

Best Practices for Social Media



WIKIMEDIA
FOUNDATION

The background is a solid blue color with a pattern of white line-art icons. The icons are scattered and include: a classical building with a pediment, a microscope, a bird's head, a map of North America, a classical building with a pediment, a film strip, a globe, a person wearing a hard hat, a satellite, a map of Africa, the Eiffel Tower, a globe, a pyramid, a map of Australia, a planet with rings, a person wearing a hard hat, a large letter 'W', a planet with rings, a map of South America, a dog, a person wearing a hard hat, a pyramid, a sphinx, and another dog.

Who uses Social Media? How often?

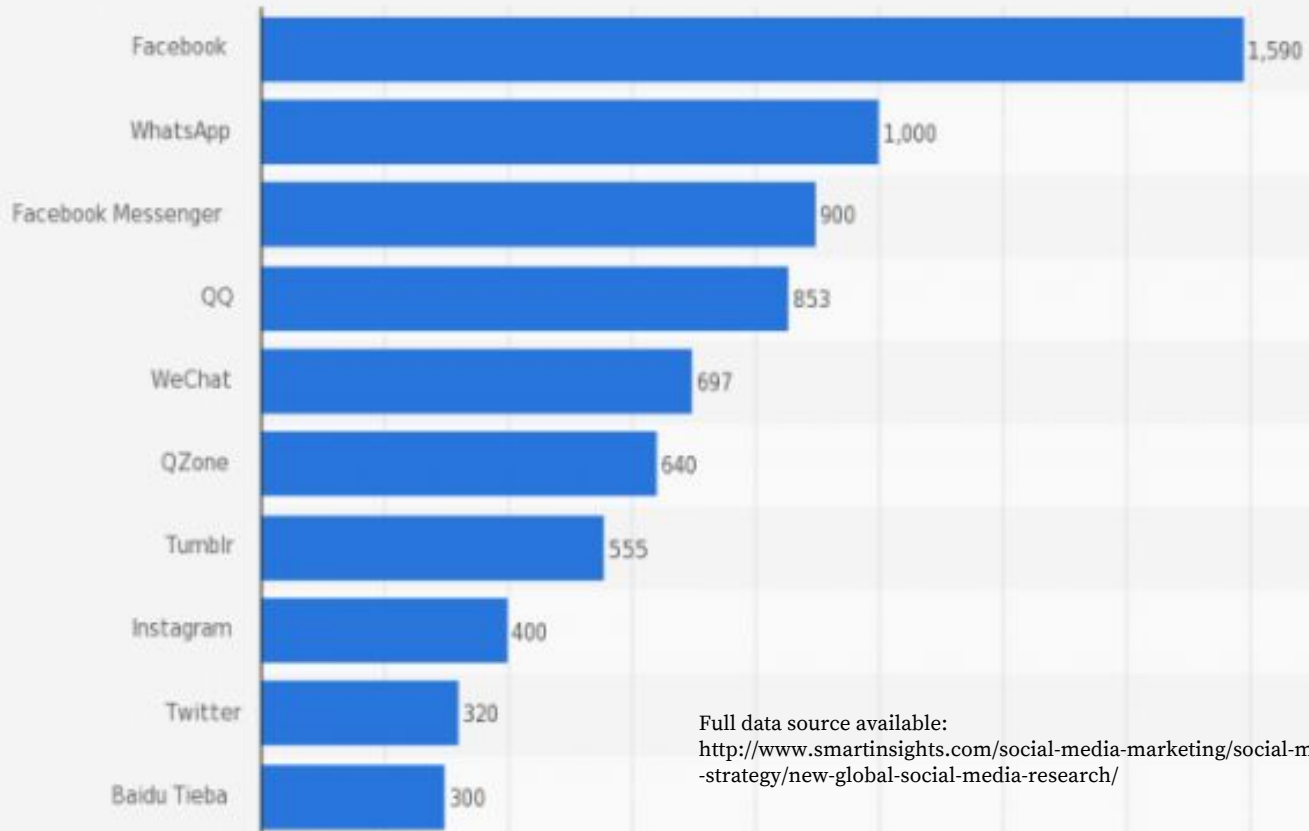
**Social Media
has become
an important
tool:**

