

[Commons](#) | [Vimeo](#) | [YouTube](#)



PAID MEDIA

We promoted 15 and 30 second cuts of the anthemic video through paid digital media across a variety of non-Wikimedia websites, targeting to reach existing Wikipedia readers in Nigeria and the United States between January 15 and February 11.

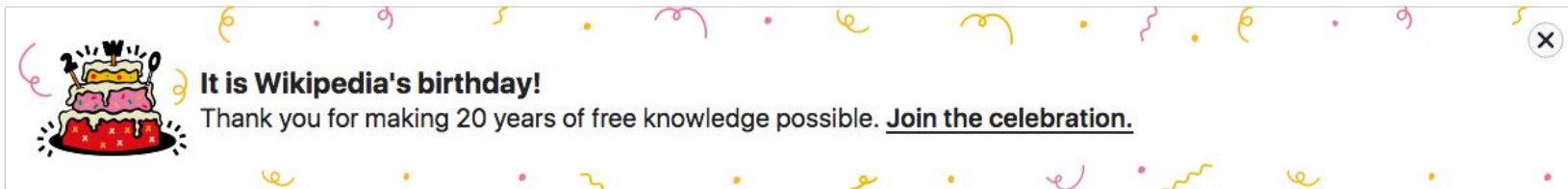
[videos on Commons](#)



BANNERS ON WIKIPEDIA

2 SETS OF BANNERS MESSAGED ON WIKIPEDIA:

- **“Get Involved”**
 - For logged in users, Linking to Wikipedia 20 Meta-Wiki, Launching December 17, Lasting 3 days
- **“Birthday Announcement”**
 - For logged out users (aka - readers), Linking to birthday web hub, Available in 7 web hub languages, Launching January 15, Lasting 7 days





It is Wikipedia's 20th birthday in January.
Join the celebration!

NASA



For other uses, see [NASA \(disambiguation\)](#).

The **National Aeronautics and Space Administration** (**NASA**; /ˈnæsə/) is an [independent agency](#) of the [U.S. Federal Government](#) responsible for the civilian [space program](#), as well as [aeronautics](#) and [space](#) research. ^{[[note 1](#)]}

National Aeronautics and Space Administration



BANNER 1 GET INVOLVED

Objective: Inform [community members](#) of upcoming Wikipedia 20 milestone. Direct them to get involved.

Copy: It is Wikipedia's 20th birthday in January! Join the celebration!

Clicks to: [Wikipedia 20 Meta-Wiki](#)

Audience: Logged in users, 30%, 1 impression

Timing: December 17 - December 19, 2020



20 years of
WIKIPEDIA
OVER ONE BILLION EDITS

[Main page](#)
[Contents](#)
[Current events](#)
[Random article](#)
[About Wikipedia](#)
[Contact us](#)
[Donate](#)

[Contribute](#)

[Help](#)
[Learn to edit](#)
[Community portal](#)
[Recent changes](#)
[Upload file](#)

[Tools](#)

[What links here](#)
[Related changes](#)
[Special pages](#)
[Permanent link](#)
[Page information](#)
[Cite this page](#)
[Wikidata item](#)

[Print/export](#)

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[Printable version](#)

Not logged in [Talk](#) [Contributions](#) [Create account](#) [Log in](#)

Article

Talk

Read

More ▾

Search Wiki



Party



From Wikipedia, the free encyclopedia

For other uses, see [Party \(disambiguation\)](#).

A



Hip, Hip, Hurray! (1888) by Peder Severin Krøyer, a painting portraying an artists' party in 19th century

BANNER 2

BIRTHDAY ANNOUNCEMENT

Objective: Educate **readers** that Wikipedia is part of a movement and celebrate how humans made Wikipedia what it is. Direct them to birthday web hub to learn more.

Copy: It is Wikipedia's birthday! Thank you for making 20 years of free knowledge possible. Join the celebration.

Clicks to: [Wikipedia 20 Birthday web hub](#)

Audience: Logged out users, 5 impressions

Timing: January 15 - January 21, 2021

A VIRTUAL BIRTHDAY

We hosted a global remote birthday party for our communities to kick off the year of celebrations around the world!

[event page on Meta-Wiki](#)



LOCATION

The World Wide Web (streamed live on [Youtube](#) and [Facebook](#))

TIMING

Friday January 15, 2021

8-9 am Pacific Time Zone / 1600-1700 UTC

AUDIENCE

Community + open to the public and partners and staff

PROGRAM

Remarks from Katherine Maher and Jimmy Wales

Spotlighting community leaders and their work

Birthday wishes from volunteers

Live music by Amir Aharoni

A moment to blow out candles and cut the cake!

MEDIA AND PR

Our approach was to drive international press coverage to increase public awareness and affinity for Wikipedia, the free knowledge movement, and celebrate the humans behind Wikipedia.

[see some of the press coverage](#)

KEY TACTICS:

- Media partnerships
- Global press outreach
- Virtual press call the week of January 11
- Broadcast push the week of January 11
- Op-eds from Foundation spokespeople
- Public speaking and thought leadership
- Community activation and support

PRESS CALL

On January 11 we hosted a global press call with Jimmy Wales, Katherine Maher, and Wikipedia volunteers, Dr. Netha Hussain and Risker, to discuss the birthday and movement with media.

***27 reporters** representing **12 countries** attended and participated in a Q&A.*

This was the first time we hosted a simultaneous live translation for a press call (into Arabic)!



AND A FEW MORE THINGS...

THE (US LAB ON) INTERNATIONAL SPACE STATION TURNED 20 TOO

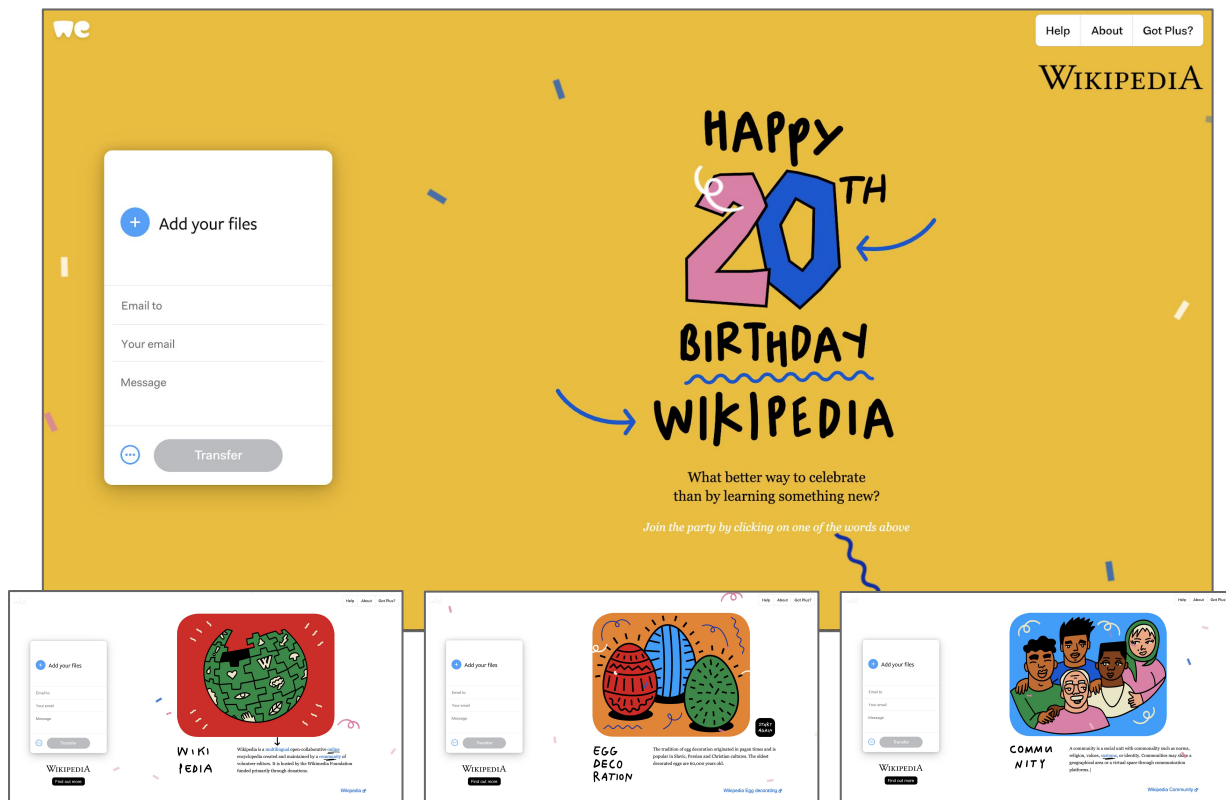
On January 15 we had [a conversation on Twitter](#) with @Space_Station, @ISS_Research, @ISS_CASIS, and @NASA to celebrate our joint exploration of knowledge. After the chat, we shared an exciting interview between NASA astronaut Kjell Lindgren and Wikipedia editor [Dr. Keith Smith](#).

[watch the full video here](#)



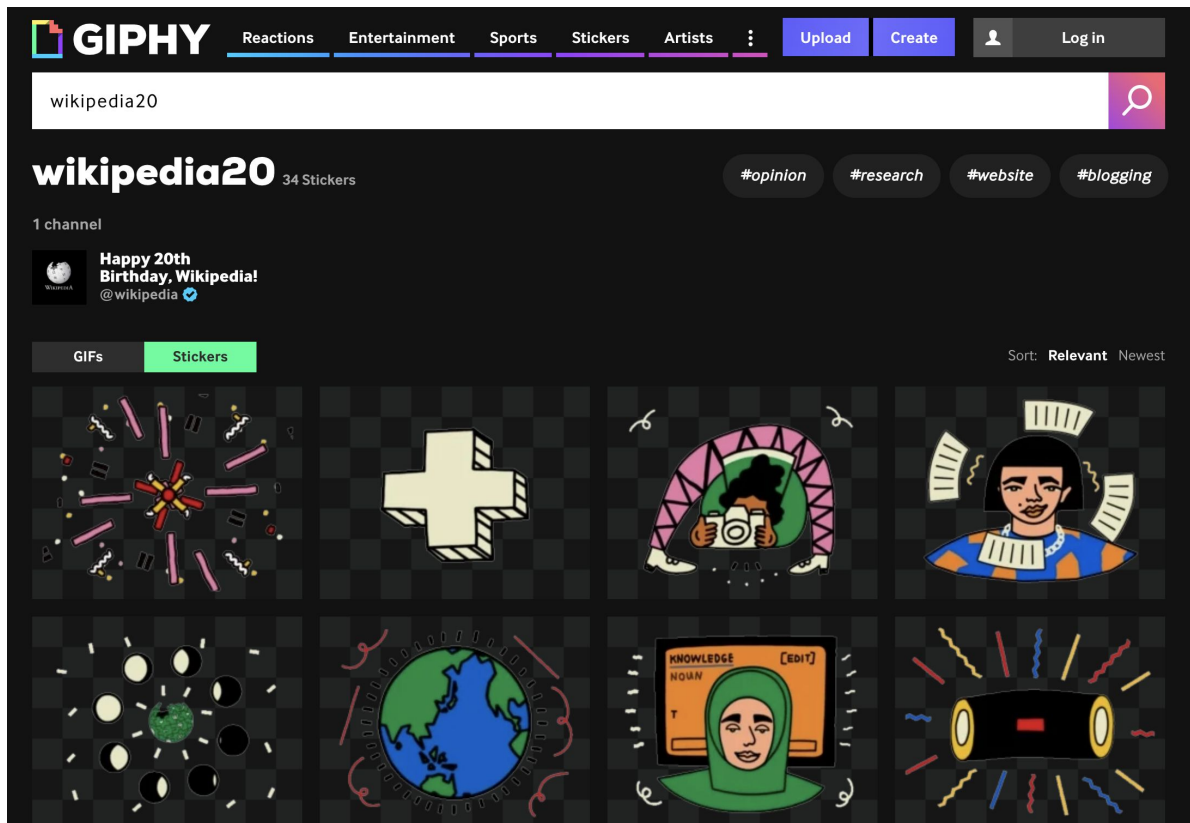
WETRANSFER TOOK 2 MILLION CREATIVES DOWN A FUN RABBIT HOLE

Our collaborators at [WeTransfer](#) created a special interactive digital wallpaper to celebrate Wikipedia 20. As a birthday present, this wallpaper was live on the platform for 3 days from January 15-18.



WE MADE GIFS AND STICKERS FOR MILLIONS TO ENJOY

Our [animated birthday symbols](#) are hosted and supported by Giphy. Their teams promoted and amplified 38 Wikipedia 20 GIFs and Stickers across their social media accounts and their Trending and Featured channels.



