Social Media Strategy

Wikimedia Indonesia

bit.ly/wmid-socialmedia

WIKIMEDIA INDONESIA

Wikimedia Project

GOALS

Gain more followers And reach wider audience
Participation in Wikimedia Projects and WMID's agenda
Brand and movement awareness

Style of Communication

Plain language

- Use less technical terms.
- Make sentences as simple as possible.

Multilingual

- Promoting the use of various local languages.

Celebrates cultural diversity

- Contents highly inspired by the richness of cultural and lingual diversity in Indonesia

Attractive design

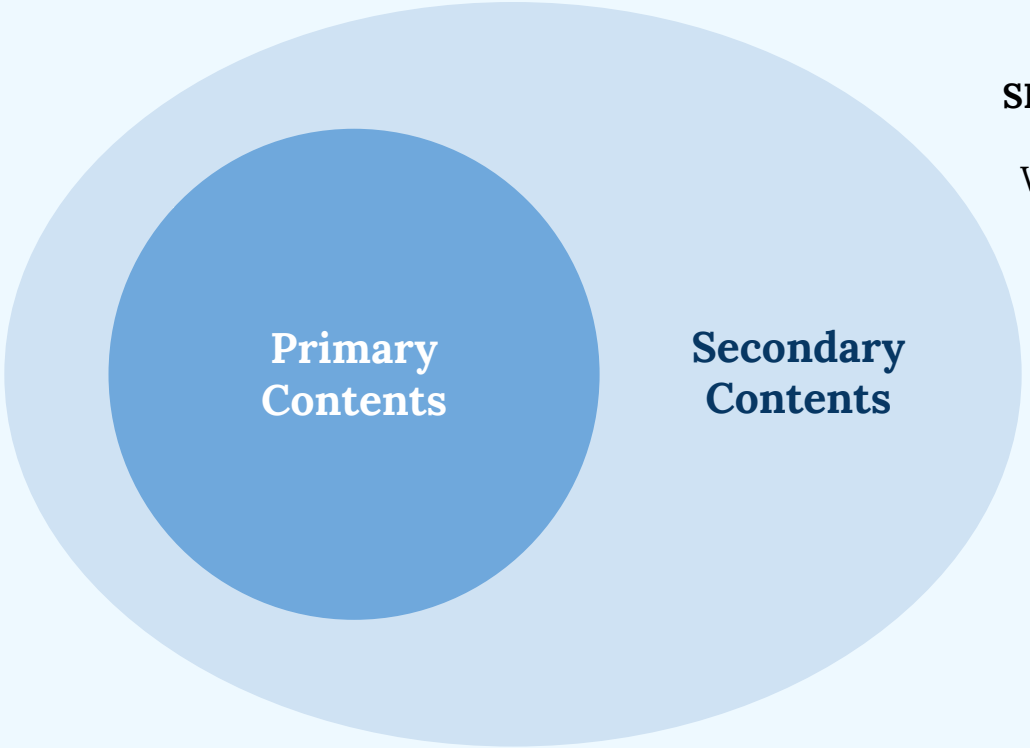
- Contents designed in compact, neat, and shareable format.

Types of Content

PRIMARY CONTENT
Directly related to Wikimedia projects, such as

Wikimedia events, Competitions, Challenges, Quiz

Tips and tricks,
How-to
Wiki Statistics
Brand education



SECONDARY CONTENT
Indirectly related to Wikimedia projects, act as hook contents

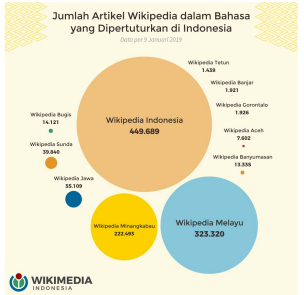
Mosty in the form
Of easy-to-read
Shareable
infographics
About language
Or culture