**A place to
tell our
stories.**



I ♥ WIKIPEDIA

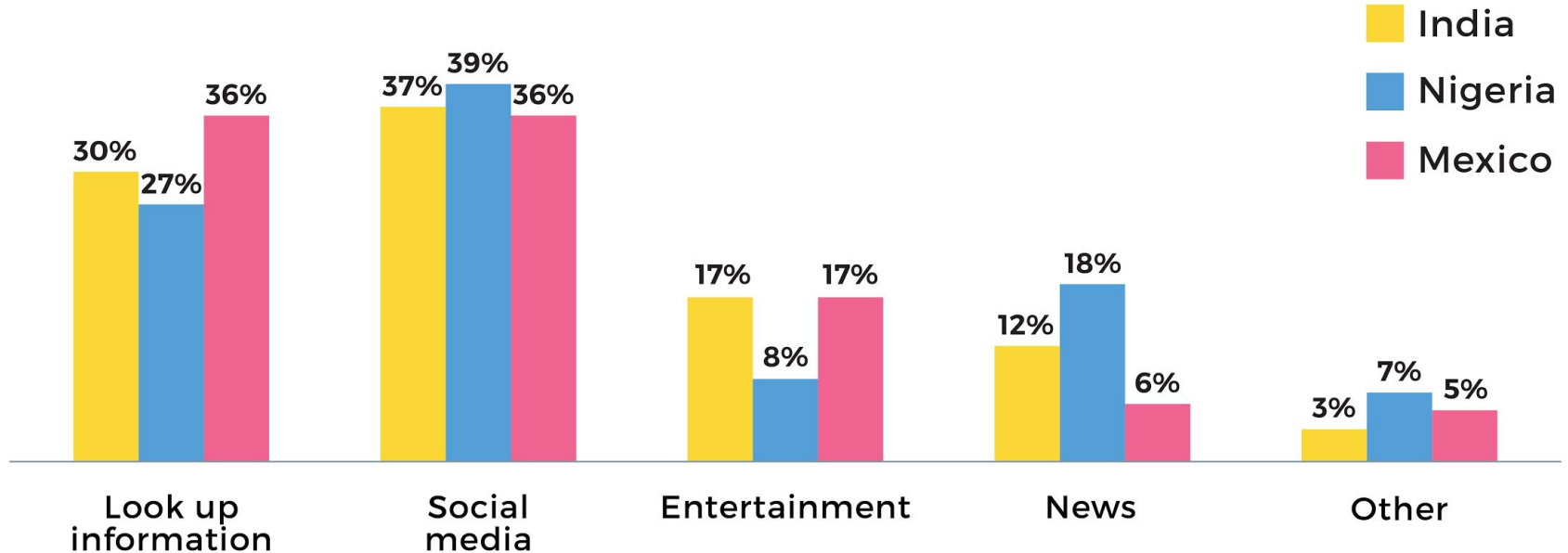
Leading social networks worldwide as of April 2016, ranked by number of active users (in millions)



Full data source available:
<http://www.smartinsights.com/social-media-marketing/social-media-strategy/new-global-social-media-research/>

Phone survey findings

What do you use the internet for the most?