MEASURING SUCCESS

MEASURING IMPACT

*Assessing the impact to
public awareness through
three key results*

- **KR1 TOTAL PRESS COVERAGE AND EARNED MEDIA**
 - # of nations with press about Wikipedia 20 (Goal: 50)
 - Sentiment analysis of press (Goal: 60% positive)
- **KR2 TOTAL COMMUNITY EVENTS**
 - # of nations with Wikipedia 20 event (Goal: 40)
 - Photos, videos, and reports of events
- **KR3 LIFT IN PUBLIC AWARENESS**
 - Pre-event (December) benchmark
 - Post-event (February) change (goal: +10% rise)
 - In 6 key countries (Argentina, Germany, India, Nigeria, Russia, US)

ADDITIONAL MEASUREMENT

*Assessing the impact to
public awareness*

- **VISIBILITY AND IMPACT OF WIKIPEDIA BANNERS**
 - WMF benchmark CTR: 0.2%
- **PAGEVIEWS TO WEB HUB**
- **REACH ON SOCIAL MEDIA**
 - Cumulative owned content reach
- **SOCIAL MEDIA CONVERSATIONS AND ENGAGEMENTS**
 - Total tweets, Instagram, Facebook, LinkedIn and other birthday posts
 - Sentiment analysis of public social media
 - Usage of Wikipedia 20 designs across social media
- **REACH OF PARTNERSHIPS & COLLABS**
 - Assessment of Giphy, WeTransfer, and The Center for the Advancement of Science in Space in terms of reach, engagement, and press coverage

RESULTS

MEASURING IMPACT

*Assessing the impact to
public awareness through
three key results*

- **KR1 TOTAL PRESS COVERAGE AND EARNED MEDIA** ✓
 - Over 80 nations with press about Wikipedia 20 (Goal: 50)
 - 71.4% positive and 25.3% neutral (Goal: 60% positive)
- **KR2 TOTAL COMMUNITY EVENTS** ✓
 - 62 nations with Wikipedia 20 event (Goal: 40)
- **KR3 LIFT IN PUBLIC AWARENESS** ✗
 - Awareness that “Wikipedia is part of a movement” increased just 0.2% across the global survey (Goal: +10% rise)
 - Specific markets showed increases
 - Argentina (4.1% lift)
 - Nigeria (3.3% lift)
 - Germany (2.1% lift)
 - India (0.5% lift)

PRESS COVERAGE



974 ARTICLES
>80 COUNTRIES

campaign impact

1.5x GOAL

Press results surpassed the target of coverage in 50 nations by 162%. In total, there were **more than 974 articles published in over 80 countries in 40 languages.**

Positive coverage not only built awareness of Wikipedia in existing and new markets, but also provided a more in-depth view of the role of Wikipedia in the world today and the people who make it possible.

Key themes in coverage included:

- Wikimedia's collaboration with WHO
- The volunteers around the world who make Wikipedia possible
- Wikipedia as a model for other platforms

Negative coverage was limited and tended to focus on diversity and representation in Wikipedia editors and how this impacts content on the site.

Press coverage: 970+ articles in over 80 countries



Mail & Guardian

Wikipedia wants you to join the good side of the internet

The Economist

Online encyclopedias

Happy Birthday, Wikipedia

Lessons from the success of a different sort of tech titan

by **The Jakarta Post**

Wikimedia-WHO collaborate to clear clouds of public mistrust on health coverage



REUTERS™

'Love of knowledge': Volunteers toil to populate Arabic Wikipedia

**What We Know And Can Agree On:
Wikipedia At 20**

What does the future hold for the internet's most popular "information ecosystem"?

 By Simon Garfield 20/10/2020

**In a fragmented reality,
Wikipedia isn't just a refuge. It's
a roadmap**

FAST COMPANY

Wikipedia cumple sus primeros 20 años, esta es su historia

EL TIEMPO



Clockwise from top left: Emily Temple-Wood, Sandister Tei, Rosie Stephenson-Goodknight, and Jess Wade Wikimedia Commons and Jess Wade

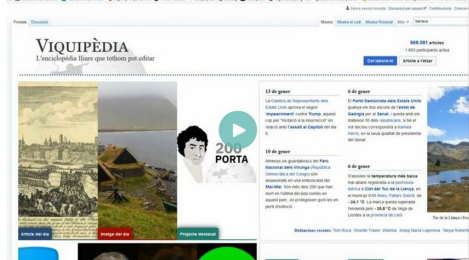
Glamour Magazine (English)



Manoto TV interview (Farsi)

Wikipedia celebra el 20è aniversari a l'edició en valencià, Viquipèdia, es troba entre les més actives

Ja hi ha 668.000 articles en valencià que fan possible vora 1.600 persones voluntàries.



Summer 54th - save 30% THE NEW YORKER

Википедия исполнилось 20 лет

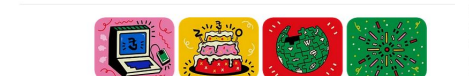


আজকের

উইকিপিডিয়ার ২০ বছর : আমরা এখন কোথায়?

লেখক : অরুণ কুমার বিশ্বাস

প্রকাশ : ২৬ জানুয়ারি ২০২১, ১০ : ৪১



উইকিপিডিয়া ২০

পাঠ ১০ জানুয়ারি বিকালো অসমীয়া কুৰাক বিকালো উইকিপিডিয়ার বিশেষ জন্মদিন উদ্‌যাপিত হ'ল। ২০১১ সালের ১০ জানুয়ারি মকন 'অসমীয়া অসমীয়া' নামেৰে প্ৰচাৰ প্ৰচাৰিত হৈছিল।

Wikipedia Turns 20

1/15/21 9:50AM



WIKIPEDIA The Free Encyclopedia

Wikipedia was launched Jan. 15, 2001, and the collaborative open encyclopedia has remained a top go-to website for information. The *Onion* looks back at L... biggest moments in Wikipedia's history on the site's 20th anniversary.

1776-2000: Americans really bad at history, geography, and remembering

Volunteers in Malaysia keep Wikipedia free from trolls

Wikipedia turns 20 today. Will the world's largest encyclopedia see 40?



Wikipedia turns 20 today. Will the world's largest encyclopedia see 40?

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Wikipedia turns 20 today. Will the world's largest encyclopedia see 40?

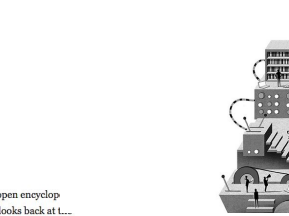
Wikipedia turns 20 today. Will the world's largest encyclopedia see 40?

Equine Style Watche Website Life

What We Know And Can Agree On: Wikipedia At 20

What does the future hold for the Internet's most popular "information ecosystem"?

By Simon Garfield 20/10/2020



SVENSKA DAGBLADET Nyheter Näringsliv Kultur Ledare Debatt Tidningar

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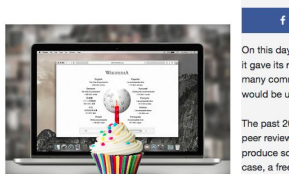
CHRIS ROPER: Wikipedia's moment of truth

As online encyclopedia Wikipedia celebrates its 20th birthday, it's worth reflecting on some of the challenges in the free-knowledge space

14 JANUARY 2021 - 9:00 BY CHRIS ROPER

Listen to this article

5:00 / 7:00



SUBSCRIBE Newsletter Q 0 UK

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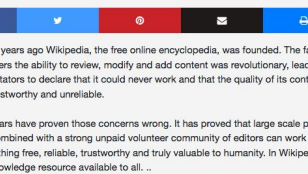
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14 JANUARY 2021 - 9:00 BY CHRIS ROPER

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5:00 / 7:00



【維基百科要滿 20 歲了！】祝生日快樂之外，你知道關於 Wiki 這 20 個事實嗎？

2020/12/28 1 2 3 4 5 6 7 8 9 10 11 12



世界只要有網路的地方，有誰不是《維基百科》（Wikipedia）的使用者嗎？（除了中國）

Gratulerer med 20-årsdagen Wikipedia!

WIKIPEDIA The Free Encyclopedia



Wikipedia turns 20 today. Will the world's largest encyclopedia see 40?

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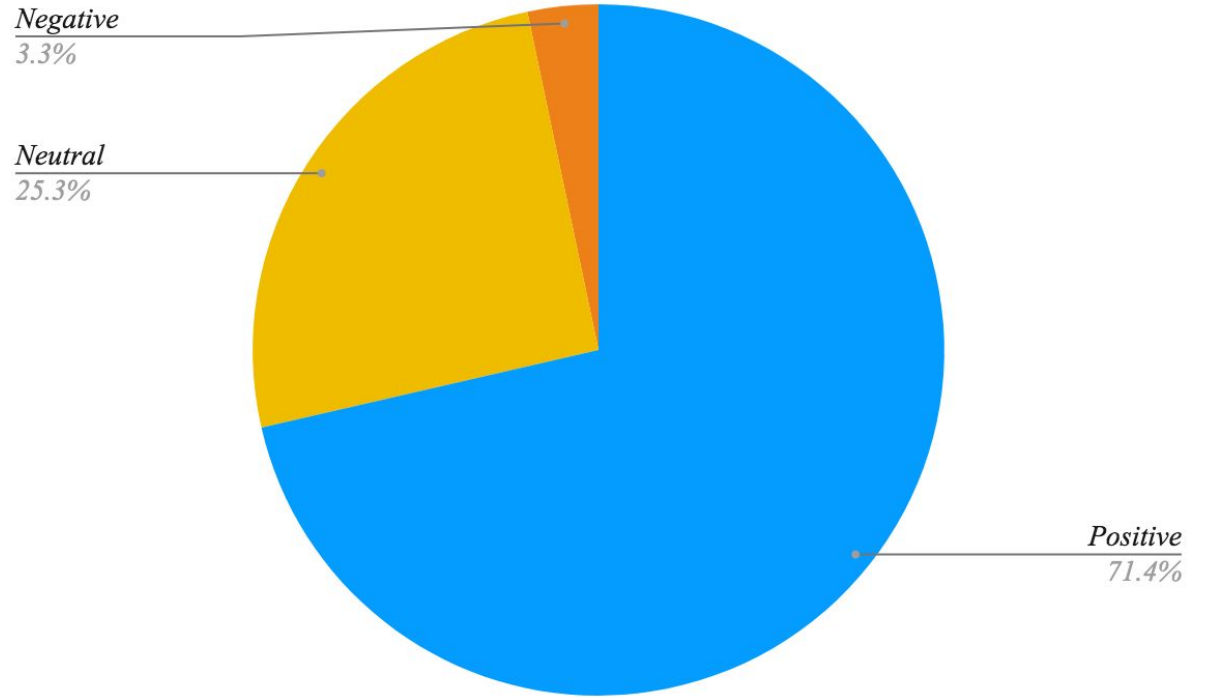
Wikipedia turns 20 today. Will the world's largest encyclopedia see 40?

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Wikipedia turns 20 today. Will the world's largest encyclopedia see 40?

PRESS SENTIMENT

The Communications team found a 96.7% positive to neutral reaction to the milestone, with just 3.3% negative or inaccurate media coverage. Please note that sentiment measures can be imprecise and only provide a rough figure.





As things stand, Wikipedia may simply replicate all the biases and narrow ideologies of history books and Western models of thinking, rendered for the internet.

—Jenny Singer, *Glamour Magazine*

NEGATIVE COVERAGE

Just 3.3% of press coverage was "negative". That said, there were criticisms present in positive articles too.

Negative mentions of Wikipedia tended to focus on diversity and representation issues on Wikipedia.

Examples of negative mentions are included on the right:

Wikipedia affects how hundreds of millions of people view history, science, and politics. She wants to organize the knowledge of the world and make it accessible to everyone, but her perspective is distorted: on her 20th birthday, she is still white, western and male.

—Simon Hertz, *Süddeutsche Zeitung*

And it still faces the same pressures that more conventional reference sources do, as it struggles to represent the history of the world with less of a focus on the white, male wealthy figures who make up so much of recorded history.

—Alex Hern, *The Guardian*

However, of the 388,053 biographies published in Spanish, only 81,136 belong to women (20.91%), while in Basque the percentage is even lower (16.80%). Likewise, this gender gap is present among the people who edit...

—Marian Gonzalez, *Diario Vasco*

POSITIVE COVERAGE

Positive coverage demonstrated Wikipedia's key values, its role as a source of trusted information, and how its model could act as a guide for the internet.

Examples of positive press are included on the right:



Ndahiro and his team are running sessions to teach the general public on editing and curating content on Wikipedia to increase involvement. The platform is built out of belief in free knowledge, open collaboration, and trust on the internet.

—Collins Mwai, *The New Times, Rwanda*

...there is a plethora of misinformation about the coronavirus on the web and social media. Now because of this and to stop the spread of false information, Wikipedia and the World Health Organisation have announced a collaboration to stem the tide of misinformation.

—South Africa Broadcasting Corporation

Though all major tech platforms prepared feverishly for the election, the lack of scandal on Wikipedia during the US vote underscored what the website has come to stand for: a functioning open internet.

—Richard Nieva, *CNET*

It has become the standard reference work for anyone with an internet connection. As social-media sites are lambasted for censorship, “fake news”, disinformation and conspiracy theories, its reputation is higher than ever.

