



Wiki Loves Africa Twitter takeover

July 2020

Context

Wiki In Africa was approached in August 2019 to do a take over of the OpenGLAM twitter account (under the stewardship of Scann (Creative Commons GLAM Platform) and Alex Stinton, WMF). At the time, it was suggested that Wiki Loves Africa would be the best fit due to the GLAM and culture focus of the twitter account. The OpenGLAM twitter account is viewed as a platform for Open GLAM projects and practitioners to explain and explore the Open GLAM in their country or region from their view point and experience.

A 'takeover' is when an entity (project or individual) 'hijacks' a twitter account and tells their story using the account as a platform. Wiki Loves Africa was assigned 5 days in July in order to share what we do, have done, and hope to accomplish.

[Tweets and content](#)

[July 6 : Why Wiki Loves Africa](#)

[July 7 : Why Wiki Loves Africa](#)

[July 8 : the growing community behind WLA](#)

[July 9 : building photographers skills and profiles](#)

[July 10 : the life of a Wiki Loves Africa entry](#)

[Impact on Wiki Loves Africa twitter account](#)

[Research links:](#)

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Tweets and content

Dates: July 6-10

3-8 tweets per day

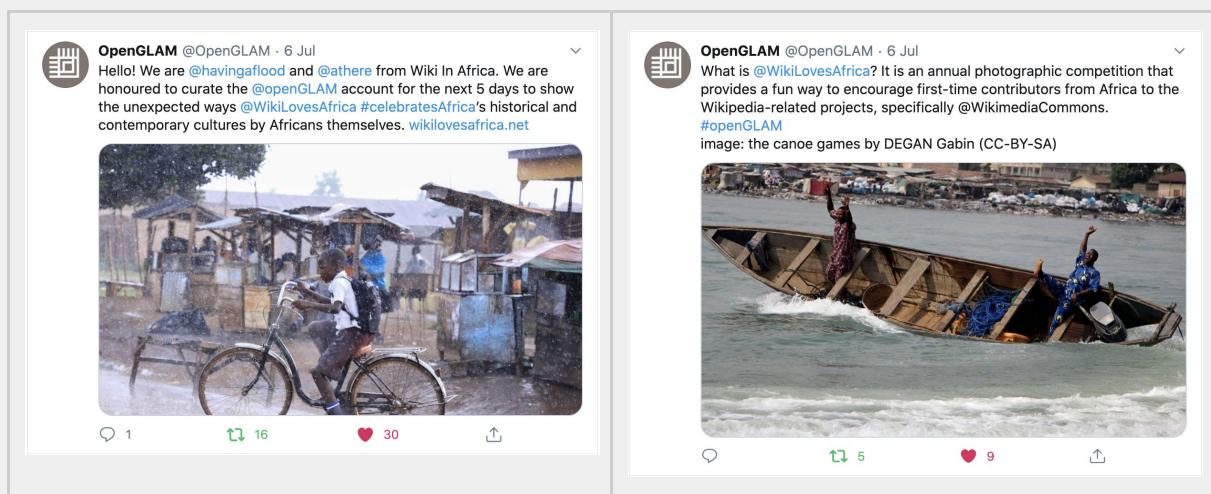
<https://twitter.com/openglam>

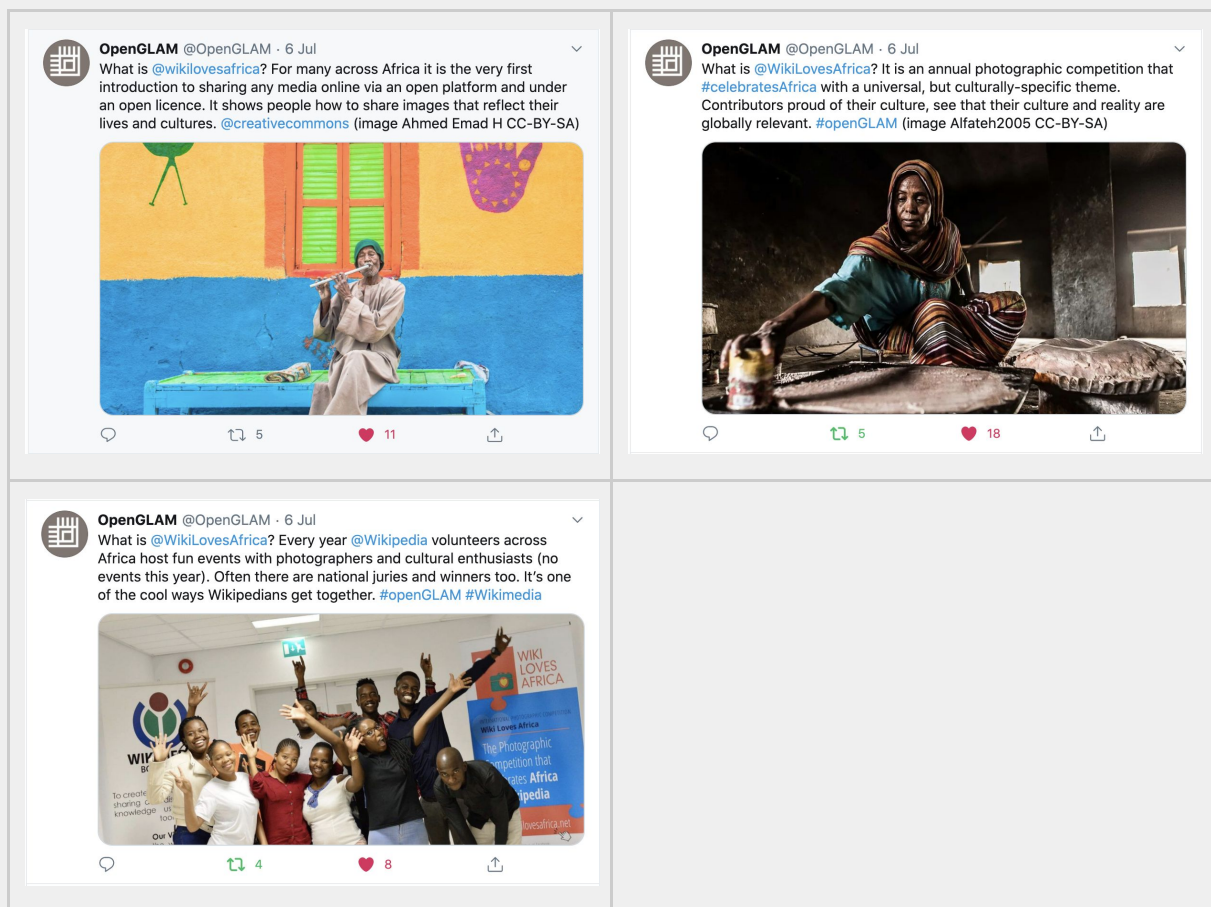
<https://twitter.com/wikilovesafrica>

July 6 : Why Wiki Loves Africa

Introductory tweets:

1. Hello! We are [@havingaflood](#) and [@anthere](#) from Wiki In Africa. We are honoured to curate the [@openGLAM](#) account for the next 5 days to show the unexpected ways [@WikiLovesAfrica](#) [#celebratesAfrica](#)'s historical and contemporary cultures by Africans themselves. <http://wikilovesafrica.net>
2. What is [@WikiLovesAfrica](#)? It is an annual photographic competition that provides a fun way to encourage first-time contributors from Africa to the Wikipedia-related projects, specifically [@WikimediaCommons](#). [#openGLAM](#)
image: the canoe games by DEGAN Gabin (CC-BY-SA)
3. What is [@wikilovesafrica](#)? For many across Africa it is the very first introduction to sharing any media online via an open platform and under an open licence. It shows people how to share images that reflect their lives and cultures. [@creativecommons](#) (image Ahmed Emad H CC-BY-SA)
4. What is [@WikiLovesAfrica](#)? It is an annual photographic competition that [#celebratesAfrica](#) with a universal, but culturally-specific theme. Contributors proud of their culture, see that their culture and reality are globally relevant. [#openGLAM](#) (image Alfateh2005 CC-BY-SA)
5. What is [@WikiLovesAfrica](#)? Every year [@Wikipedia](#) volunteers across Africa host fun events with photographers and cultural enthusiasts (no events this year). Often there are national juries and winners too. It's one of the cool ways Wikipedians get together. [#openGLAM](#) [#Wikimedia](#)






