

How do you explain Wikipedia?



WIKIMEDIA
FOUNDATION



Better yet:
**How do you promote
Wikipedia?**

This is a short workshop



That needs you:

**Your experience,
Your ideas,
Your expertise.**



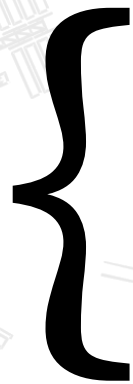
WIKIMEDIA
FOUNDATION



Challenge:

**Awareness of
Wikipedia is LOW**

Awareness



Recognition

I have heard of Wikipedia

Use Value

I use Wikipedia for ...

Attribution

I got it from Wikipedia



WIKIMEDIA
FOUNDATION



77% of Nigerians have never heard of Wikipedia

Full phone survey findings from Nigeria
https://meta.wikimedia.org/wiki/Global_Reach/Nigeria_survey

79% of Ghanaians have never heard of Wikipedia

Full phone survey findings from Ghana

https://meta.wikimedia.org/wiki/Global_Reach/Ghana_Survey





83% of Egyptians have never heard of Wikipedia

Two young girls in school uniforms are reading Arabic books. The girl on the left is looking at the camera with a focused expression, while the girl on the right is looking down at her book. They are both wearing light blue jackets and dark blue scarves. The background is a plain, light-colored wall.

Why does awareness matter?



WIKIMEDIA
FOUNDATION

CC-by-SA 3.0 - Tanya Habjouqa

Reaching new readers



WIKIMEDIA
FOUNDATION

CC-by-SA 3.0 - Tanya Habjouqa

Two young girls in school uniforms are reading Arabic books. The girl on the left is looking towards the camera, while the girl on the right is looking down at her book. The books have colorful illustrations and Arabic text. The background is a plain, light-colored wall.

Invites new users to be
participants & advocates



WIKIMEDIA
FOUNDATION

CC-by-SA 3.0 - Tanya Habjouqa

Awareness ➡ Usage ➡ Advocacy

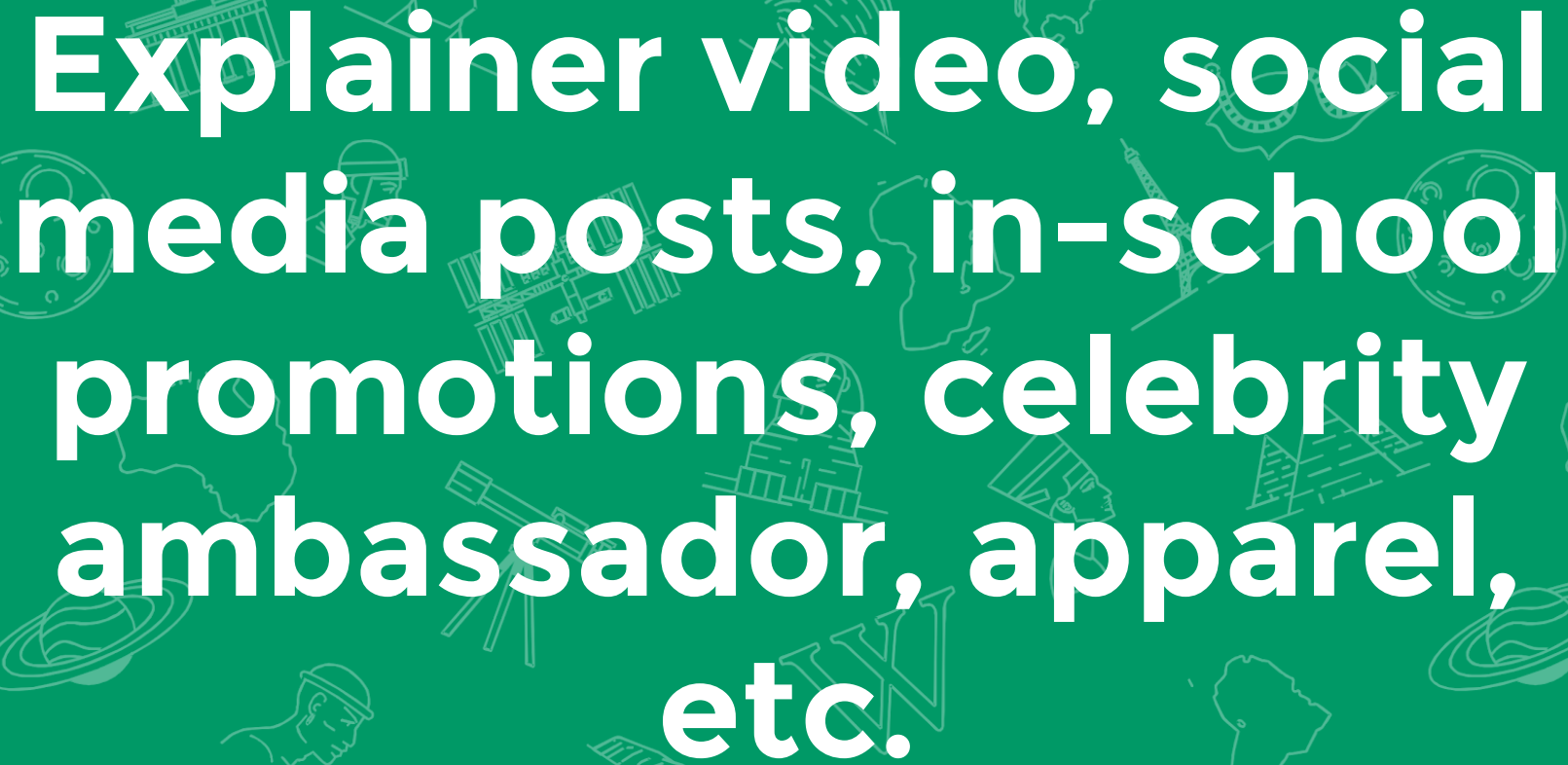
5 questions



WIKIMEDIA
FOUNDATION



**How do you explain
Wikipedia...
in 1 sentence?**

The background is a solid green color with a pattern of white line-art icons. These icons represent various fields of study: a microscope, a globe, a classical building, a film strip, a map of Europe, a planet Saturn, a person wearing a hard hat, a telescope, a pyramid, a map of Australia, a map of South America, a dinosaur, a classical building, a globe, a map of Europe, a planet Saturn, a person wearing a hard hat, a telescope, a pyramid, a map of Australia, a map of South America, a dinosaur, and a classical building.

**Explainer video, social
media posts, in-school
promotions, celebrity
ambassador, apparel,
etc.**

Next Steps:

The background is a solid blue color with a pattern of white line-art icons. The icons are scattered across the page and include: a classical building with columns, a microscope, a bird's head, a map of North America, a masquerade mask, another classical building, a moon with craters, a person wearing a VR headset, a city skyline, a profile of a human head, the Eiffel Tower, another moon, a pyramid, a map of Australia, a telescope on a tripod, a profile of an Egyptian pharaoh, another pyramid, another map of Australia, a planet with rings (Saturn), a profile of a person wearing a hard hat, a large stylized letter 'W', another planet with rings, a kangaroo, a map of South America, and another kangaroo.

Promoting Wikipedia across Africa group

How can we work together?

- Closed Facebook or WhatsApp group
- Project updates, common questions, feedback & guidance

What can we share?

- Materials (videos, photos, social media posts, illustrations)
- Experience & expertise

Thank you!