—*The Economist*

BANNER PERFORMANCE



**0.4% CLICK
THRU RATE**

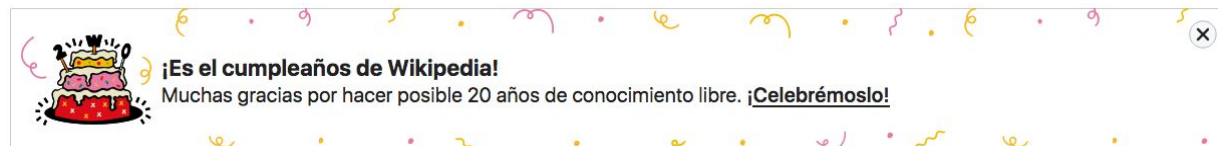
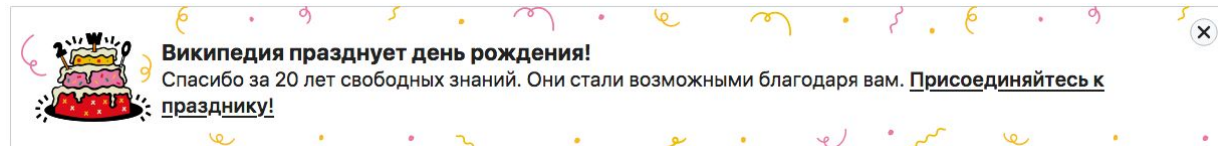
campaign performance

**1.2 BILLION IMPRESSIONS
4.8 MILLION CLICKS**

Central Notice birthday announcement banners were used across 7 language editions of Wikipedia, Wikimedia Commons and Meta-Wiki. The three sentence message announced Wikipedia's birthday, educated readers that Wikipedia is part of a movement and celebrated how humans made Wikipedia what it is. Launched at 20:00 UTC on January 14 and removed on January 21 20:00 UTC the messages were shown for 7 full days, capped at 5 impressions per device. In that time, the **banners outperformed the Foundation 0.2% click through rate benchmark by 2x.**

BANNER TRANSLATIONS

Featuring Wikipedia 20 birthday symbol and vibrant graphic elements, the banners were displayed in 7 languages (Arabic, Chinese, English, French, German, Russian, and Spanish).



COMMUNITY EVENTS



115 EVENTS IN 62 COUNTRIES

*counting up [events](#)
birthday grants are [here](#)*

40+ CAKES

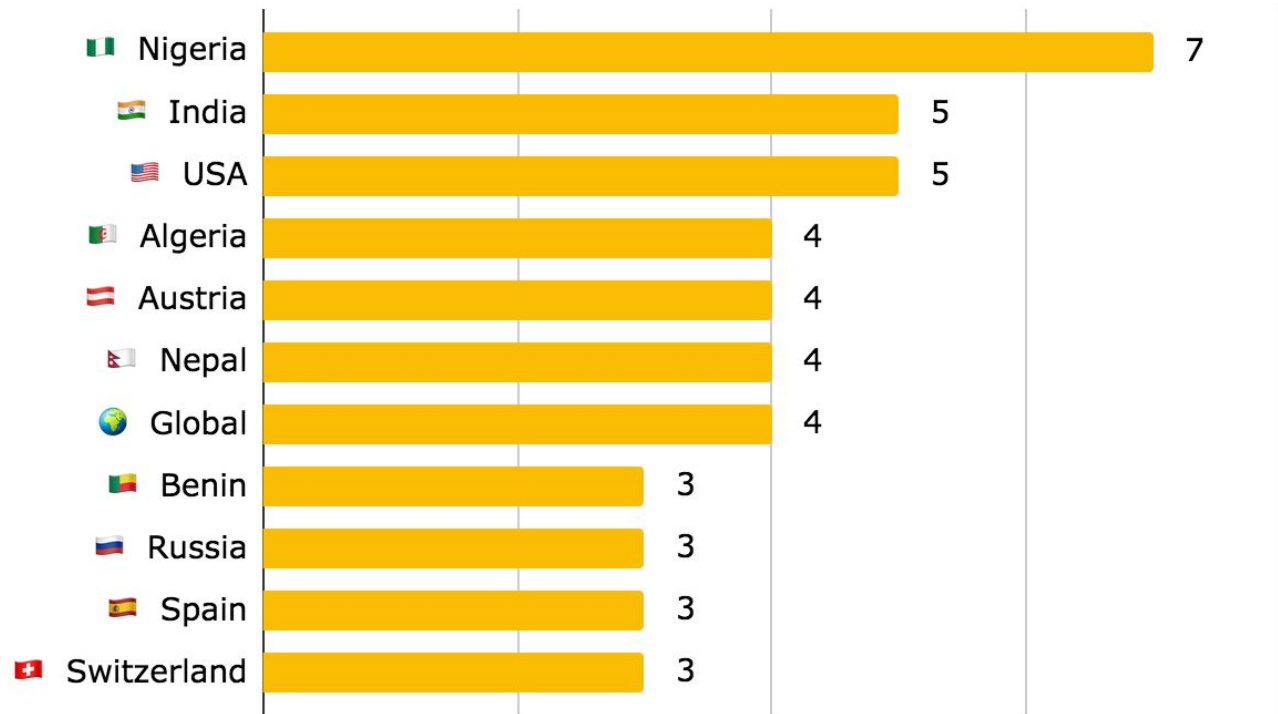
Enabling Wikimedians around the world to celebrate the 20th birthday was a priority. We set out to ensure parties could happen all over the world, empowered by design assets, digital party kits, messaging guidelines, and coordinated timelines.

Pandemic or not, our communities gathered to celebrate in a time where togetherness wasn't always possible. **A total of 115 events were listed on Meta and other local wikis, of which 103 events were hosted in 62 countries** and 12 other events were global or thematic. Most events took place during the birthday week (Jan 15- 22) and most of them were virtual celebrations. **27 community proposals were funded through the Wikipedia 20 Rapid Grants program as of June 2021.**

MOST EVENTS PER COUNTRY

Nigeria led the Wikimedia world in events with 7 total. India followed along with the USA with 5.

The majority of these events took place during the birthday week (January 15-22).

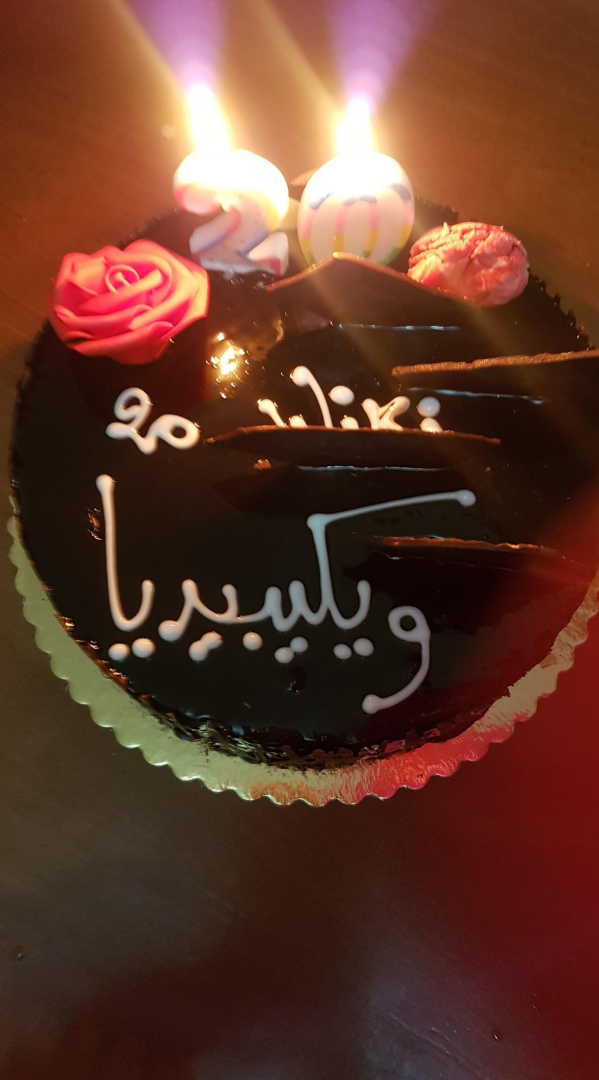


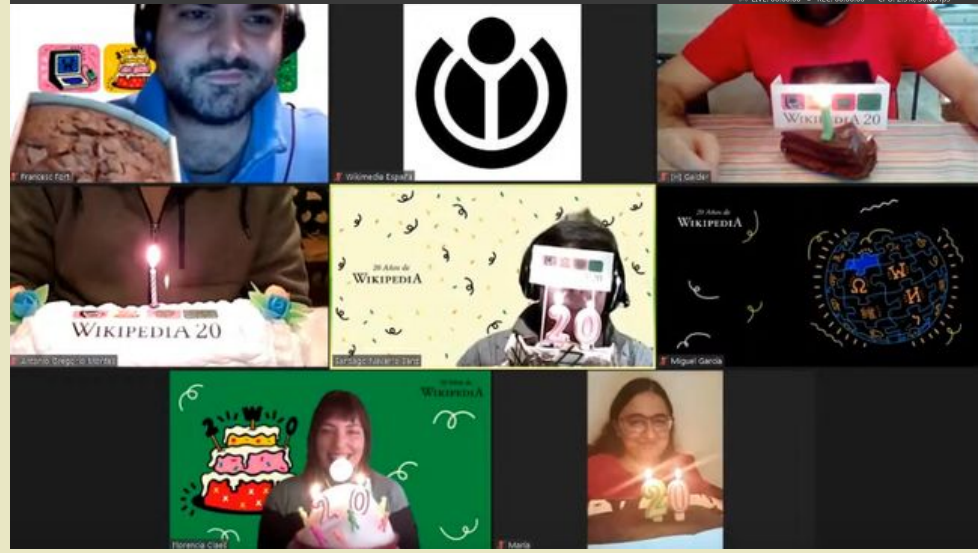
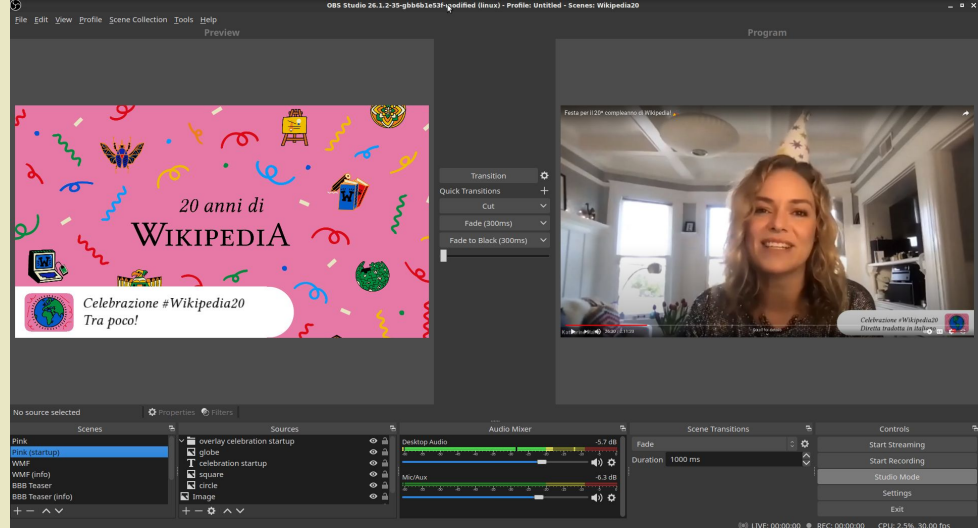
103 events in 62 countries, plus 12 thematic or global events

A world map illustrating the global distribution of 103 events across 62 countries, plus 12 thematic or global events. The map uses blue location pins to mark the event locations. The distribution is as follows:

- North America:** United States (2 pins), Canada (1 pin), Mexico (1 pin).
- South America:** Brazil (1 pin), Argentina (1 pin).
- Europe:** High concentration with pins in the UK, France, Germany, Italy, Spain, Norway, Sweden, Finland, and others.
- Africa:** Pins in Algeria, Libya, Egypt, Sudan, Chad, Nigeria, Ethiopia, DRC, Angola, Namibia, Botswana, and South Africa.
- Asia:** Pins in Russia, Kazakhstan, Mongolia, China, South Korea, Japan, India, Pakistan, Afghanistan, Iran, Iraq, Saudi Arabia, and Thailand.
- Oceania:** Australia (1 pin), New Zealand (1 pin).
- Other:** Greenland, Iceland, Venezuela, Colombia, Peru, Bolivia, Chile, Argentina, Papua New Guinea, and Indonesia.

CC BY-SA 4.0 - Samir Elsharbaty







40+ cakes made
and shared
to Wikimedia
Commons!



WE HOSTED A
VIRTUAL PARTY
TOO

Attended by over 800 people watching live across Facebook and YouTube, our celebration included interactive trivia, cake, music, and reflections from Jimmy Wales, Katherine Maher and community members on how they have seen the movement grow over the 20 years, as well as their wishes for the future.

[event on Meta-Wiki](#)



BIRTHDAY WEB HUB ENGAGEMENT



**4.6 MM+
PAGE VIEWS**

1st week performance

The Wikipedia 20 birthday web hub is a special central storytelling point for press, donor, and reader audiences with an in-depth exploration of the work of our movement, our projects and the people behind them.