July 7 : Why Wiki Loves Africa

1. Why [@wikilovesafrica](#)? Several factors ensure that Africa and Africans are viewed through a certain lens. This 'invisibility' of Africa other than as an abiding moral tale of poverty, war, corruption is best captured in the seminal talk by [@ChimamandaReal](#)
2. Why [@wikilovesafrica](#)? [@ITU](#)'s 2019 report shows that over 53% of the global population is online. In 2020, across Africa, internet penetration stands at 33.8% for men and 22.6% for women. The digital divide is still widening. Why does this happen? http://bit.ly/WLW_ITU
3. Why [@wikilovesafrica](#)? This digital divide is due to a few reasons: affordability, a lack of digital skills AND people just don't see themselves, their cultures or their interests reflected online. Wiki Loves Africa flips that on its head! (image: Jason Clendenen CC-BY-SA)
4. Why [@wikilovesafrica](#)? Each year we choose universal themes so that [@Wikipedia](#) articles referencing Africa's cultures and interests have images AND so those universal concepts are illustrated with images from Africa. Food to music, occupations to forms of play ... 6 years, 6 themes.

- Why [@wikilovesafrica](#)? What better way to celebrate your culture than to capture it visually and share it with others, globally. [@WikiLovesAfrica](#) is a collaborative effort with up to 23 communities taking part each year. Besides, it is SO much fun!!

OpenGLAM @OpenGLAM · 7 Jul

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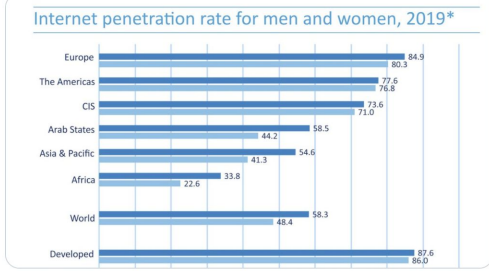


The danger of a single story | Chimamanda Ngozi ...
http://www.ted.com Our lives, our cultures, are composed of many overlapping stories. Novelist ...
youtube.com

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Region	Men (%)	Women (%)
Europe	84.9	80.3
The Americas	77.8	76.8
CIS	73.6	71.0
Arab States	58.5	44.2
Asia & Pacific	54.6	41.3
Africa	33.8	22.6
World	58.3	48.4
Developed	87.6	86.0

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July 8 : the growing community behind WLA

- Every year, [@Anthere](#) and [@havingaflood](#) brainstorm the [@wikilovesafrica](#) theme. Each theme should be inclusive, show culture, not be too complicated. We ask the

team leaders from [@Wikimedia](#) communities to throw ideas into the basket, and then we choose (image: Alimdaihl CC-BY-SA)

2. 6 years of [@WikiLovesAfrica](#) ... Who doesn't like food? In the first year (2014) the theme was Cuisine! It was early days with 5,868 entries from 873 people, but to date those images have been seen 134 million times (May 2020). image ... 1st prize winner Nutmeg by Terrence Coombes
3. 6 years of [@WikiLovesAfrica](#) ... Cultural Fashion and Adornment was the theme for year 2 (2015). 7,352 submissions expressing the clothes, textiles, beads, shoes, jewellery, accessories and people. (image: 1st prize Another busy afternoon by Isaac Kaigi [#OpenGLAM](#) [#CelebrateAfrica](#))
4. 6 years of [@WikiLovesAfrica](#) ... In the 3rd year (2016) we chose Music and Dance. 7,768 entries celebrated the instruments, music, performers and heartbeats of Africa's many cultures. image 1st prize: The Kuru Dance Festival by SanDanceVR [#MusicAfrica](#) [#CelebrateAfrica](#) [@wikiafrica](#)
5. 6 years of [@WikiLovesAfrica](#) ... In 2017 (year 4) we celebrated Africa's drive, industry, innovation, energy and toil through People at Work. The numbers exploded with 17,874 entries displaying just how much people wanted to be seen. image: 1st Gift of the Ocean, User:Yann Macherez
6. 6 years of [@WikiLovesAfrica](#) ... In 2019 to celebrate 5 years we focused on fun through the theme Play!! and recreational sport, games, toys, etc. 8,212 were submitted by 1350 people. Those images have been seen over 14 million time since. [#OpenGLAM](#) [#funinthesun](#) [#CelebrateAfrica](#)
7. 6 years of [@wikilovesafrica](#) ... this year 2020, the 6th theme covered Africa on the Move! Celebrating the means, methods and infrastructure of transport. COVID hit mid-contest, yet 16,982 images were still submitted!! Winners still to be announced. entries <http://bit.ly/enterwla2020>
8. 7th year of [@WikiLovesAfrica](#) ... what do YOU think should be the theme for 2021? Retweet with your choice from the ideas below or with your own thoughts and ideas :
 1. Health
 2. Natural Resources
 3. Home
 4. Donkey(image: Donkey Drop by Btwien CC-BY-SA)

