

Imagine a World where Every Librarian Added One More Reference to Wikipedia: #1Lib1Ref

The Wikipedia Library team ran a social media campaign from 15-23 January 2016, asking librarians around the world to celebrate Wikipedia's 15th birthday by adding one reference to Wikipedia. By providing the libraries community targeted messaging with clear calls to action – making a microcontribution to Wikipedia – we created a global campaign under the hashtag #1Lib1Ref that continues to spread and be a reference point for future outreach to library communities.

By the numbers...

1232 edits

879 articles

327 users

9 languages

29,000+ pageviews

1100 Twitter posts

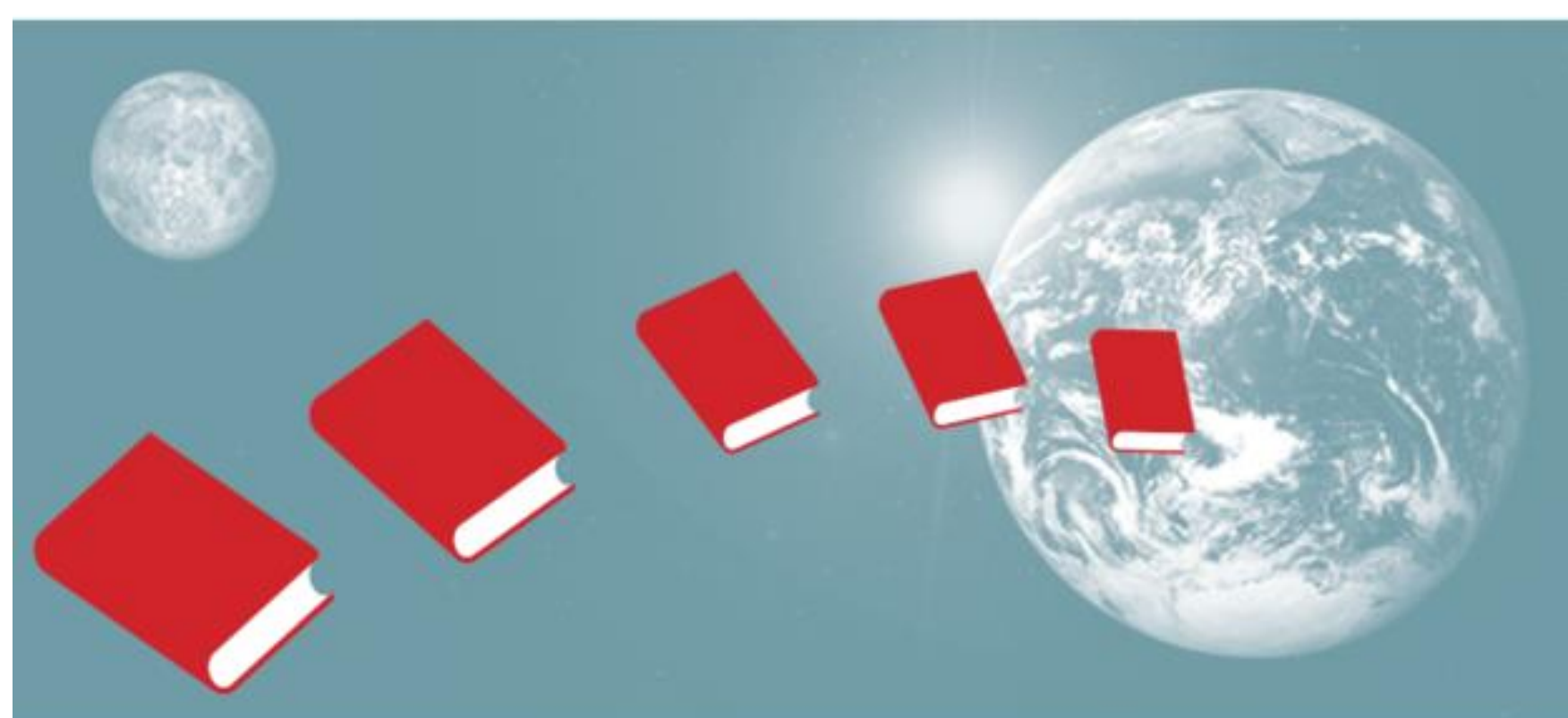
Highlights:

- New idea: {{citation needed}} as a mini-reference question
- Citation Hunt tool created a low threshold to participation
- Covered in over 50 venues, including the Wikimedia Blog, ACRL, and IFLA
- Great success with outreach to the libraries community worldwide, from Australia to America
- Experiment with use of the hashtag tool to track campaign contributions
- Positive model for engagement campaigns

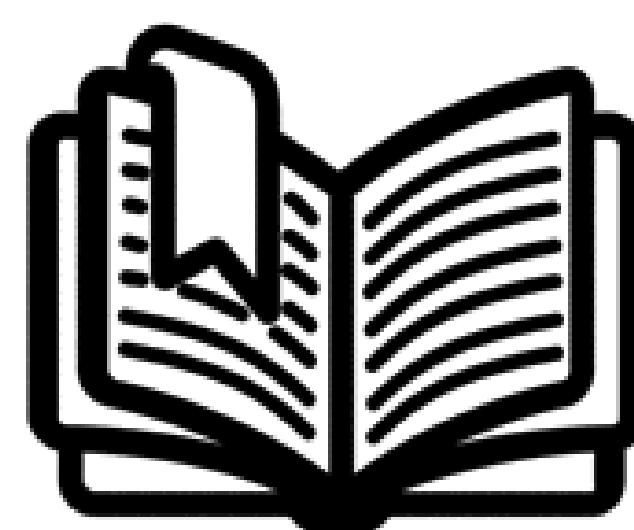
Want to participate next year? Get in touch!
wikipedialibrary@wikimedia.org

VIQUIPROJECTE: **BIBLIOWIKIS**

**UN BIBLIOTECARI:
UNA REFERÈNCIA**



IMAGINEU UN MÓN ON CADA BIBLIOTECARI AFEGÍS
UNA REFERÈNCIA BIBLIOGRÀFICA A LA VIQUIPÈDIA.



WIKIPEDIA**15**

#1Lib1Ref

1lib1ref.org / [@wikilibrary](https://twitter.com/wikilibrary)