In just 7 days, the site collected **over 4.6 million page views, and 130,000 visitors clicked on to “donate” pages.**

20.wikipedia.org features a birthday video and 18 stories of our volunteers and supporters, who make Wikipedia possible, introduces our global movement, highlights key moments in our history, and offers tips and assets for celebrating with us.

Animated on the top of the site are a series of birthday symbols and the phrase “Celebrating 20 years of Wikipedia.” All site content is available in 7 languages (Arabic, Chinese, English, French, German, Russian, and Spanish).

[EN](#)
[Donate now](#)

[Our Work](#)
[Support Wikipedia](#)
[Research](#)
[Advocacy](#)
[Technology](#)
[News](#)
[Participate](#)
[About](#)

18 HUMAN STORIES

For Wikipedia's 20th birthday, we are celebrating the humans, our volunteers and supporters, who make Wikipedia possible. With stories from South Africa, Japan, Colombia, Sweden, Tunisia, Canada, India, Nigeria, and 6 other countries, the individuals highlighted show the richness of our global movement.

Syed Muzammiluddin
(User:

Hindustanilanguage)

📍 Location: India
📅 Volunteer start year: 2004

Muzammiluddin, who goes by Muzammil, is a living historian of the Wikimedia movement. For more than half a decade, he has done the work of fellow volunteers through countless interviews and posts. An accomplished Wikipedia editor and community organizer, Muzammil has participated in conferences, established a growing volunteer community in India, and made more than



Nkem Osuigwe
(User: AfricanLibrarian)

📍 Location: Nigeria
📅 Volunteer start year: 2020

Dr. Nkem Osuigwe creates powerful connections between the African librarian community and Wikipedia. In 2020, she organized the first African Librarians Week as part of the Wikimedia Foundation's bi-annual #1Lib1Ref (One Librarian, One Reference) campaign. More than 800 volunteers improved information on



Bobby Shabangu

📍 Location: South Africa
📅 Volunteer start year: 2011

Bobby speaks five languages fluently. It is a skill he puts to use regularly in editing several language versions of Wikipedia, with a focus on promoting smaller languages such as Swati. In addition to editing, Bobby also supports community engagement activities, which includes sharing input on a new Universal Code of Conduct for all Wikimedia projects.

[Learn more about Bobby's story.](#)

The strength of Wikimedia lies in its ability and its quest to share that content freely. impact on the world.

— Bobby Shabangu



the power of telling the true story and editing articles about information for librarians to go on to information leaders in each of their communities on a

Jess Wade

📍 Location: London, United Kingdom
📅 Volunteer start year: 2018

Dr. Jess Wade, a physicist by day, started editing Wikipedia in 2018 after learning about the site's knowledge gaps. Since then, she has written nearly 1,200 Wikipedia biographies about women, people of color and LGBTQ+ scientists, helping increase their representation online and beyond. [Learn more about Jess's story.](#)

I knew Wikipedia was important – although I think I only realised how important lately. The world needs honest and impartial information more than ever before – and Wikipedia is the most powerful, collaborative platform we can write and share that on.

— Jess Wade



7/18

Netha Hussain

📍 Location: Gothenburg, Sweden
📅 Volunteer start year: 2010

Netha, a medical doctor, wrote, updated, and translated dozens of Wikipedia articles during COVID-19 to ensure reliable information about the pandemic is available for everyone. Recently, she launched a project to improve information about vaccine safety topics on Wikipedia, helping combat misinformation. [Learn more about Netha's story.](#)

In emergency situations like this, it is not possible for traditional encyclopedias, or even some governments, to access, filter, analyse, and summarize massive loads of information coming from around the world every day and make it available in roughly 300 languages. This is only possible with a large global network of volunteers and a platform such as Wikipedia.

— Netha Hussain



12/18

6/18

TOP VIEWED AND EDITED ARTICLES

For the 20th birthday site, we built a hub for exploring the data sets of top viewed and edited articles from the past two decades across the seven language editions of Wikipedia (Arabic, Chinese, English, French, German, Russian, and Spanish).

You, Wikipedia, and the world

Humans around the world look to Wikipedia around 21 billion times every month for information on everything from politics, to music, sports, and beyond. Have you ever wondered what the most popular articles on Wikipedia were in the last 20 years?

Explore



☒ Most viewed articles or ☐ most edited articles in 2020 ▾



EN
COVID-19 pandemic
ongoing pandemic of COVID-19, caused by the virus SARS-CoV-2

81,929,961 views



AR
قائمة الدول والتبعيات حسب عدد السكان
List of countries and dependencies by population

1,613,906 views



DE
COVID-19-Pandemie
ongoing pandemic of COVID-19, caused by the virus SARS-CoV-2

8,868,468 views



SOCIAL MEDIA RESULTS



16,300
CELEBRATORY
SOCIAL MEDIA
POSTS

153 COUNTRIES

social listening results

Social listening evaluates the entire social media ecosystem, which includes original posts from Wikipedia and the Wikimedia Foundation channels, *and* posts from everyone else who shared about Wikipedia's 20th birthday online.

In total, **between January 15 - February 15, 2021**, there were **16.3K mentions** about Wikipedia's 20th birthday, based on keyword searches, across Twitter, Facebook, Reddit and Instagram. Additionally:

- **153 countries** were engaged in sharing posts about the birthday
- **15.1K** total uses of the hashtag #Wikipedia20. (#Wikipedia20 was used in 93% of the mentions that discussed Wikipedia's 20th birthday.)
- **93% positive or neutral sentiment**
 - Positive: **30%**
 - Neutral: **63%**
 - Negative: **3%**
 - *Undetected: 4%*

GLOBAL SOCIAL MEDIA ACTIVITY

The *top 10 countries* that participated in sharing social media messages about #Wikipedia20:

- | | |
|-------------------|-----------------|
| 1. United States | 6. Canada |
| 2. India | 7. Germany |
| 3. United Kingdom | 8. Mexico |
| 4. France | 9. Nigeria |
| 5. Spain | 10. Switzerland |

Participation by region:

Europe: **38 countries**

Africa: **37 countries**

Asia: **26 countries**

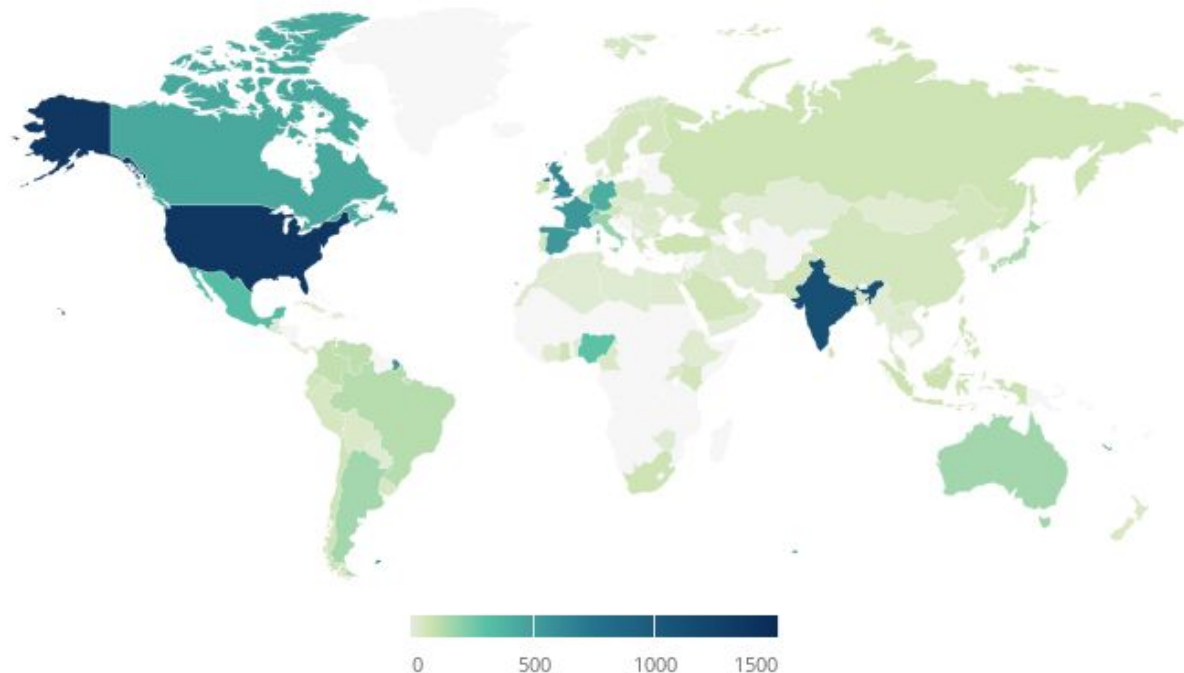
Middle East: **19 countries**

Caribbean: **13 countries**

Latin America: **13 countries**

North America: **4 countries**

Oceania & Polynesia: **3 countries**



TOP 20 KEYWORDS USED DURING #WIKIPEDIA20

@wikipedia birthday wikipedia

20th join happy 🎂 celebration

possible idea started fan ambitious donor

contributor reader knowledge free celebrate website



**6.59M ON
TWITTER**

**1.87M ON
FACEBOOK**

**279.18K ON
INSTAGRAM**

**45.87K ON
LINKEDIN**

*impressions by channel
(Wikimedia and
Wikipedia combined)*

ORIGINAL POSTS ON WIKIMEDIA AND WIKIPEDIA

Using social media, we were able to engage people around the world in celebrating Wikipedia's 20th birthday all day long.

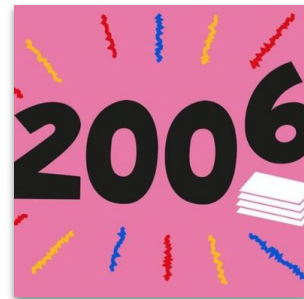
Our primary channels for promotion were the Wikimedia Foundation and Wikipedia's Facebook, Twitter, and Instagram channels. We began teasing the birthday celebrations on January 1 (Public Domain Day). On January 15, social media celebrations ran from 7:00am UTC to 2:00am UTC on January 16!

In total, **between January 1 - February 15, 2021**, there were **127 posts** from the Wikimedia Foundation and Wikipedia channels about the 20th birthday, resulting in:

- **8.78M impressions** (total number of times content was displayed to people)
- **6.87M reach** (number of people who may have seen our content)
- **96.14K engagements** (likes, comments, reactions, etc.)
- **1.09% engagement rate** (percentage of people who engaged with posts after seeing them)

HIGHLIGHTS FROM WIKIMEDIA FOUNDATION / WIKIPEDIA CHANNELS

Starting in early January, we did a countdown to January 15 by sharing key moments in Wikipedia's history.



HIGHLIGHTS FROM WIKIMEDIA FOUNDATION / WIKIPEDIA CHANNELS

Our initial posts to kick off the celebration on January 15 shared a [thematic video](#). These **six launch posts** with the video embedded comprised **47% of all impressions** and **52% of all engagements** from original posts we shared about #Wikipedia20 (from January 1 - February 15, 2021). This demonstrates the importance of video content on social media and strong announcement posts.

 **Wikipedia** 
Published by Lauren Dickinson  · January 15 · 

IT IS OUR 20TH BIRTHDAY! 🎂

Wikipedia started as an ambitious idea. Over 20 years, people like you have made it possible. If you are a Wikipedia reader, contributor, donor, or fan — today is for you.




Join the celebration: 20.wikipedia.org #Wikipedia20



The knowledge in Wikipedia comes from people like me.


WIKIMEDIAFOUNDATION.ORG
Happy 20th birthday, Wikipedia!

Learn More

 **Wikimedia Foundation**
Published by Lauren Dickinson  · January 15 · 

Twenty years, 55 million articles, hundreds of thousands of volunteers, one goal: free knowledge for all.

Happy 20th birthday, [Wikipedia](#)! Here's to many, many more.
20.wikipedia.org #Wikipedia20



When thousands of people come together to share their knowledge voluntarily...

WIKIMEDIAFOUNDATION.ORG
Happy 20th birthday, Wikipedia!

Learn More

HIGHLIGHTS FROM WIKIMEDIA FOUNDATION / WIKIPEDIA CHANNELS

We live-tweeted three events on January 15!

1. Global, virtual 20th birthday party (#Wikipedia20) ([sample](#))



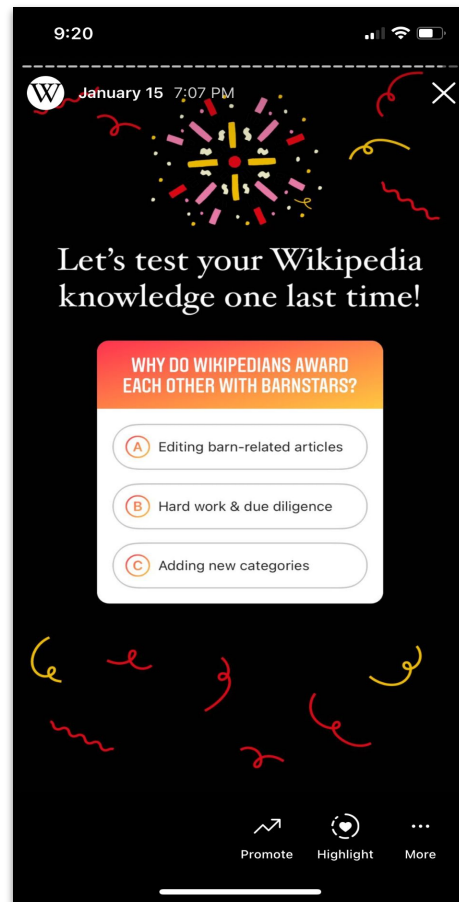
2. Twitter chat with the International Space Station and NASA ([thread](#))
3. Then-CEO Katherine Maher's interview with NYC Media Lab ([thread](#))

HIGHLIGHTS FROM WIKIMEDIA FOUNDATION / WIKIPEDIA CHANNELS

We launched a [virtual coloring book](#) on Instagram stories.