OpenGLAM @OpenGLAM · 8 Jul

Every year, @Anthere and @havingaflood brainstorm the @wikilovesafrica theme. Each theme should be inclusive, show culture, not be too complicated. We ask the team leaders from @Wikimedia communities to throw ideas into the basket, and then we choose (image: Alimdahli CC-BY-SA)



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OpenGLAM @OpenGLAM

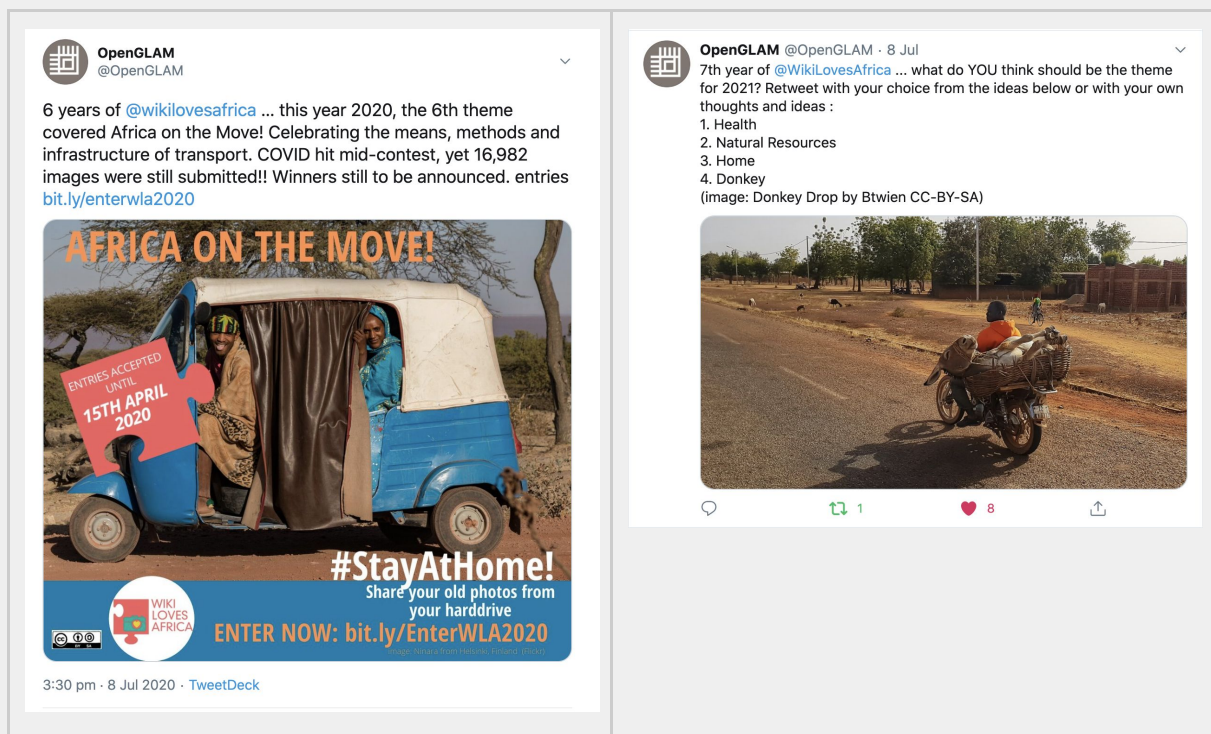
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I shot this picture in the Yida Refugee Camp. One day I saw the children play on the Antonov's wreck, and I knew the Sudanese government had used those Antonovs to drop the bombs that had killed those same children or their parents, or their friends. The contrast was so striking so I decide to take this picture. ... I sat down and I waited in order to give the children the time to get used to me being there. After a while they finally started to play again, and then along came this shot.