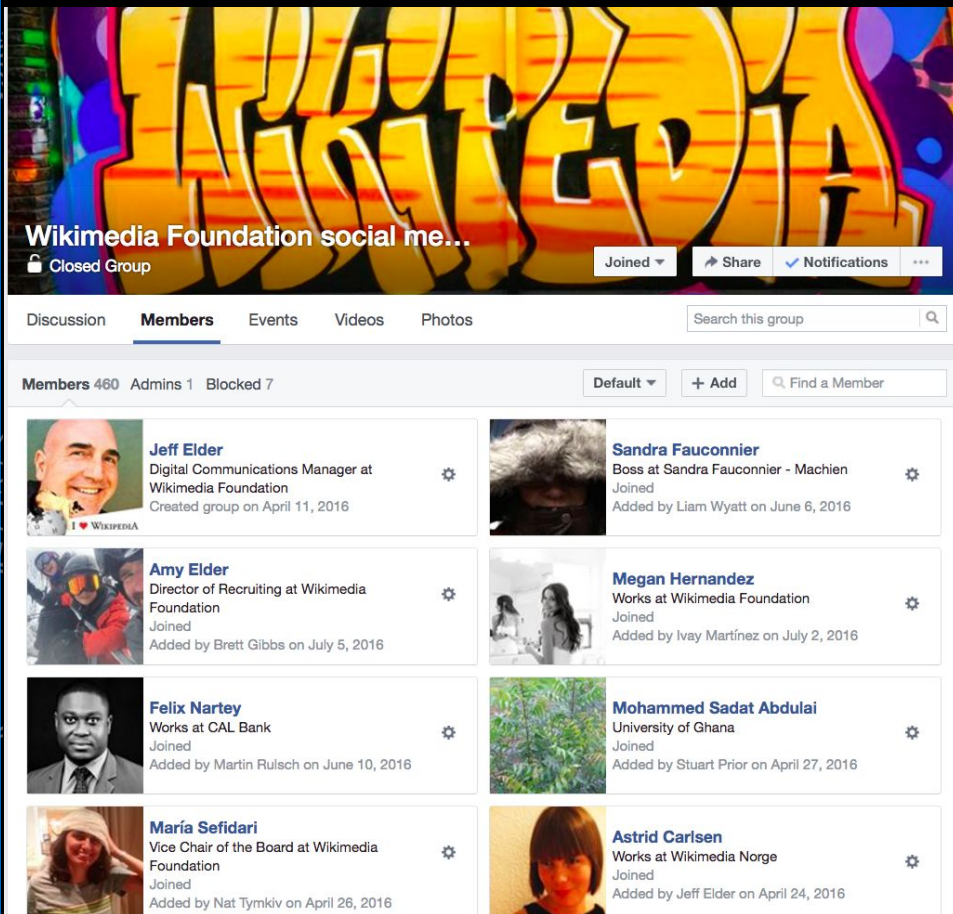
**Staying
connected with
African
communities
is one of our top
goals**



The Social Media Hub: 450 Wikipedians around the world advise us on social media



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A screenshot of a Facebook group page. The group name is "Wikimedia Foundation social me..." and it is a "Closed Group". The page shows a list of members with their profile pictures, names, and roles. The members listed are: Jeff Elder (Digital Communications Manager at Wikimedia Foundation), Sandra Fauconnier (Boss at Sandra Fauconnier - Machien), Amy Elder (Director of Recruiting at Wikimedia Foundation), Megan Hernandez (Works at Wikimedia Foundation), Felix Nartey (Works at CAL Bank), Mohammed Sadat Abdulai (University of Ghana), María Sefidari (Vice Chair of the Board at Wikimedia Foundation), and Astrid Carlsen (Works at Wikimedia Norge).