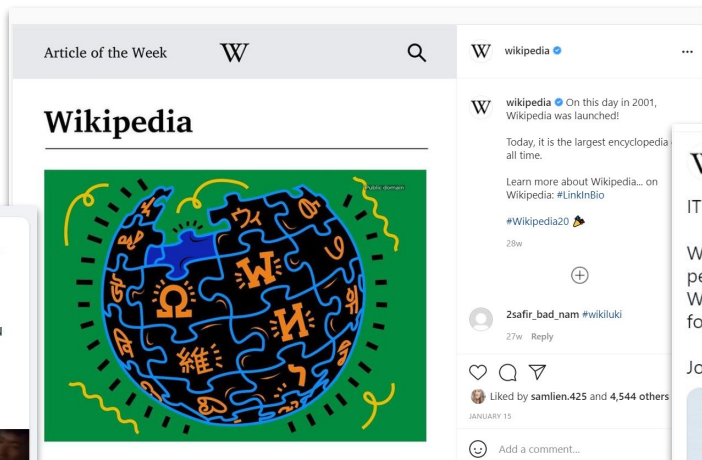


We also shared a series of trivia questions on our Instagram stories throughout the day.



ORIGINAL POSTS WITH HIGHEST IMPRESSIONS, *by channel*

Instagram, 48K →



Twitter, 3.5M →



Facebook, 456.9K ↑

ORIGINAL POSTS WITH HIGHEST ENGAGEMENT RATE, *by channel*

[Instagram](#), 22.99% →



[Facebook](#), 7.45% ↑

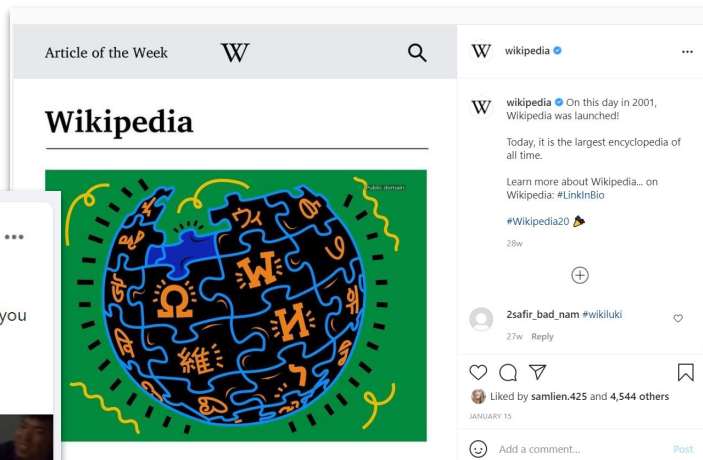


[Twitter](#), 1.73% →



ORIGINAL POSTS WITH HIGHEST TOTAL ENGAGEMENTS, *by channel*

Instagram, 5K →



Twitter, 42.4K →



Facebook, 3.2K ↑

AUGMENTED REALITY FILTERS

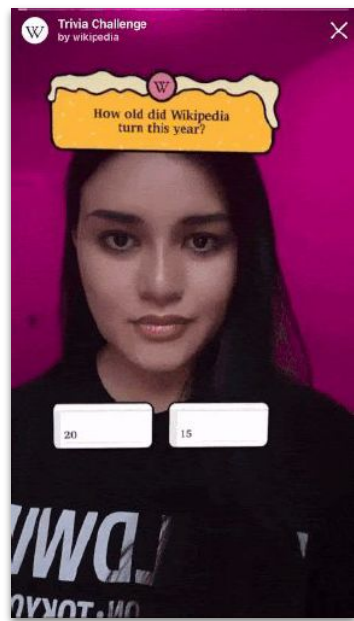
Our special trio of 20th birthday edition augmented reality filters for Instagram, Facebook, and Snapchat launched on January 15, May 21, and August /September 2021 (forthcoming).

The filters helped reach new, younger audiences in a fun way, embedding them inside of a Wikipedia article on Mount Everest and sharing trivia about and from Wikipedia, respectively. A final filter, coming August/September 2021, will feature images from Wikimedia Commons, highlighting another project in the Wikimedia ecosystem.

- **11,674,584 impressions** (total number of times content was displayed to people)
- **256,635 user-generated content (UGC) shares** (number of times people made and shared a video of themselves using the filters)
- **88,179 swipe-ups** (to 20.wikipedia.org)
- **78%** of people reached were age **24 or younger**, indicating we were able to reach a younger audience through the filters
- **39 countries** reached that received at least 4,600 impressions
- **Top countries reached**, by impressions
 1. India: 3.3M
 2. Pakistan: 468k
 3. Nigeria: 458k
 4. Spain: 385k
 5. Iraq: 360k



Launched January 15:
[Snapchat](#), [Instagram](#), [Facebook](#)



Launched May 21:
[Snapchat](#), [Instagram](#), [Facebook](#)

SOCIAL MEDIA BIRTHDAY WISHES *(a snapshot)*

BIRTHDAY WISHES FROM THE WIKIMEDIA MOVEMENT



@Wikipedia fête ses 20 ans demain ! La Fondation @Wikimedia vous invite à une fête d'anniversaire virtuelle mondiale pour célébrer ces deux décennies incroyables, à l'instar des petites mains qui rendent cette encyclopédie possible !
[#wikipedia20](#)



Nikolay Pavlov shared a link.
January 13 · 🌐

Wikimedians from the northern Sakha Republic (this is in Siberia) congratulated colleagues from all over the world: Today we have -50 degrees Celsius, but our hearts are filled with the warmth of Wikipedia! 😊👍
[#Wikipedia20](#)
[#SakhaWikipedia](#)



Hay Kranen @hayify · Jan 14

20 years ago, @Wikipedia was founded. I made my first edit four years later. After that i was a @wmnl board member, co-organized @Wikilovesart, was a Wikipedian in Residence, did 25.000 edits and met so many incredible people from around the world. Happy birthday! [#Wikipedia20](#)

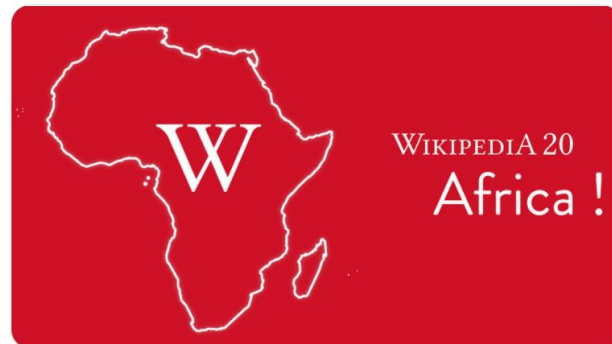


#DiscoverWikipedia @WikimediaGH · Jan 22

Join us as we celebrate [#Wikipedia20](#) with other African Affiliates members tomorrow at 16:00 UTC. This is our African virtual celebration as part of activities for the 20th anniversary.

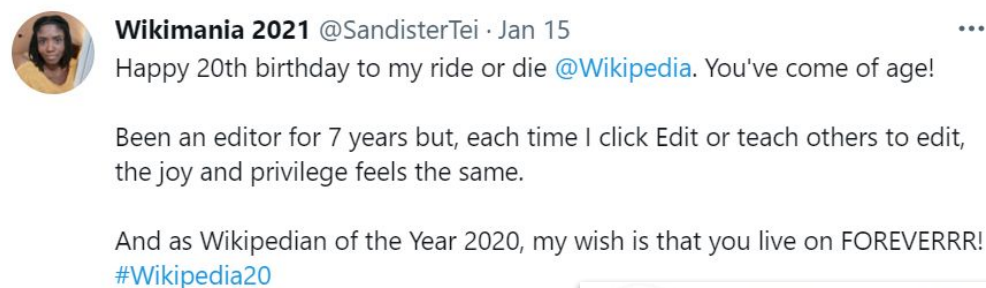
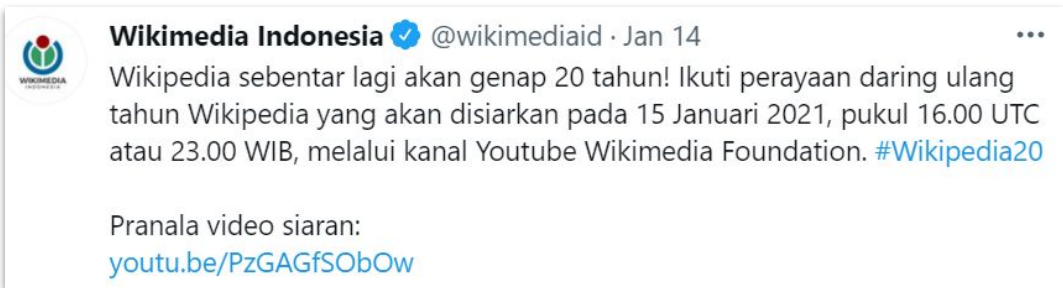
For more information visit this link: africa.wiki20.org

[#AfricanWikipedians](#) [#Wikipedia](#)



You and 9 others

BIRTHDAY WISHES FROM THE WIKIMEDIA MOVEMENT



BIRTHDAY WISHES FROM THE WIKIMEDIA MOVEMENT



Albanian Language Wikimedians UG @SQWikimediansUG · Jan 15

Hello from Albania and Kosovo!

"The future in front of us is enormous, an opportunity to reinvent how knowledge is created and shared, and who is represented." ~ @krmaher

#Wikipedia20



Rosie Stephenson-Goodknight, SSODP @Rosiestep · Jan 15

Wishing you a Happy 20th Birthday, @Wikipedia!
Thank you for improving the world, one article at a time!
Sincerely,

A Wikipedia editor since 4 June 2007

🎂🎂🎂🎂🎂🎂🎂🎂🎂🎂🎂🎂🎂🎂🎂🎂🎂🎂🎂🎂🎂🎂🎂🎂 #Wikipedia20



Wikimedia Australia @wm_au · Jan 14

The first edit on @Wikipedia was made 20 years ago today! Happy Birthday!
Here's a little birthday card from down under... 🎂

Happy Birthday



0:48 4.8K views



Wikimedia Ukraine @wikimedia_ua · Jan 30

З Днем народження української Вікіпедії! 🎂

Дякуємо усім, хто вже 17 років створює, читає і підтримує найбільшу онлайн енциклопедію українською мовою!

Святковий логотип розробила користувачка Cellen 🍷

@wikipedia_uk



BIRTHDAY WISHES FROM PARTNERS



Faisal Saeed Al Mutar ✓
@faisalalmutar

I still remember when I was in [#Iraq](#) and they just launched their [#Arabic](#) version.

I am so proud to lead a team that translated and edited more than 20,000 articles on Wikipedia since we started.

Happy Birthday [#Wikipedia20](#)

Thank you existing and for being a wonderful partner

 **Ideas Beyond Borders** @IdeasB2 · Jan 14

Happy early 20th birthday to our wonderful partner @Wikipedia, the world's largest free online encyclopedia! Join us at their virtual party on Friday tomorrow to celebrate the people who make it possible.



Mozilla ✓ @mozilla · Jan 15

Our friends at Wikipedia have been showing the world the true power of collaboration on the open internet for the past 20 years. Thank goodness there's something to celebrate.

Happy birthday, [@Wikipedia!](#) 🎉 [#Wikipedia20](#)



US National Archives ✓ @USNatArchives · Jan 15

As of today, [@Wikipedia](#) has been a part of the digital landscape for 20 years. [@USNatArchives](#) has contributed over 450,000 digital copies to Wikimedia Commons and these have been used in over 80,000 Wikipedia articles.



UN Human Rights ✓ @UNHumanRights · Jan 14

Happy 20th birthday, to our partner [@Wikipedia!](#) Join us & [@Wikimedia](#) to strengthen knowledge about [#humanrights](#) online. Learn more: [diff.wikimedia.org/2020/12/10/wik...](#) [#Wikipedia20](#) [#WikiForHumanRights](#) [#RecoverBetter](#)

BIRTHDAY WISHES FROM PARTNERS



Tedros Adhanom Ghebreyesus ✓ @DrTedros · Jan 15

Happy 20th birthday, @Wikipedia!

Congratulations on two decades of amazing work. In these challenging times, open access to information is critical. @WHO is proud to be your partner and to work together to fight the #COVID19 infodemic. #Wikipedia20



WeTransfer ✓ @WeTransfer · Jan 15

For @wikipedia's 20th anniversary, we're celebrating their contribution to open source and crowd collaboration—and the people who made Wikipedia what it is. Go down the rabbit hole with our interactive wallpaper now: bit.ly/2LsqOeg #Wikipedia20

...