Marco Gualazzini, Playing in the Nuba Mountains (South Sudan), 1st placed Winner of Wiki Loves Africa 2019

View all the winners at: bit.ly/WLA2019Winners

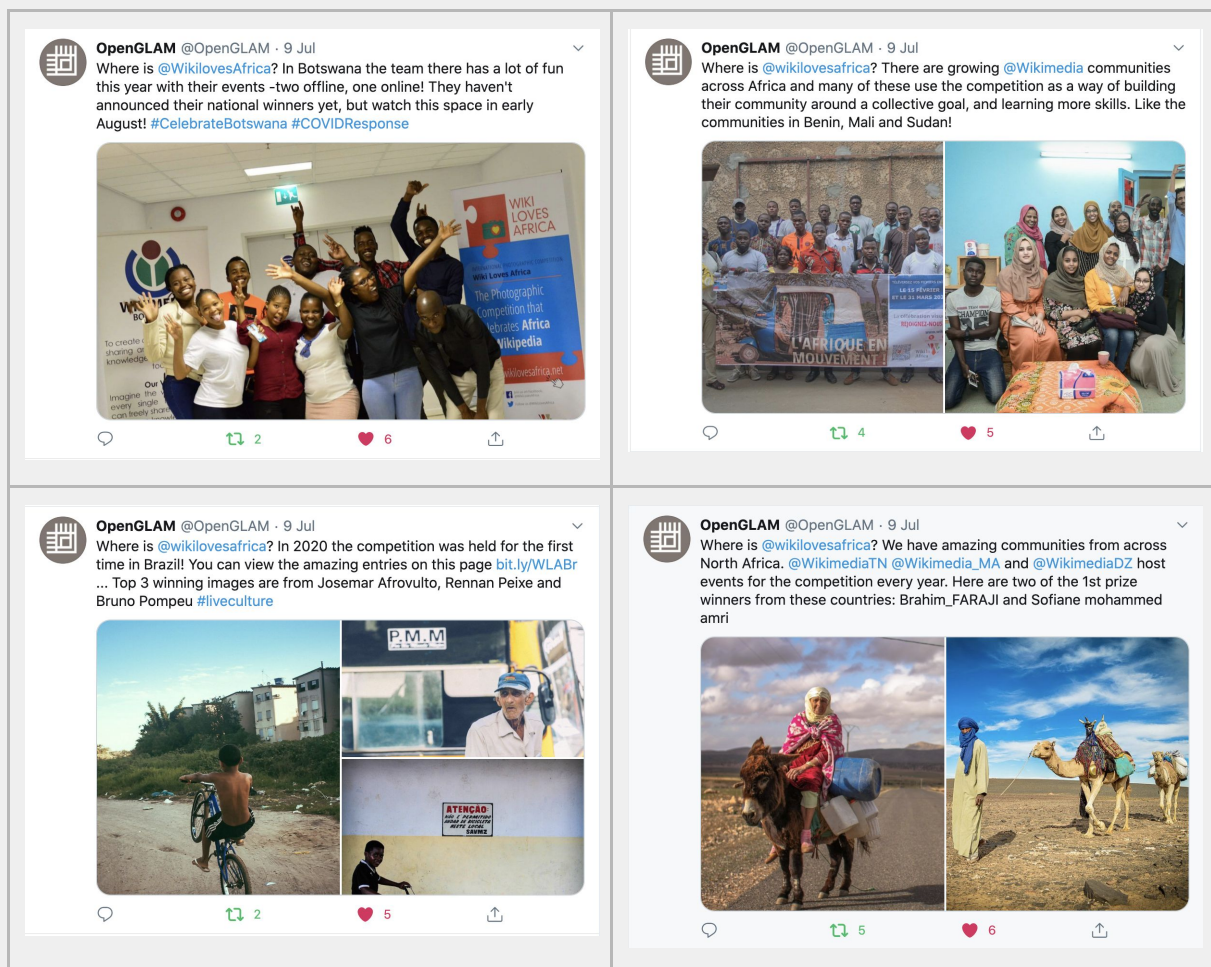


July 9 : building photographers skills and profiles

1. Where is [@WikiLovesAfrica](#)? Mostly online AND in 2020 over 22 [@Wikimedia](#) volunteer communities - Cairo to Lusaka, Dar es Salam to Bamako – hosted events (first in person, then online) across Africa. Some select national winners.
[#OpenGLAM](#) [#liveculture](#) [#contemporaryAfrica](#) [#COVID19](#)
2. Where is [@wikilovesafrica](#)? The [#WikimediaRwanda](#) volunteers are relatively new to the competition but, as you can see, enthusiastic! Their 2020 1st prize winner is A bicycle rider carrying a passenger with crosses by Emmanuelkwizera CC-BY-SA
3. Where is [@wikilovesafrica](#)? One of the countries that have taken part in almost every competition through [@OFWAfrica](#) is Ghana. Ghana has several [@Wikimedia](#) volunteer groups. 1st prize winner in 2020 is Africa's Coastal Transport by Wisdom Kwesi mensah Abekah
4. Where is [@wikilovesafrica](#)? Another stalwart supporter of the competition since the beginning is [@WikimediaEgypt](#) ... this year, the winning image to their national selection is The Line by User:Hozyen CC-BY-SA
5. Where is [@WikilovesAfrica](#)? In Botswana the team there has a lot of fun this year with their events -two offline, one online! They haven't announced their national winners yet, but watch this space in early August! [#CelebrateBotswana](#)
[#COVIDResponse](#)

6. Where is [@wikilovesafrica](#)? There are growing [@Wikimedia](#) communities across Africa and many of these use the competition as a way of building their community around a collective goal and learning more skills. Like the communities in Benin, Mali and Sudan!
7. Where is [@wikilovesafrica](#)? In 2020 the competition was held for the first time in Brazil! You can view the amazing entries on this page <https://bit.ly/WLABr> ... Top 3 winning images are from Josemar Afrovulto, Rennan Peixe and Bruno Pompeu [#liveculture](#)
8. Where is [@wikilovesafrica](#)? We have amazing communities from across North Africa. [@WikimediaTN](#) [@Wikimedia_MA](#) and [@WikimediaDZ](#) host events for the competition every year. Here are two of the 1st prize winners from these countries: Brahim_FARAJI and Sofiane mohammed amri

