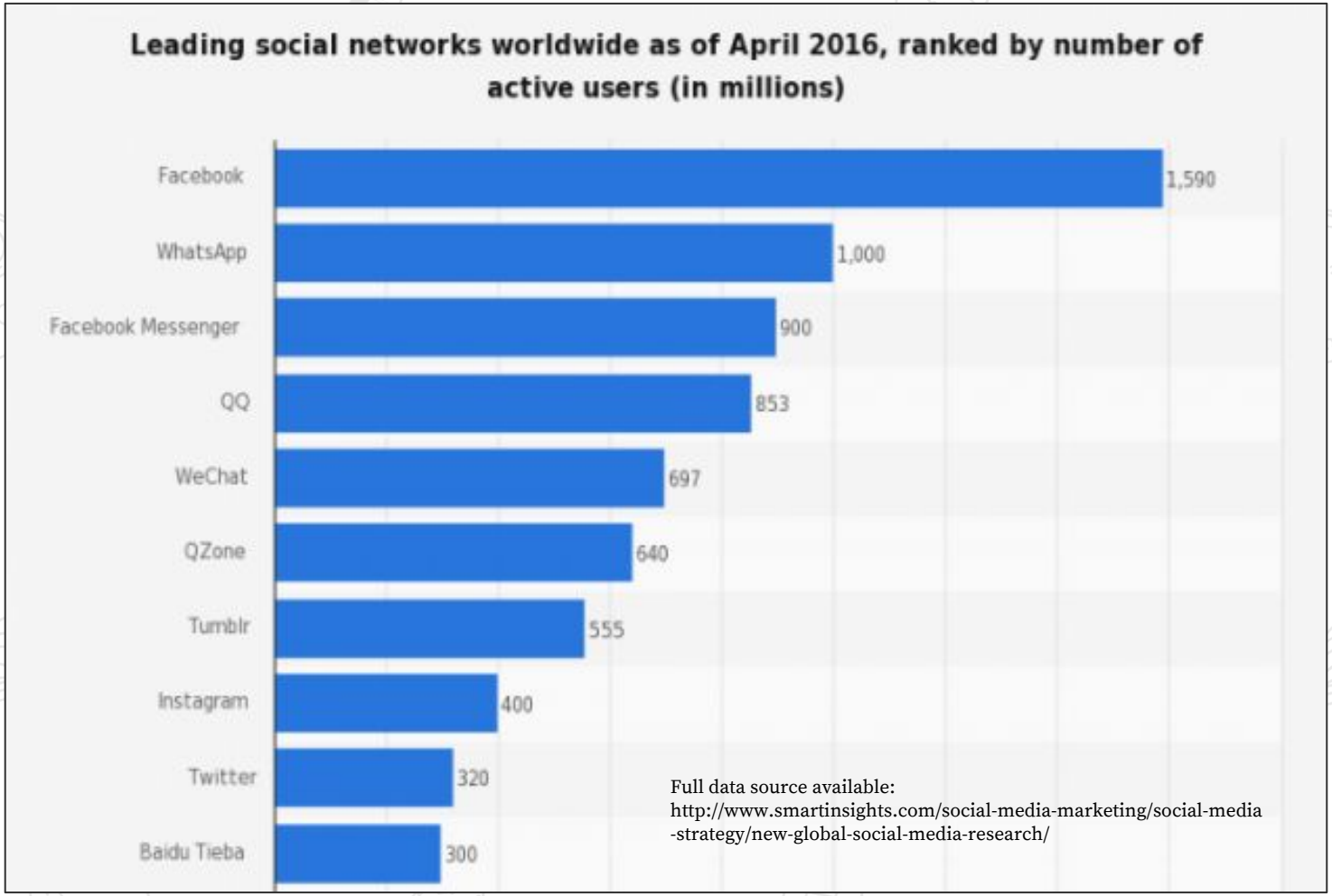
Best Practices for Social Media

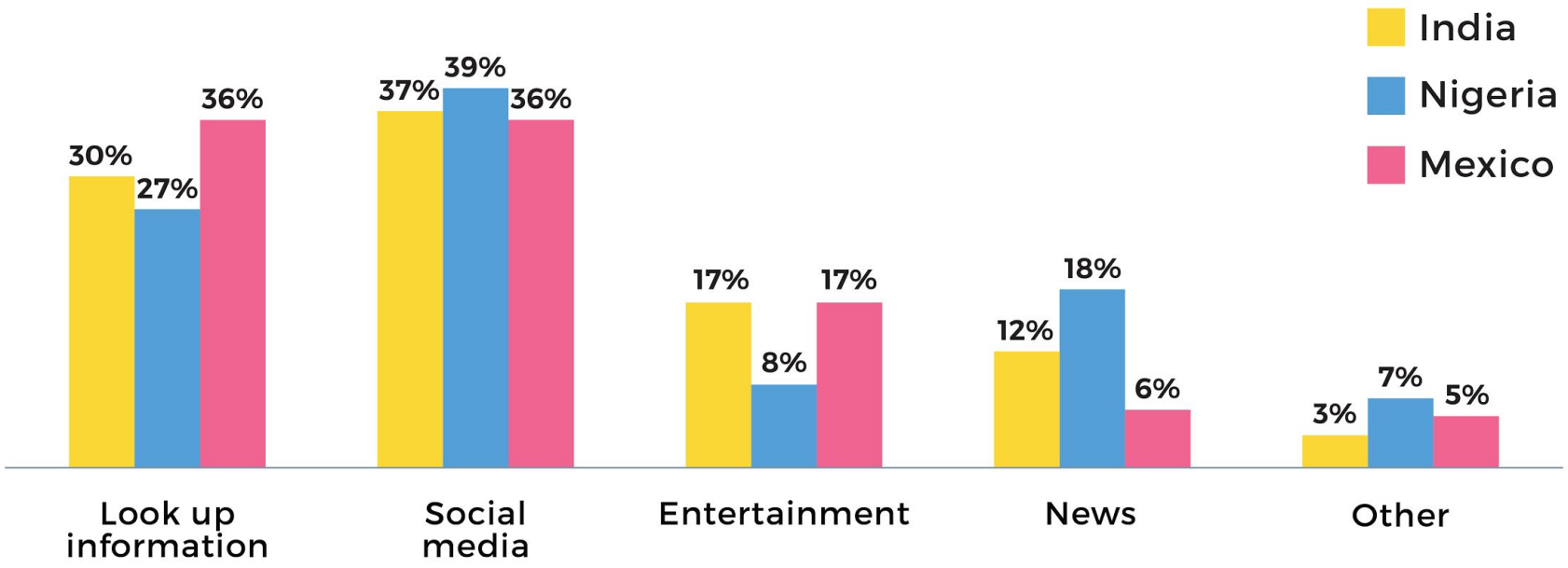
Who uses Social Media?
How often?

Social Media has become an important tool:

A place to tell our stories.


Leading social networks worldwide as of April 2016, ranked by number of active users (in millions)
Facebook
1,590
WhatsApp
1,000
Facebook Messenger
900
QQ
853
WeChat
697
QZone
640
Tumblr
555
Instagram
400
Twitter
320
Baidu Tieba
300
Full data source available:
http://www.smartinsights.com/social-media-marketing/social-media-strategy/new-global-social-media-research/

What do you use the internet for the most?



Our social media is your social media.

Staying connected with African communities is one of our top goals

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The Social Media Hub:

450 Wikipedians around the world advise us on social media

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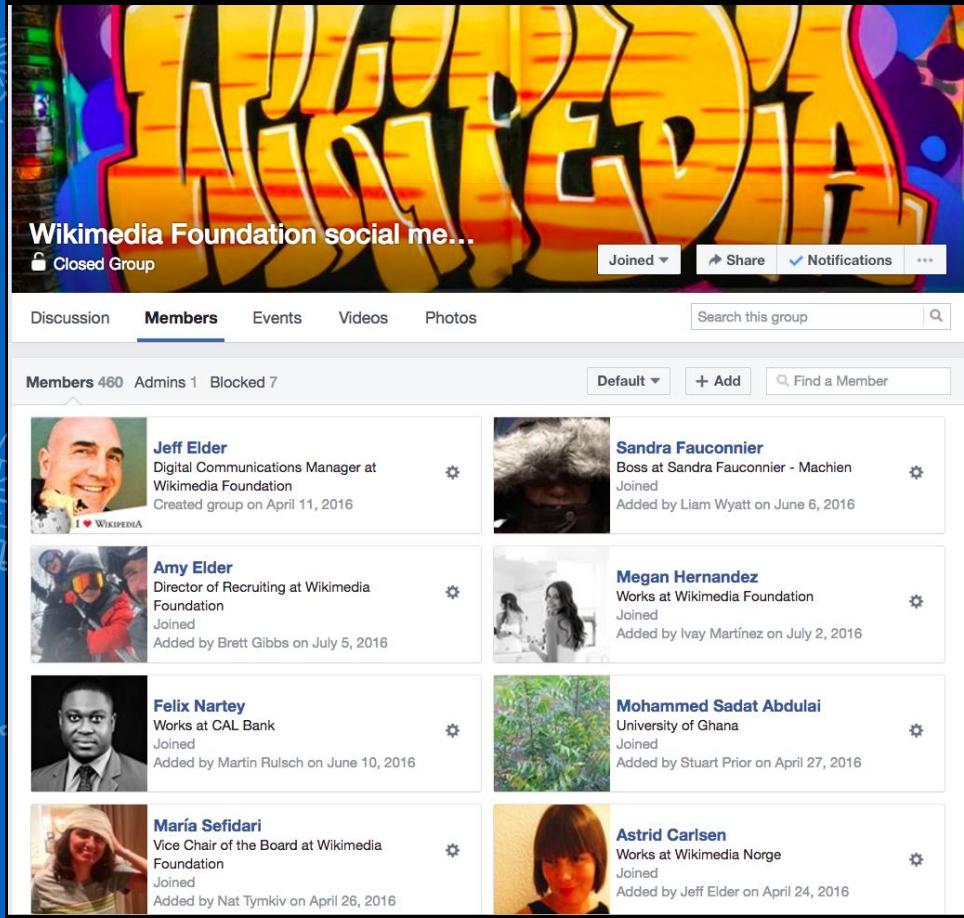
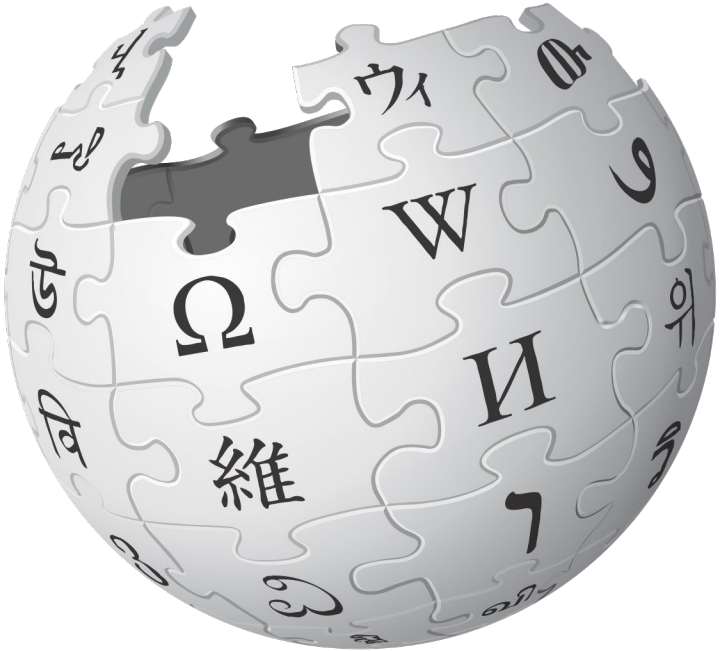


Our best practices



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

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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

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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.

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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

Ranavalona 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

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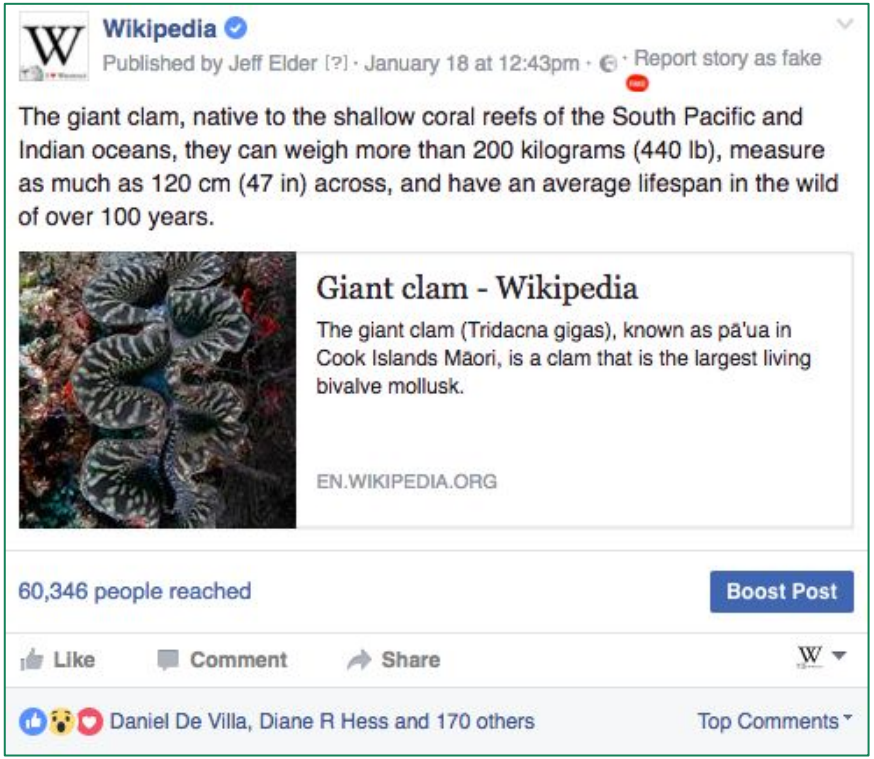

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Practice #1

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**

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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.

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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**

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Questions?

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Be bold!

(Camel of knowledge)

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