Creative Commons ✓ @creativecommons · Jan 15

20 years ago today, @Wikipedia made its first edit.

A billion+ edits later, they've helped fuel the global open movement built on a belief in the power of #openaccess to knowledge and creativity—a belief we share.

Here's 🥂 to 20 more years of changing the world! #Wikipedia20



Internet Archive ✓ @internetarchive · Jan 15

To our friends, collaborators & partners at @Wikipedia & @Wikimedia Happy 20th Birthday 🎂 🎉 🎊

We love working together to create free & open knowledge for all. #Wikipedia20



KaiOS Technologies ✓ @KaiOSTech · Jan 15

🎉 Happy 20th birthday, @Wikipedia!

All #KaiOS users can enjoy free access to knowledge in @Wikipedia anytime, anywhere with the new Wikipedia app. 📲 bit.ly/3br087Z

#Wikipedia20 #happybirthday

BIRTHDAY WISHES FROM INFLUENCERS



Tim Berners-Lee ✓ @timberners_lee · Jan 15

Today @Wikipedia celebrates its 20th birthday.

It stands as a shining example of the #WebWeWant — an open, collaborative space providing free access to knowledge across the globe.

Thank you @jimmy_wales & the whole @Wikimedia community. Here's to the next 20 years. #Wikipedia20

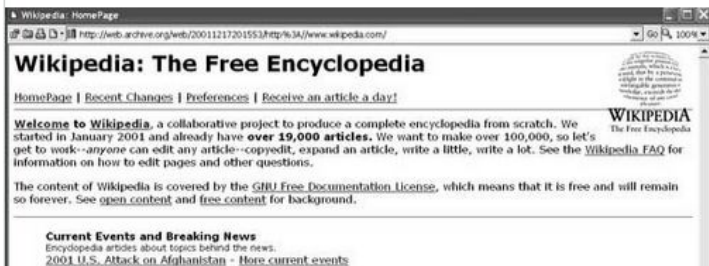


The Web Foundation ✓ @webfoundation · Jan 15

Happy 20th birthday, @Wikipedia! #Wikipedia20

Our favourite online encyclopedia—and one of the web's greatest achievements—launched #OnThisDay in 2001. en.wikipedia.org/wiki/Wikipedia...

[Show this thread](#)



Arianna Huffington ✓ @ariannahuff · Jan 15

Happy 20th birthday to @Wikipedia, a thriving example of an earlier, more human-centered internet. What's the most recent entry you read?



Kjell Lindgren ✓ @astro_kjell · Jan 15

Happy 20th Birthday, @Wikipedia! Great chatting with @DrKeithSmith about 20 phenomenal years of @Space_Station exploration and @ISS_Research !



Elon Musk ✓ @elonmusk · Jan 15

Happy birthday Wikipedia! So glad you exist.



784



1.7K



44.1K



John Carmack ✓ @ID_AA_Carmack · Jan 15

It is @Wikipedia 's 20th anniversary today. It is hard to remember from today's perspective how viciously the idea of a publicly edited encyclopedia was mocked by many traditional gatekeepers of knowledge. It is hard to imagine a better refutation.

BIRTHDAY WISHES FROM MEDIA

The Economist @TheEconomist · Jan 15
Today Wikipedia celebrates its 20th birthday. But how much do you really know about the crowdsourced encyclopedia? Test your knowledge (and no peeking ahead at the answers!) 🧐

Happy birthday,
Wikipedia

Wikipedia turns 20

The
Economist



Replying to @ringer

Happy 20th birthday, @Wikipedia!



Stephen Harrison
@harrisonstephen

Each month the Wikipedia service is accessed by 1.5 billion unique devices from around the world. During that same period, a small minority of those users—some 280,000 editors—take the time to contribute to Wikipedia.

My thoughts on @Wikipedia's big day:



BIRTHDAY WISHES FROM MEDIA



The Onion ✓
@TheOnion

Wikipedia Turns 20 bit.ly/3bJDI2e



TED Talks ✓ @TEDTalks · Jan 15

Wikipedia turns 20 today! 🎉 (Can you believe it?!) Hear how it all got started, from the online encyclopedia's founder: t.ted.com/Ezj9lXg
#Wikipedia20



TIME ✓
@TIME

Wikipedia, which celebrates its 20th birthday today, lives on—and it's not just surviving, but thriving



What if the Web Looked More Like Wikipedia?

Wikipedia, which celebrates its 20th birthday on Jan. 15, lives on—and it's not just surviving, but thriving



Washington Post PR ✓ @WashPostPR · Jan 15

On its 20th birthday, Wikipedia might be safest place online, writes [@heatherkelly](https://twitter.com/heatherkelly). The world's largest online encyclopedia has learned lessons from fighting misinformation for two decades.



On its 20th birthday, Wikipedia might be the safest place online
The world's largest online encyclopedia has learned lessons from fighting misinformation for two decades.
[washingtonpost.com](https://www.washingtonpost.com)

BIRTHDAY WISHES FROM FANS



Panthea Lee 李佩珊 @PantheaLee · Jan 15

Well dang @Wikipedia, you're looking mighty fine at 20! 🎉

Happy happy birthday to this pioneering, passionate, joyous, deeply principled, and all-round delightful community!

Wikimedians embody human creativity & collaboration at their best. Grateful for all you do #Wikipedia20



Sombra en tiempos perdidos @Claudishka · Jan 15

Hoy Wikipedia en inglés cumple 20 años de compartir conocimiento libre. Un aplauso a las personas que editan, discuten, toman fotos, investigan, dan talleres y organizan editatones y editatonas. 🙌🙌🙌

Nos vemos en mayo para celebrar a Wikipedia en español 🤗
#Wikipedia20



Leonel Ritchie™ @LeonelRitchie · Jan 15

Really proud and thankful for project Wikipedia. Helps me a lot on biographies , locations and facts. Arguably the best site on the internet
20.wikipedia.org #Wikipedia20



Yaya Alluchi . @_KidxRedd · Jan 15

Happy birthday @Wikipedia ! Thank you for all the knowledge, you've gotten me through everything from college essays to learning about random people I've seen in a movie I was watching lol. You're the goat fr.



Bruce Ramos @BruceRS14 · Jan 15

@Wikipedia Happy Birthday!! Quien no ha llegado a esta web buscando alguna información por estudio, trabajo o simplemente pasar el tiempo con alguna información que le interesara. Ya son 20 años 🙌🙌.

BIRTHDAY WISHES FROM FANS



Kali Sullivan @Kali_Zero · Jan 15

It appears that [#Wikipedia](#) is TWENTY YEARS OLD today! Happy Birthday you informational powerhouse! Without you, a lot of college students might not have graduated, and internet arguments would have no referee.

[#WikipediaDay](#) [#Wikipedia20](#)



Dr Darpan Kaur @DrDarpanKaur · Jan 15

Dear Wikipedia,

Wishing you a very very Happy 20th Birthday !

Wishing you a great day full of happiness and joy 🥳🎁🎉

Wishing you lots of success and blessings in all your endeavours.

Knowledge is light.

Keep up the great work always.

[@Wikipedia](#)



Joel Babdor (he/him) @JoelBabdor · Jan 15

I was a teenager when [@Wikipedia](#) was launched.

I never owned an encyclopedia before & I certainly wouldn't have been able to own one as a student and young adult.

WIKIPEDIA has been TRANSFORMATIVE in many ways, for people like me, for the world.

Happy Birthday and thank you!

...

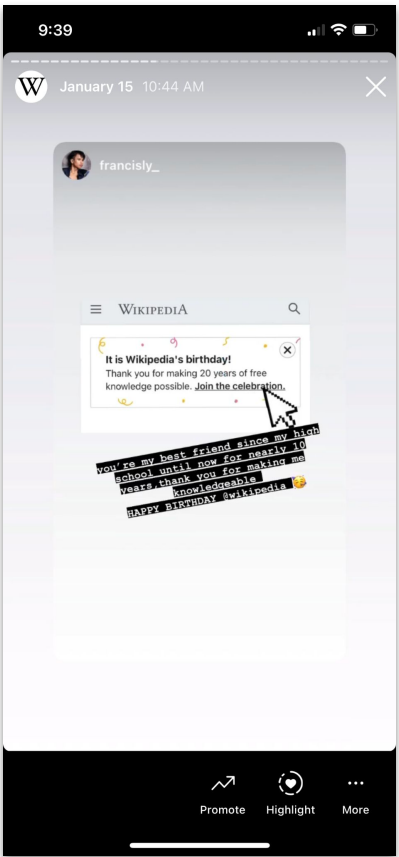
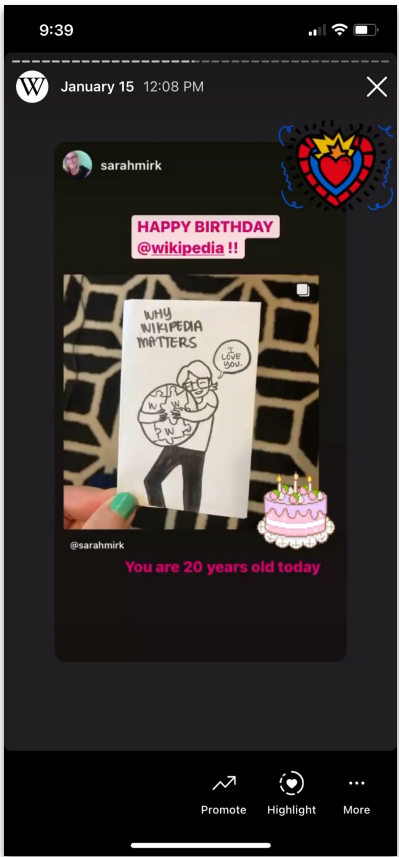
...



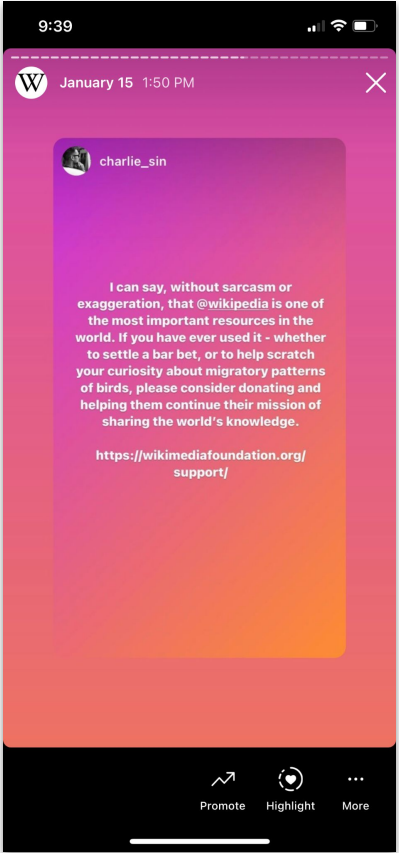
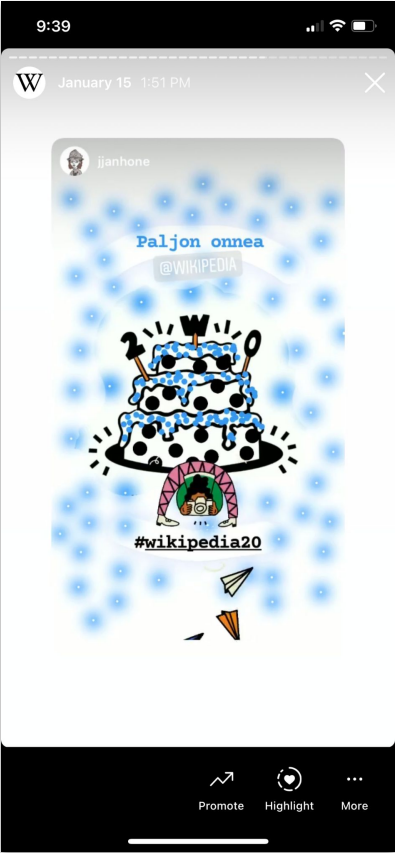
Mardetanha @Mardetanha · Jan 14

فردا [#ویکی‌پدیا](#) ۲۰ ساله می‌شه، در این ۲۰ سال هزاران نفر از سرتاسر جهان تلاش کردند که جهان رو برای انسان‌ها از طریق گسترش دانش رایگان و در دسترس بهتر بکنند. بعد از ۲۰ سال تلاش ۵۵ میلیون مقاله در ۳۰۰ زبان نوشته شده است و این تلاش برای بهبود و گسترش دانش رایگان همچنان ادامه داره.