<p>OpenGLAM @OpenGLAM · 9 Jul</p> <p>Where is @WikiLovesAfrica? Mostly online AND in 2020 over 22 @Wikimedia volunteer communities – Cairo to Lusaka, Dar es Salam to Bamako – hosted events (first in person, then online) across Africa. Some select national winners. #OpenGLAM #liveculture #contemporaryAfrica #COVID19</p>  <p>2 4</p>	<p>OpenGLAM @OpenGLAM · 9 Jul</p> <p>Where is @wikilovesafrica? The #WikimediaRwanda volunteers are relatively new to the competition but, as you can see, enthusiastic! Their 2020 1st prize winner is A bicycle rider carrying a passenger with crosses by Emmanuelkwizera CC-BY-SA</p>  <p>1 4</p>
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July 10 : the life of a Wiki Loves Africa entry

1. Today, we're showing what happens to the images entered for [@wikilovesafrica](https://wikilovesafrica.org). Entries are submitted directly to [@WikiCommons](https://commons.wikimedia.org) through the upload wizard. Our video shows people how to upload photos. Entries are closed for WLA2020, but Commons is always open!
2. When uploading a photo to [@wikilovesafrica](https://wikilovesafrica.org) or at any time to [@WikiCommons](https://commons.wikimedia.org) you should include categories and rich descriptions to make the image easy to find and use. Mohamed Hozyen Ahmed's pic has categories: Street Football in Egypt, Children playing in Egypt ... etc
3. A newish feature on [@WikiCommons](https://commons.wikimedia.org) lets you link elements in each photo to a [@wikidata](https://www.wikidata.org) statement. This makes it easier to select the right image for a [@Wikipedia](https://www.wikipedia.org) article. You can use <https://bit.ly/HAYsearch> to find images using [#structureddata](https://www.wikidata.org/wiki/Structureddata) for the same topic. [@wikilovesafrica](https://wikilovesafrica.org)
4. Last year the [@wikilovesafrica](https://wikilovesafrica.org) + [#structureddata](https://www.wikidata.org/wiki/Structureddata) on [@WikiCommons](https://commons.wikimedia.org) + [@Histropedia](https://www.histropedia.org) teams created the award-winning ISA Tool for people to link

descriptors for elements on each picture to [@wikidata](#) statements. Play a little to see how it works https://bit.ly/ISA_WLA17_livingculture

