

Using social media to seek editors for Wikimedia projects

By: Blossom Ozurumba

Get editors and participants from social media in five easy steps

- Step One: Create a Hashtag (E.G **#WikiWomenCamp**)
- Step Two: Use your Hashtag
- Step Three: Reach out to your target audience via challenges, quizzes etc.
- Step Four: Identify Niche Influencers and reach them personally
- Step Five: Create a media pack containing finer information as texts, photos and videos.

Quick Platform Dependent Social Media Tricks and Tips

- Tagging is fun
- Link folks in your posts by typing out their username beginning with the @ button
- Facebook Ads for Pages is clean, easy and affordable
- Multimedia is the way to go... Photos, texts and videos including live videos
- Reply and when you are out of time and breathe, just click the “like” button

Quick Platform Dependent Social Media Tricks and Tips

- Tagging is fun but better done on photos
- Hashtags are really cool but don't overuse in a single 140-character post
- Pin your tweet at the top and share privately with folks via direct message
- Multimedia is the way to go... Photos, texts and videos including live videos
- Reply and when you are out of time and breathe, just click the "favorite" button
- You either thread your tweets or go home
- Take polls. It is cool.

Quick Platform Dependent Social Media Tricks and Tips

- Tagging is fun but better done on photos and not as the post text
- You can now share up to 10 photos in a single post (Ensure to add **“swipe left to view more”** in the post)
- Instagram Ads are clean, easy and affordable
- Multimedia is the way to go... Photos, texts and videos including video stories
- Link in bio is so old fashioned. Use URL shorteners and customize your link. Recommended: www.bitly.com

Thanks and stay phenomenal...

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