BIRTHDAY WISHES FROM FANS



BIRTHDAY WISHES FROM FANS

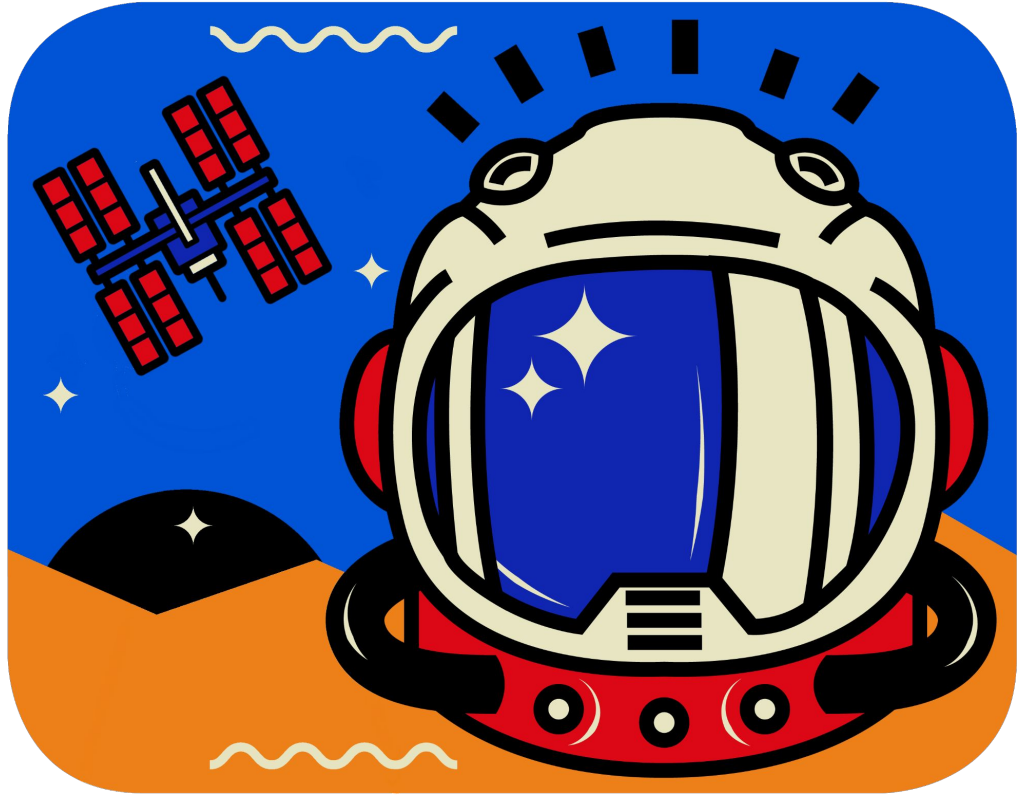


PARTNERSHIPS & COLLABORATIONS REACH

WE TALKED TO SPACE

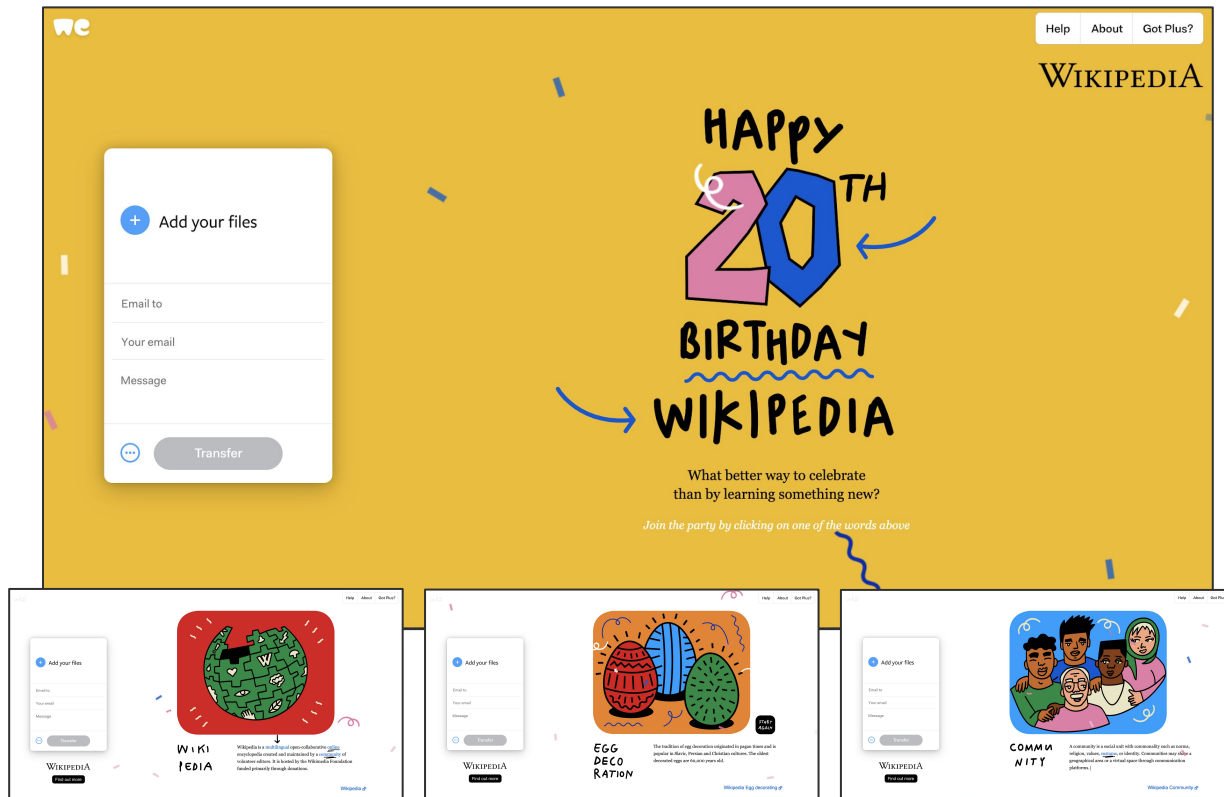
On January 15 we had a [conversation on Twitter](#) with @Space_Station, @ISS_Research, @ISS_CASIS, and @NASA to celebrate our joint exploration of knowledge. After the chat, we shared an exciting [interview](#) between NASA astronaut Kjell Lindgren and Wikipedia editor [Dr. Keith Smith](#).

The blog post [announcing](#) the conversation was viewed over 7,300 times. The Twitter chat garnered just over 1,500 likes and the video interview clip was viewed over 14,000 times.



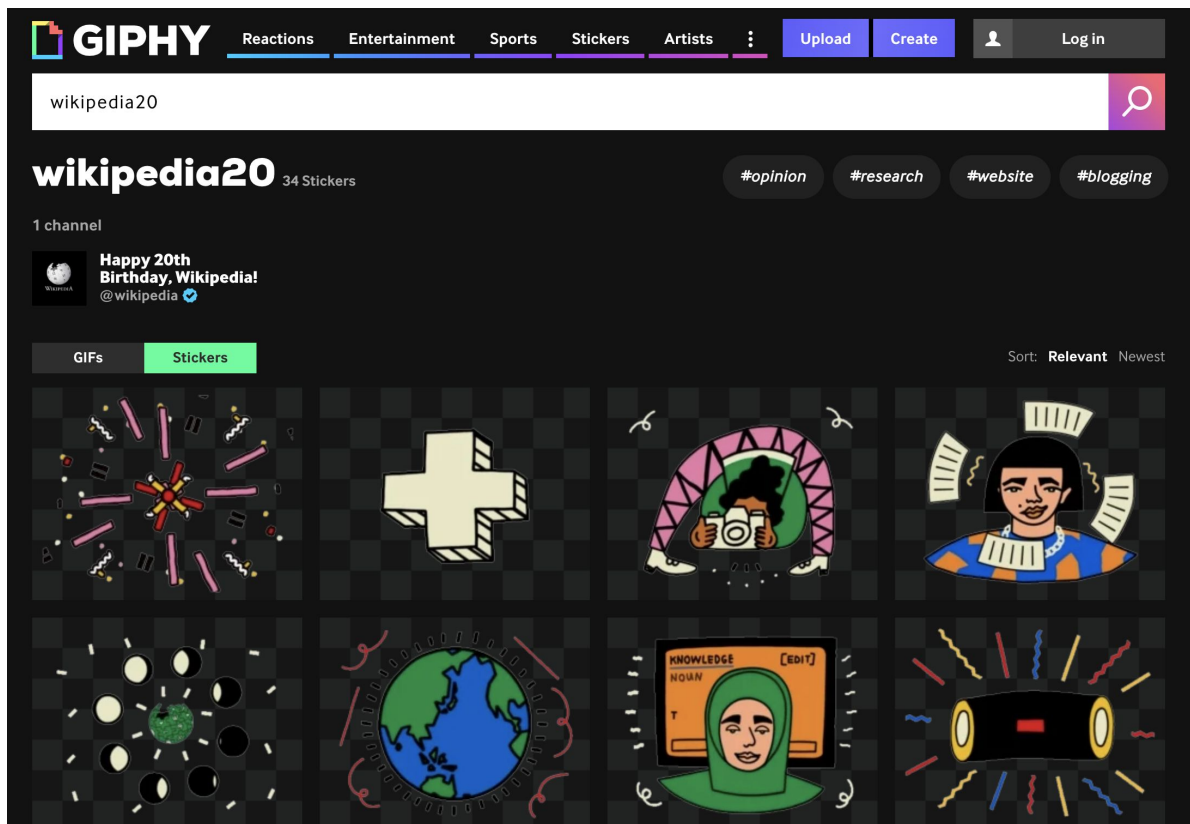
WETRANSFER TOOK 2 MILLION CREATIVES DOWN A FUN RABBIT HOLE

Our collaborators at [WeTransfer](#) created a special interactive digital wallpaper to celebrate Wikipedia 20. As a birthday present, this wallpaper was live on the platform for 3 days from January 15-18, **receiving 2 million impressions across 13 countries.**



GIPHY AMPLIFIED OUR STICKERS FOR MILLIONS TO ENJOY

Our [animated birthday symbols](#) were hosted and supported by Giphy. Their teams promoted and amplified 38 Wikipedia 20 GIFs and Stickers across their social media accounts and their Trending and Featured channels, **garnering over 420 millions views to date (and over 350 million views in the first ten days alone).**



BIRTHDAY VIDEO REACH



957,893 VIEWS

**46,370
ENGAGEMENTS
ACROSS 3
PLATFORMS**

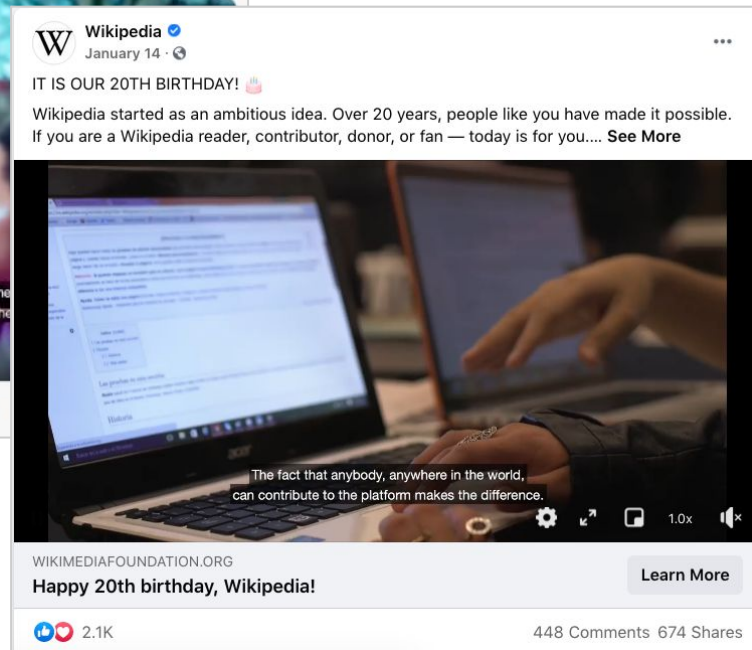
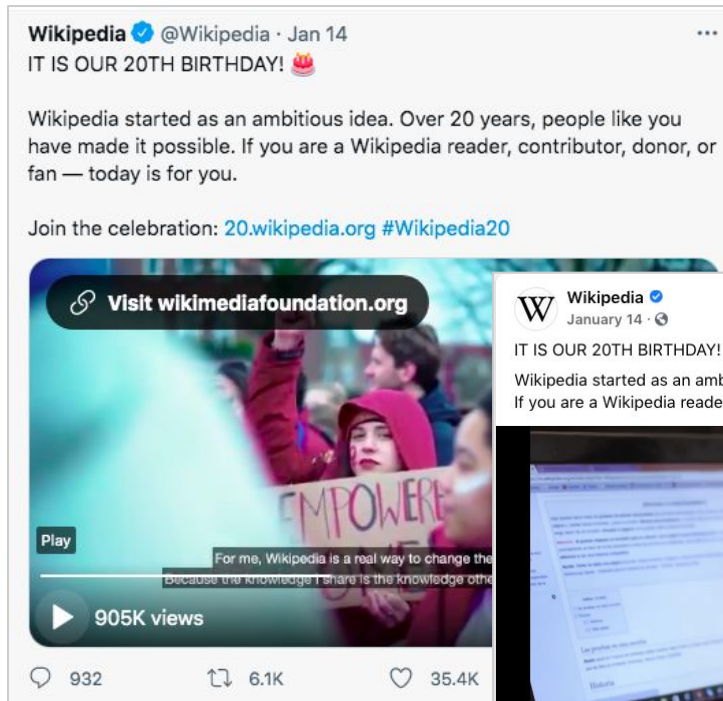
video performance

The 20th birthday “anthem” video was created to showcase and summarize the humans of Wikipedia in two minutes for use across media, events, and the birthday web hub all year. The video was produced in English with subtitles in six other languages (Arabic, Chinese, French, German, Russian, and Spanish).

