

# BUILD AN EFFECTIVE METHOD OF PUBLICITY IN PRCHINA

Monthly Report:

July (7.16 - 8.15)



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## About the account

This month, we start to hold activities on repost for prize and sending postcards. Since Wikimania was held in Hong Kong this monthly period as well, we expect it will help us to spread the idea of Wikipedia and do better work on social media. But all Chinese media who report this conference focus on political issues. For avoiding anything may conduce weibo.com block our account, we don't try to clear some misinterprets such as Jimbo said WMF will give up any kind of business instead of cooperation with government. Well the media do not know that WMF just don't have any business at all, and genreal public think Chinese Wikipedia is what the jimbo called business. But the funny thing is, people are actively praising point of WMF and complaining they don't want Chinese Wikipedia shut down. The account was mentioned in hundred times which helped us get more attention. I do post some basic idea of Wikipedia like Chinese Wikipedia is not Wikipedia for China etc., but I realized the public opinion si not something I can easily change. Although we can reach nearly 8 thousand people, which sounds like a big number but not.

In Wikimania, I tried to get help from Diederik to track the traffic from weibo.com to wikipedia since most of traffic I believed from weibo.com is caused by pur account but failed (so far, may not). I found an app on weibo.com for people to track the state for every single post. It's good for me to understand what's really going on especially on these activities post. By analysis both "prize" and "postcard" activities, I found that the most effective moment is right after post. We only post content in the night when people much prefer to check their account, which also necessary for making activities get bigger effect. The app also shows that people from Beijing, Shanghai and Guangdong are mainstream of these two activities and according to my knowing, this is also the major

place that the account followers located and Wikipedia users in China located. In two activities, women attends are only 15%, which is better than current situation of Chinese Wikipedia and stimulate the idea that using a social media platform to hold a small scale survey for people who use wikipedia.

## Budget

ITEM	Quantity	EXPENSE	BALANCE
Cash (RMB)	909	1	1636.8
Sticker	1504	31	1437
Button	430	17	413
Lapel Pin	25	0	0

### Expense

1. 1st “Prize for repost”: 10 Buttons and 20 Stickers; Shipment:  $4.2 \times 9 + 6 = 47.8$  Yuan
2. 1st “Sending Postcard”: 22 sent from Hong Kong, 3 sent from Mainland China; Shipment:  $2.4 \times 22 + 1.2 \times 3 + 8(\text{Glue}) = 64.6$
3. Postcard: 600 postcards for 204 Yuan

Extra Grant: 150 USD



For Every 30 HKD is ten postage, and the first item is glue.



shipment for “prize” activity; 9 by registered normal mail



shipment for "prize" activity; 1 by express mail



Postcard: 800 for 272 Yuan  
 600 for 204 Yuan