



Wikipedia

Published by Jeff Elder [?] · November 8, 2015 ·



What does Wikipedia mean to you? With your permission, we may use your response in an upcoming project.

206,057 people reached

Boost Post

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Gregory Varnum, Alex Stinson and 3K others Top Comments

31 shares

1.6K comments

What does Wikipedia mean to you?

Wikipedia is...

TWEET YOUR STORY

"It is my world of knowledge, it is my startup page in my browser. Wikipedia is when you move from reading to editing, from consuming information to producing it. I'm so glad to be part of this great community."



Bilal Syria

"Wikipedia is why, even though I spent most of my adult life out of school as a refugee, when I finally got to a safe place and into a university I was able not only to compete with my peers, but to excel."



Ali United States

"It's the most important source of knowledge whenever I am in need. Thank you so much, Wikipedia."



Jyoti India

"I rely so much on the neutrality point of view that wikipedia offers. I'm 17 now, and Wikipedia has been my friend since I was 10 years old."



Rudi Indonesia

"Wikipedia has become our way of living, the idea which unites all the editors around the world!"



Lilit Armenia

# Which social media platforms do you use?

## How can those platforms be used to support the Wikimedia movement?

# Why do we use social media?

77% of our Twitter followers use Wikipedia daily. Only 55% have ever edited.

Our Instagram and Pinterest communities are more than half women.

Many Wikipedians do not share their projects.

***We help people become more involved with the Wikimedia movement, and we help the movement reach out to the world.***



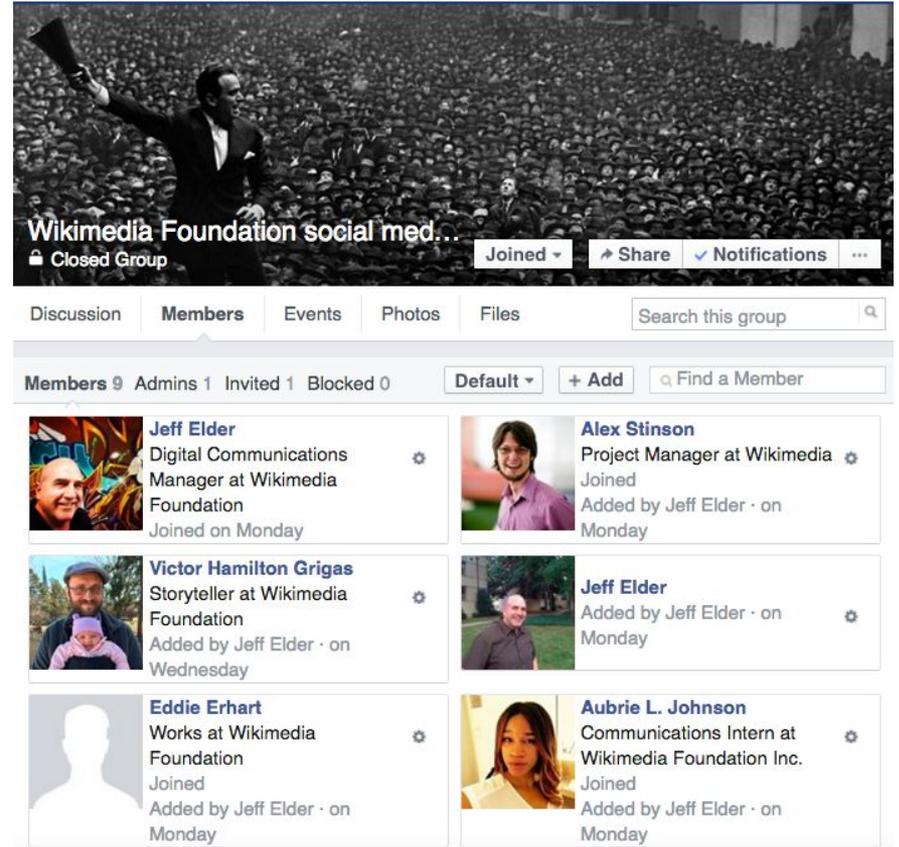
# Who does social media for Wikimedia Foundation?

[jelder@wikimedia.org](mailto:jelder@wikimedia.org)

[@jeffelder](https://twitter.com/jeffelder) on Twitter.

[Social-media@lists.wikimedia.org](mailto:Social-media@lists.wikimedia.org).

[Wikimedia Foundation social media huddle](#) page on Facebook – this is a new group where you can connect and shape social media for the movement



The image shows a screenshot of a Facebook group page. The cover photo features a man in a suit holding a megaphone, addressing a large crowd. The group name is "Wikimedia Foundation social med..." and it is a "Closed Group". Navigation tabs include "Discussion", "Members", "Events", "Photos", and "Files". A search bar for the group is present. Below the navigation, the "Members" tab is selected, showing a list of 9 members. The members listed are:

- Jeff Elder**: Digital Communications Manager at Wikimedia Foundation. Joined on Monday.
- Alex Stinson**: Project Manager at Wikimedia. Joined. Added by Jeff Elder on Monday.
- Victor Hamilton Grigas**: Storyteller at Wikimedia Foundation. Added by Jeff Elder on Wednesday.
- Eddie Erhart**: Works at Wikimedia Foundation. Joined. Added by Jeff Elder on Monday.
- Aubrie L. Johnson**: Communications Intern at Wikimedia Foundation Inc. Joined. Added by Jeff Elder on Monday.