As of June 2021, the **video was viewed over 957,800 times** across YouTube, Twitter and Facebook.

VIDEO ENGAGEMENT

*Released on January 15 at 7:00am UTC the 20th birthday video garnered **over 905,000 views and 42,000 retweets, replies, and likes on Twitter**, 38,000 views and more than 3,900 likes, comments, and shares on Facebook; and over 14,600 views on YouTube.*



PAID MEDIA IMPACT



**6% RISE IN
AWARENESS**

**72.83% VIDEO
COMPLETION
RATE**

*paid media campaign
performance*



USA results

USA
JAN 15 - FEB 11

In support of Wikipedia's 20th birthday, we promoted the 15 and 30 second cuts of the anthemic video through paid digital media across a variety of non-Wikimedia websites. We were aiming to reach existing Wikipedia readers in Nigeria and the United States.

We used a media survey to measure the campaign impact in the US. Our survey results showed 6% absolute lift in understanding that Wikipedia forms part of a movement, **an impressive change from 80% to 86% overall.** Ultimately, this campaign had a **major and positive impact on the readers that were previously unaware of the Wikimedia movement, showing a 30% lift among this group.**

US CAMPAIGN OVERVIEW

Dates: Jan 15 - Feb 11, 2021

Audiences: Wikipedia reader
lookalike audiences, Wikipedia
app users, other

Guiding KPI: Completed video
views

All six videos performed evenly
across all metrics. We saw a
video completion rate (VCR)
of 72.83%, a high result
considering that the video ads
were skippable. In the span of
four weeks, **over 3,000 people**
clicked through to the
birthday web hub (bonus, as
this was not a guiding KPI).



0:15 Featuring: Felix



0:15 Featuring: Jimmy



0:15 Featuring: Katherine



0:15 Featuring: Emily



0:30 Anthem cut



0:15 Featuring: Sherry

Impressions	Clicks	Video Completes	VCR	CTR
3,244,063	3,165	2,362,657	72.83%	0.10%



**0.75% CLICK
THRU RATE**

**79.05% VIDEO
COMPLETION
RATE**

*paid media campaign
performance*



Nigeria results

NIGERIA
JAN 15 - FEB 2

There were some distinct differences in the way the paid media was run between the US and Nigeria markets due to a number of factors including budget, timing, and partner capabilities.

We used standard media metrics to measure campaign success in Nigeria. Ads were optimized for clicks to ensure deep engagement with our birthday web hub content. The public awareness levels were not measured directly but as part of the larger Wikipedia 20 global survey.

Ads drove **over 25,000 clicks**, which likely means that ~12,000 people engaged with the web hub. And without optimizing for it, we saw a very high video completion rate. Nearly **80% of ad viewers watched the entire video.**



NIGERIA CAMPAIGN OVERVIEW

Dates: Jan 15 - Feb 2, 2021

Audiences: Ages 18-44

Guiding KPI: Clicks to the birthday web hub

We saw a **very high click-through rate (CTR)** of **0.75%** compared to the partner's CTR benchmark of 0.09% to 0.12% in Nigeria.

Top 3 performing videos featured Emily, Jimmy and Felix. All six videos performed best among the younger age groups (18-44).



	Impressions	Clicks	Video Completes	VCR	CTR
Majority	3,368,361	25,326	2,642,918	78.46%	0.75%
Some missing analytics	545,976	Missing data	451,439	82.68%	Missing data
TOTAL	3,914,337		3,094,357	79.05%	

LIFT IN GLOBAL AWARENESS



10% LIFT IN GLOBAL AWARENESS THAT WIKIPEDIA IS 20

global survey results

GOAL
10% LIFT
IN AWARENESS
THAT WIKIPEDIA
FORMS PART OF
A MOVEMENT

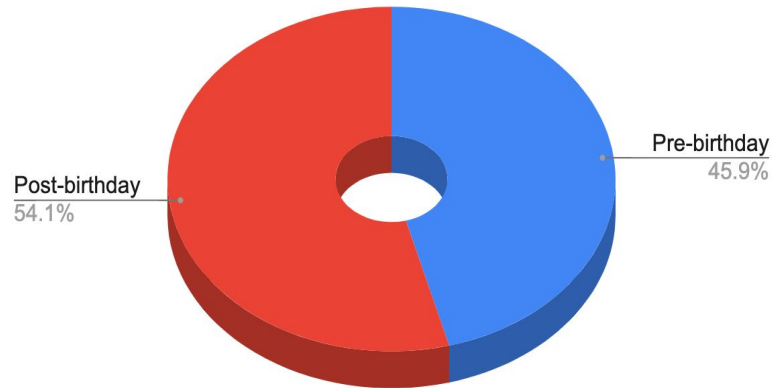
To establish a benchmark for key Wikipedia 20 activities, we conducted a survey on December 17, 2020, before the campaign launch. After the launch, on February 1, 2021, we conducted a second survey to measure the change in public awareness levels. The surveys were designed to reach internet users who accessed Wikipedia in the last 3 months. They were delivered in 6 countries (Argentina, Germany, India, Nigeria, Russia, USA), translated into local languages.

Survey findings showed a **10% lift in awareness of the Wikipedia's 20th birthday**, however we did not achieve our goal of increasing understanding that Wikipedia forms part of a movement 10% among existing site users (this **remained level at ~83% of users**). This newly established metric will serve as a benchmark for our future activities.

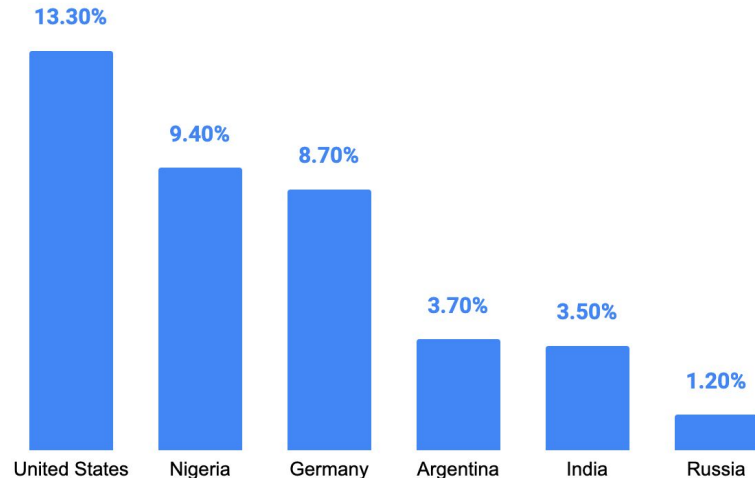
AWARENESS THAT WIKIPEDIA IS 20

Wikipedia 20 campaign caused a shift in awareness of about 10%, noticeably in the US, Nigeria and Germany, while the least change was observed in Russia and India.

20th birthday awareness pre and post

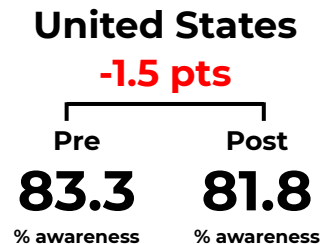
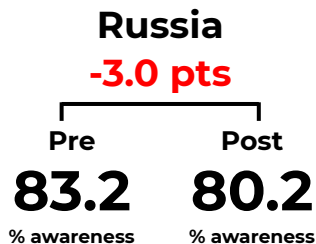
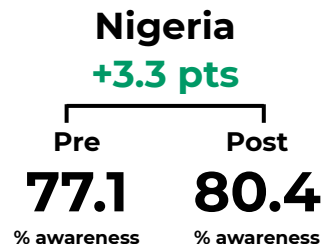
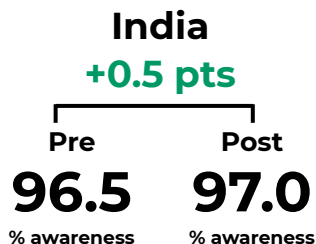
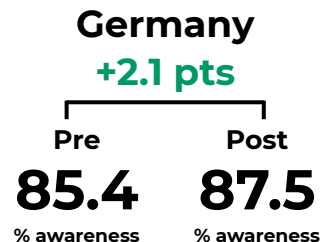
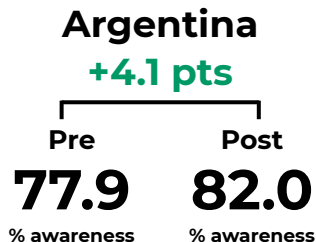
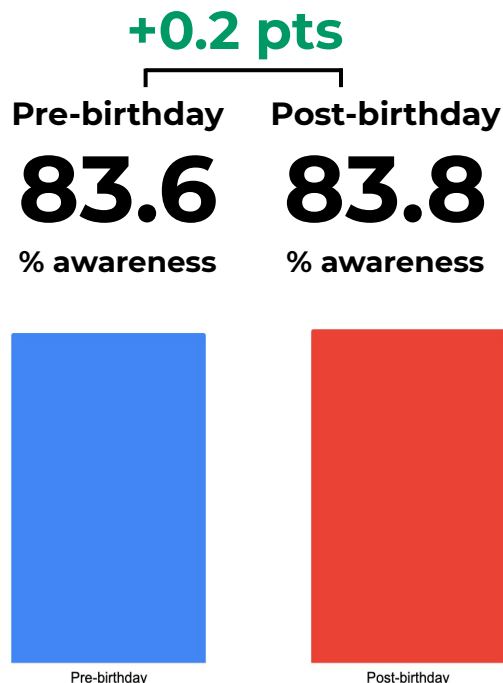


20th birthday awareness impact by country



AWARENESS OF WIKIPEDIA AS PART OF A MOVEMENT

The perception of Wikipedia as a project created and maintained by a community of volunteers increased slightly by just 0.2%, though awareness is already considerably high at an average of 83%.





WIKIPEDIA 20

THANK YOU!

APPENDIX

SLIDE 25

"[Wiki Loves Africa twitter banner celebrating 20 years of Wikipedia in English](#)" by [Islahaddow](#), CC BY-SA 4.0

"[Arabic - WP20 localized lockup](#)" by [Bachounda](#), CC BY-SA 4.0

"[WP20symbols CAKE](#)" by [AshokChakra](#), CC BY-SA 4.0

"[Example of a Wikipedia 20 mark in Turkish](#)" by [Jelican9](#), CC BY-SA 4.0

"[Wikipedia 20 Collage](#)" by [Wikimedia Deutschland e.V.](#), CC BY-SA 4.0

"[বাংলা উইকিপিডিয়া ২০ বর্ষদ্বিরিত চিহ্ন](#)" by [আফতাবুজ্জামান](#), CC BY-SA 4.0

"[Wikipedia20 Mon Wikipedia](#)" by [AhHtet](#), CC BY-SA 4.0

IMAGE CREDITS

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on slides [25](#), [72](#), [73](#), and [74](#).*

SLIDE 72

"[Wikipedia 20 cake - Algeria Mascara](#)" by [bachounda](#), CC BY-SA 4.0

"[Wikipedia's 20th Birthday celebration. Wikimedian meetups in Israel: Tel Aviv, 17th January 2021 - Zoom Meeting due to Covid-19](#)" by [Deror Avi](#), CC BY-SA 4.0

"[Workshop Bir El Hafey as part of Wikipedia 20 event Gafsa](#)" by [JClmetlaoui](#), CC BY-SA 4.0

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"[Swedish Wikipedia 20 cake](#)" by [Ainali](#), CC BY-SA 4.0

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"[Open Broadcaster Software serving the live translation in Italian of the Wikipedia 20th Birthday Global Celebration](#)" by [Valerio Bozzolan](#), CC BY-SA 4.0

"[International online meeting of Wikipedians to celebrate Wikipedia's 20th birthday on 2020-01-15](#)" by [Manfred Werner](#), CC BY-SA 4.0

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SLIDE 74

"[40-я сустрэча беларускіх вікіпедыстаў з нагоды 20-годдзя Вікіпедыі, Мінск, 15.01.2021](#)" by [DobryBrat](#), CC BY-SA 4.0

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"[Home Made Wikipedia 20 birthday Cake. To celebrate Wikipedia's 20th birthday during Pandemic](#)" by [Mardetanha](#), CC BY-SA 4.0

"[Wikipedia's 20th Anniversary party and celebration in the end of "Wikipedia 20 Gafsa" project](#)" by [Houss 2020](#), CC BY-SA 4.0

"[Wikipedia anniversary cake with logo and "festive" accessories and 20 candles for the 20th anniversary](#)" by [Lêa-Kim Châteauneuf](#), CC BY-SA 4.0

"[العربيات احتفال ويكيبيديا ببلاد الشام \(الأردن\) بعيد ميلاد ويكيبيديا 20 يوم 14 كانون الثاني](#)" by [Mervat](#), CC BY-SA 4.0

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