5. Most of the images illustrating [@Wikipedia](#) articles show the “West”. [@wikilovesafrica](#) is a growing collection of alternatives that show our diverse world. Illustrating [@Wikipedia](#) articles is vital. This happens across all Wikipedia languages. https://bit.ly/wh_ch
6. No [@wikilovesafrica](#) image is wasted! Since it started in 2014, contributed images have been seen over 470 million times. This image viewed the most in June 2020 is placed on the French article about [@Wikipedia](#): <https://fr.wikipedia.org/wiki/Wikip%C3%A9dia...> (image:Muhammed amine benloulou)
7. We have had a blast, thanks for reading our tweets! [@wikilovesafrica](#) is not the only photographic competition. Enter [@wikimonuments](#), [@WikiLovesEarth](#), [@WikiLovesLove](#). And watch out for Wiki Loves Africa hosted by Wiki In Africa in early 2021!! (image: Gardenofedenlea) [#Africa](#)

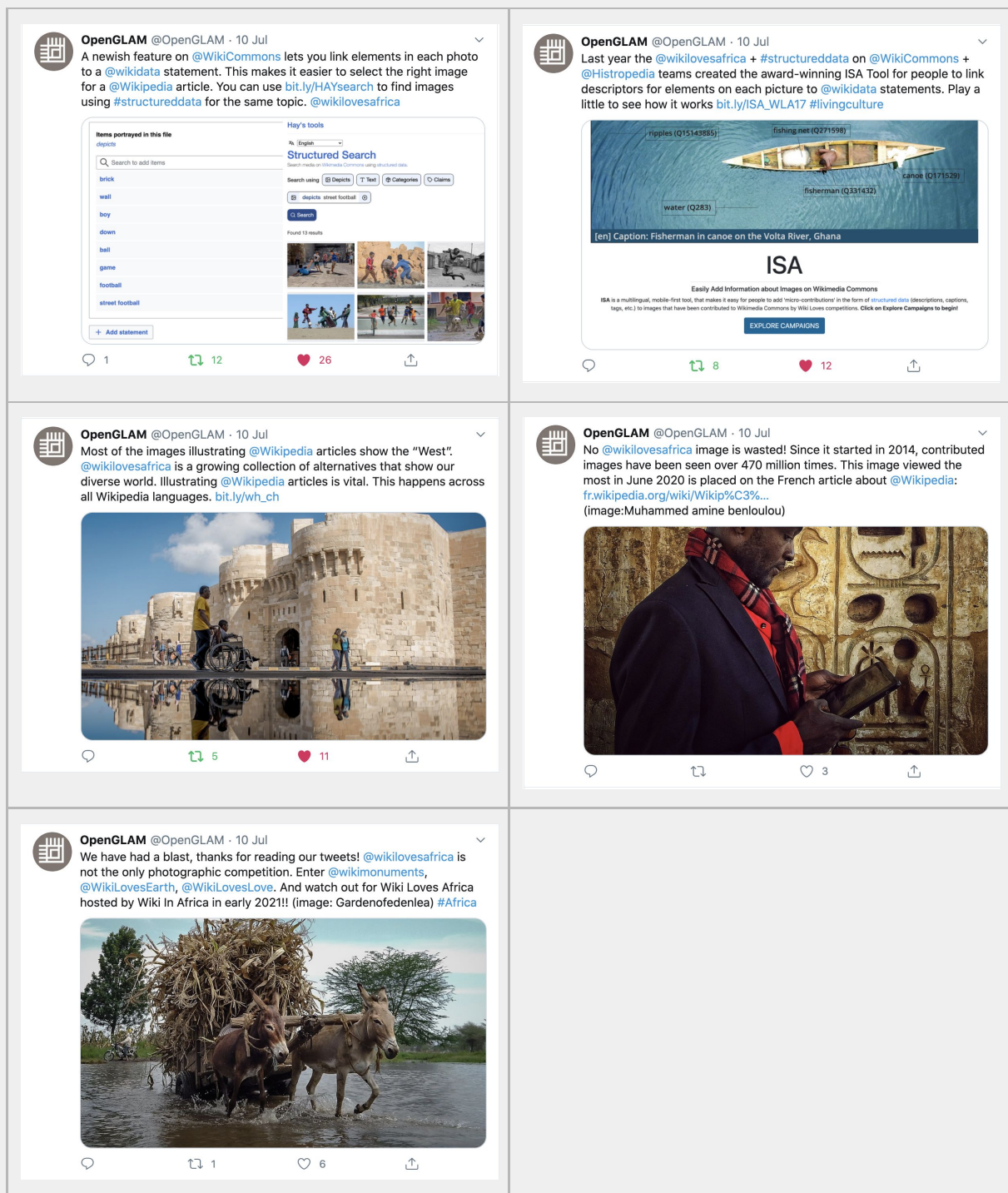
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**Wiki Loves Africa upload wizard tutorial**
This is the upload wizard tutorial for people wanting to enter images to the Wiki Loves Africa ...
[youtube.com](#)
4 7