Wikimedia Foundation social me...
Closed Group









Joined Share Notifications

Discussion **Members** Events Videos Photos

Search this group

Members 460 Admins 1 Blocked 7

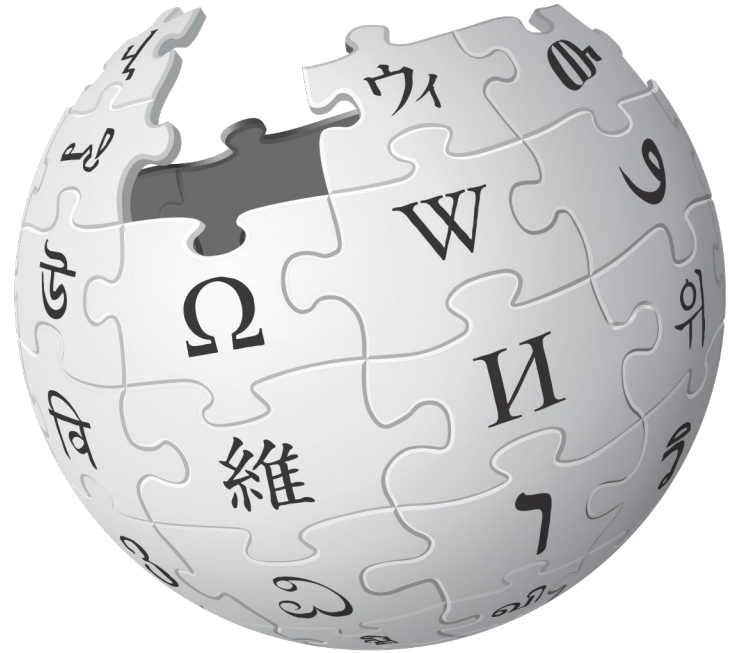
Default Add Find a Member

 Jeff Elder Digital Communications Manager at Wikimedia Foundation Created group on April 11, 2016	 Sandra Fauconnier Boss at Sandra Fauconnier - Machien Joined Added by Liam Wyatt on June 6, 2016
 Amy Elder Director of Recruiting at Wikimedia Foundation Joined Added by Brett Gibbs on July 5, 2016	 Megan Hernandez Works at Wikimedia Foundation Joined Added by Ivay Martínez on July 2, 2016
 Felix Nartey Works at CAL Bank Joined Added by Martin Rulsch on June 10, 2016	 Mohammed Sadat Abdulai University of Ghana Joined Added by Stuart Prior on April 27, 2016
 María Sefidari Vice Chair of the Board at Wikimedia Foundation Joined Added by Nat Tymkiv on April 26, 2016	 Astrid Carlsen Works at Wikimedia Norge Joined Added by Jeff Elder on April 24, 2016

Our best practices

These may not apply directly to you, but they do suggest how we approach social media. You can find them here:

https://meta.wikimedia.org/wiki/Social_media/Best_practices



Our best practices

- Do not endorse any products
- Do not endorse any political candidates
- Do not engage in any dispute with other accounts
- Do not evaluate or attempt to resolve complaints by celebrities or their fans about edits to a Wikipedia article. Send them to the [FAQ for Article Subjects](#).
- Do not post sarcasm
- Do not post “snarky” or unfriendly tones
- Do not retweet or repost anything that contains any of the above



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Our best practices

- If you see hateful comments from one user to another, note them, check with the Support and Safety Team or another Communications team member, and hide the comments.
- 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, especially neutrality and civility.
- Check with the social media team before posting if you have any doubts about a post

What to post

Crowd pleasing content

People know us for our content—primarily our Wikipedia articles. They respond enthusiastically to that content on social media. We can demonstrate how to share Wikipedia articles, Wikimedia Commons media, Wikiquotes and more.

Explanations of our movement

Wikipedia fans on Facebook and @wikipedia followers on Twitter are primarily readers, rather than editors. They want to know more about the Wikimedia movement, and they may not have even basic knowledge about it.



Full guidances can be found at
https://meta.wikimedia.org/wiki/Social_media/Strategy_and_tactics

We post free knowledge



Tina Turner, public domain

- Links to Wikipedia articles
- Public domain photos
- Discussion questions
- News from the Wikimedia movement



WIKIPEDIA
The Free Encyclopedia



Ranaivalona III of Madagascarr, public domain

Verified Accounts



https://meta.wikimedia.org/wiki/Social_media

FOUNDATION, GENDER GAP, GRANTS

Inspire Campaign's final report shows achievements in gender diversity and representation within the Wikimedia movement

By [Sati Houston](#), Wikimedia Foundation

[Chris Schilling](#), Wikimedia Foundation

January 12th, 2017

Inspire grantees have improved the representation of women within our movement, one person, article, tool, training, and discussion at a time.



Photo by Flixtey, CC BY-SA 4.0.

We also want your blog posts and smaller items!

https://meta.wikimedia.org/wiki/Wikimedia_Blog/Guidelines

Workshop



Practice #1

Crowd pleasing content

People know us for our content—primarily our Wikipedia articles. They respond enthusiastically to that content on social media. We can demonstrate how to share Wikipedia articles, Wikimedia Commons media, Wikiquotes and more.