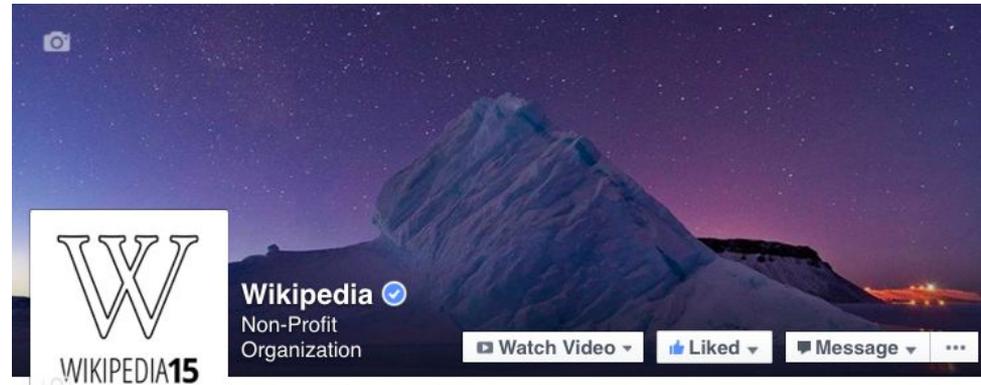
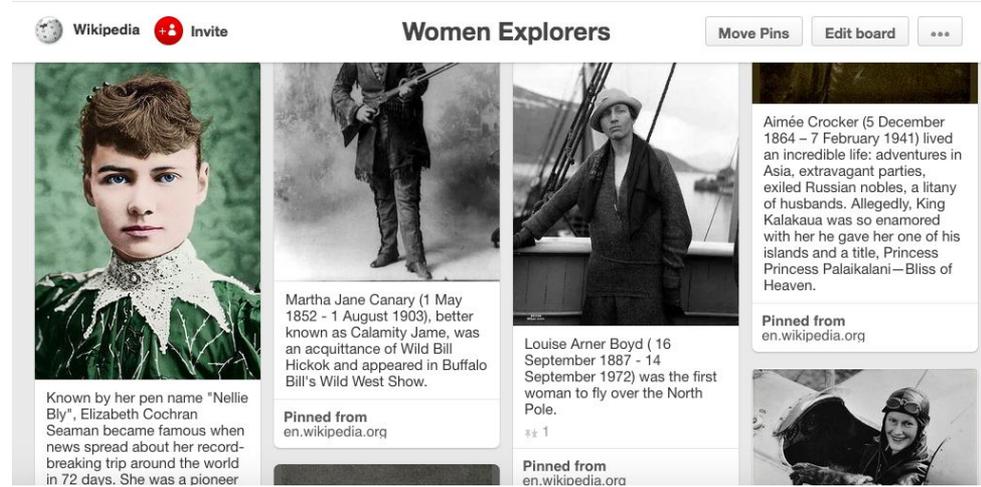
# Which social media platforms?

Facebook – <https://www.facebook.com/wikipedia/>

Twitter – <https://twitter.com/Wikipedia>

Instagram – <https://www.instagram.com/wikipedia/>

Pinterest – <https://www.pinterest.com/wikipedia/>



# What do we do on social media?

Our posts generally fall into two categories: Crowd-pleasing content, and explanations of the Wikimedia movement.

 **Wikipedia**  
Published by Jeff Elder (7) · April 11 at 12:39pm · 

For the first time in a century, the number of wild tigers is increasing.



Tiger - Wikipedia, the free encyclopedia  
P. t. tigrisP. t. corbettiP. t. jacksoniP. t. sumatraeP. t. altaicaP. t. amoyensis †P. t. virgata †P. t. balica †P. t. sondaica †P. t. acutidens †P. t. trinilensis  
EN.WIKIPEDIA.ORG

297,205 people reached **Boost Post**

   5.2K 76 Comments 207 Shares 

 **Wikipedia**   
@Wikipedia

The Wikipedia Teahouse is a friendly place for new editors to ask questions and develop community relationships.  
[en.wikipedia.org/wiki/Wikipedia...](https://en.wikipedia.org/wiki/Wikipedia...)

RETWEETS 19 LIKES 15



8:40 AM - 27 Mar 2016



# How do we NOT use social media?

Do not endorse any products or political candidates

Do not engage in any dispute with other accounts

Do not post sarcasm, “snarky” or unfriendly tones

Do not retweet or repost anything that contains any of the above

Do not post media that is not either owned or co-owned by the Wikimedia Foundation (such as photos we take), in the public domain or licensed under CC0

Remember the “five pillars” of Wikipedia’s fundamental principles

# What can you do *right now*?

See our best practices, strategy and tactics and resources here – [https://meta.wikimedia.org/wiki/Social\\_media](https://meta.wikimedia.org/wiki/Social_media) – or on our handout.

Join [our Facebook group](#) for the Wikimedia community, the Wikimedia Foundation Social Media huddle. If you can't find it, email me and I will add you.

Tweet at [@jeffelder](#) so I can follow you from our accounts.

Like us on Facebook, Instagram and Twitter.

Tell us what to post and what you are posting.

Stay in touch.

# How can we help you?

We can reshare your posts when they have broad appeal.

You can reshare our posts when you need content.

We can offer guidance or advice on managing your accounts.

We can help you connect with social media companies and other social media people in the movement.

We can support your events via #hashtags and mentions.

# Session Evaluation

1. What did you like best about this session?
2. What would you suggest for improving next time?
3. One action step you plan to pursue to develop as a leader in the next 30 days.

# Images

<https://commons.wikimedia.org/wiki/File:Conversationprism.jpeg>

[https://commons.wikimedia.org/wiki/File:  
IM\\_IN\\_UR\\_WIKI\\_RVRTING\\_UR\\_EDITS\\_lolcat.jpg](https://commons.wikimedia.org/wiki/File:IM_IN_UR_WIKI_RVRTING_UR_EDITS_lolcat.jpg)