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It was in Friday morning, the day we usually go out for photo walks around Cairo. This walk was in the historically famous Moaz Street. I found these guys having a real football match. It brought me back to when I was young and used to play in the streets. So I stayed, keep watching them and I found they are really talented. I took some shots of them while they were playing. This picture is one of the shots. I was blessed to get the right moment to take the picture before the boy scored the amazing goal showing these beautiful skills.

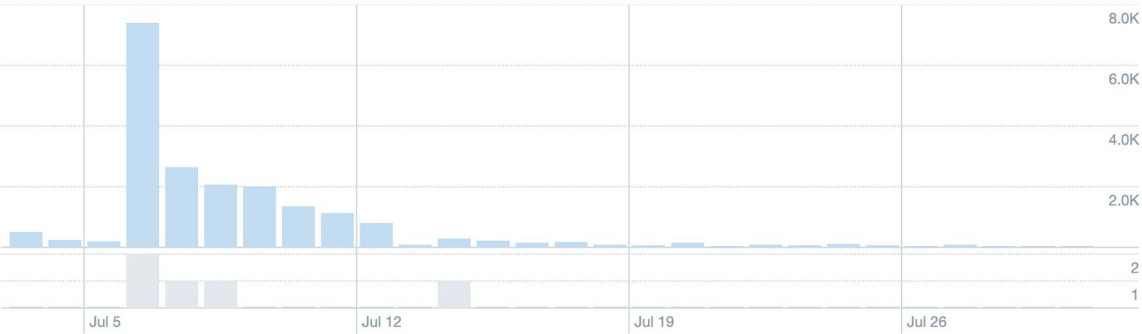
Mohamed Hozyen Ahmed, My Skills (Egypt), 3rd placed Winner of Wiki Loves Africa 2019

[View all the winners at: bit.ly/WLA2019Winners](#)



Impact on Wiki Loves Africa twitter account

Your Tweets earned **21.0K impressions** over this **28 day** period

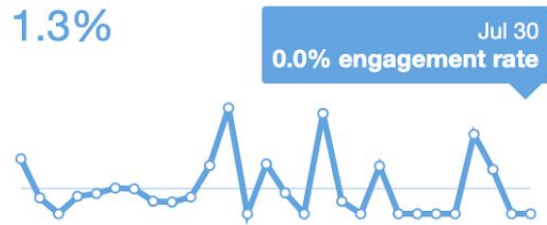


Engagements

Showing 28 days with daily frequency

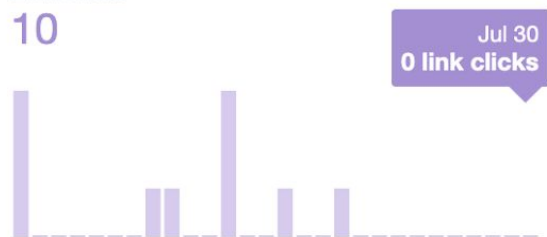
Engagement rate

1.3%



Link clicks

10



On average, you earned **0 link clicks** per day

Retweets

18



On average, you earned **1 Retweets** per day

Likes

41



On average, you earned **1 likes** per day

Research links:

- How to:
<https://medium.com/freely-sharing-the-sum-of-all-knowledge/are-you-working-in-the-openglam-arena-tweet-about-it-461b8b859c42>
- https://docs.google.com/document/d/1FOxDK9-6YEMES3lJO29nI_2T4DBYMX722lmDrRHIP_Y/edit?usp=sharing
- https://docs.google.com/document/d/1RpCCWkoSQZ_anPd44x4NK7EMrB3R6CoJyz_g8l0Ft0o/edit?usp=sharing