The screenshot shows a Facebook post from the official Wikipedia page. The post is titled "Giant clam - Wikipedia" and includes a photograph of several large, dark, spiral-shaped clams on a coral reef. The text of the post describes the giant clam (Tridacna gigas) as a native species of the South Pacific and Indian oceans, highlighting its size (up to 200 kilograms and 120 cm) and long lifespan (over 100 years). The post has received 60,346 reaches and includes interaction buttons for Like, Comment, and Share. A "Boost Post" button is also visible. The post is attributed to Jeff Elder and was published on January 18 at 12:43pm.

Wikipedia ✓
Published by Jeff Elder [?] · January 18 at 12:43pm · · Report story as fake

The giant clam, native to the shallow coral reefs of the South Pacific and Indian oceans, they can weigh more than 200 kilograms (440 lb), measure as much as 120 cm (47 in) across, and have an average lifespan in the wild of over 100 years.

Giant clam - Wikipedia
The giant clam (*Tridacna gigas*), known as pā'ua in Cook Islands Māori, is a clam that is the largest living bivalve mollusk.

EN.WIKIPEDIA.ORG

60,346 people reached **Boost Post**

Like Comment Share

Daniel De Villa, Diane R Hess and 170 others **Top Comments**

Practice #1

Crowd pleasing content

People know us for our content—primarily our Wikipedia articles. They respond enthusiastically to that content on social media. We can demonstrate how to share Wikipedia articles, Wikimedia Commons media, Wikiquotes and more.

1. Partner up
2. Find an interesting animal from your country (with Wikipedia link!)
3. Write a Facebook post to explain it (1-2 sentence)
4. Show it to your partners, edit to make it more clear.
5. Post it on my timeline



The background is a solid blue color with a pattern of white line-art icons. The icons represent various fields of study: architecture (classical buildings, a modern skyscraper), nature (a kiwi bird, a kangaroo, a map of Australia), science (a satellite, a telescope, a planet with rings, a microscope), and geography (maps of Africa, South America, and Australia). Other icons include a film strip, a person wearing a hard hat, a pyramid, a sphinx, and a large letter 'W'.

REVIEW!

Practice #2

Explanations of our movement

Wikipedia fans on Facebook and @wikipedia followers on Twitter are primarily readers, rather than editors. They want to know more about the Wikimedia movement, and they may not have even basic knowledge about it.



The image shows a Facebook post from the official Wikipedia page. The post text reads: "Wikipedia and the Wikimedia projects are built by people from all over the world, one edit at a time. Newly sorted data shows those edits have crossed the 3 billion milestone." Below the text is a large white box containing the number "3,000,000,000!" in a large, bold, black font. The post interface includes a "Boost Post" button, engagement options for "Like", "Comment", and "Share", and a notification that "59,114 people reached". At the bottom, it shows that "Jayati Ghosh, Alain Kouame and 536 others" liked the post, along with a "Top Comments" link.

Wikipedia
Published by Jeff Elder [?] · January 17 at 9:14pm · 🌐

Wikipedia and the Wikimedia projects are built by people from all over the world, one edit at a time. Newly sorted data shows those edits have crossed the 3 billion milestone.

3,000,000,000!

59,114 people reached [Boost Post](#)

👍 Like 💬 Comment ➦ Share 

👍 🥰 🍷 Jayati Ghosh, Alain Kouame and 536 others [Top Comments](#)



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Practice #2

Explanations of our movement

Wikipedia fans on Facebook and @wikipedia followers on Twitter are primarily readers, rather than editors. They want to know more about the Wikimedia movement, and they may not have even basic knowledge about it.

1. **Partner up**
2. **Tell us about your last community meetup from your country**
3. **Write a Facebook post to explain (1-2 sentence)**
4. **Show it to your partners, edit to make it more clear.**
5. **Post it on my timeline**



Questions?



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Be bold!

(Camel of knowledge)