The Variety of **Primary Contents**

Event

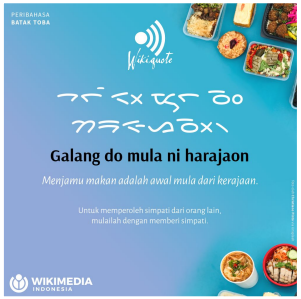
Competition

Tips and tricks



Statistics

Quiz

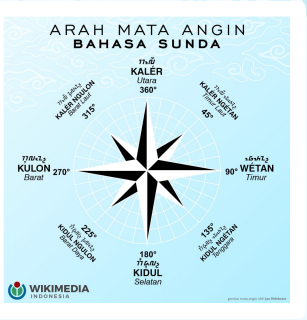


Other Wikimedia Projects

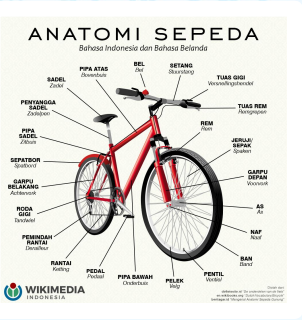
Brand Education

The Variety of **Secondary Contents**

Listing



Local language learning



Technical terms

Narrative

Timeline

Comparison

Greetings

Case Study 1:
Story from the Heart

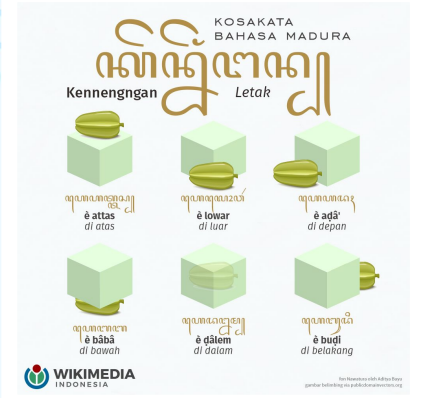
The highest engaged ‘Primary Content’ type in Wikimedia Indonesia with >1.4K retweets, >500 shares on FB, >300 like on IG

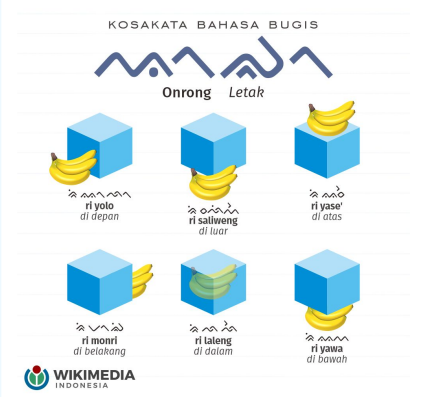
- Telling our struggles against aggressive vandalism in Wikipedia
- Touching yet clear message
- Stimulate opinion and support

Case Study 2:
The More The Merrier

Content for local language learning comes in series that every community can participate and take pride of their heritage language.

- One main template design can produce wide variety of contents (*efficient*!)
- Foster a sense of togetherness in community and movement.
- Community or contributor can request a version in their own language





Case Study 3:
Riding The Wave

Sometimes, following the trend is OK! Take advantage of what's people are into in some period of time. It's useful for reaching wider audience and gaining more followers.

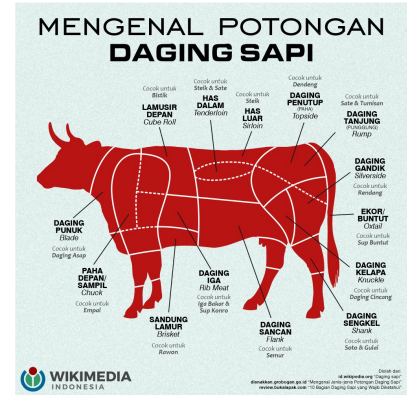
- Seeing what's trending on social media, and create relevant content about it
- Celebration that widely celebrated can be anticipated (we can prepare a content before the day)

The Queen's Gambit Trend

Batik Day Celebration

Astrology Trend

Eid al-Adha Celebration



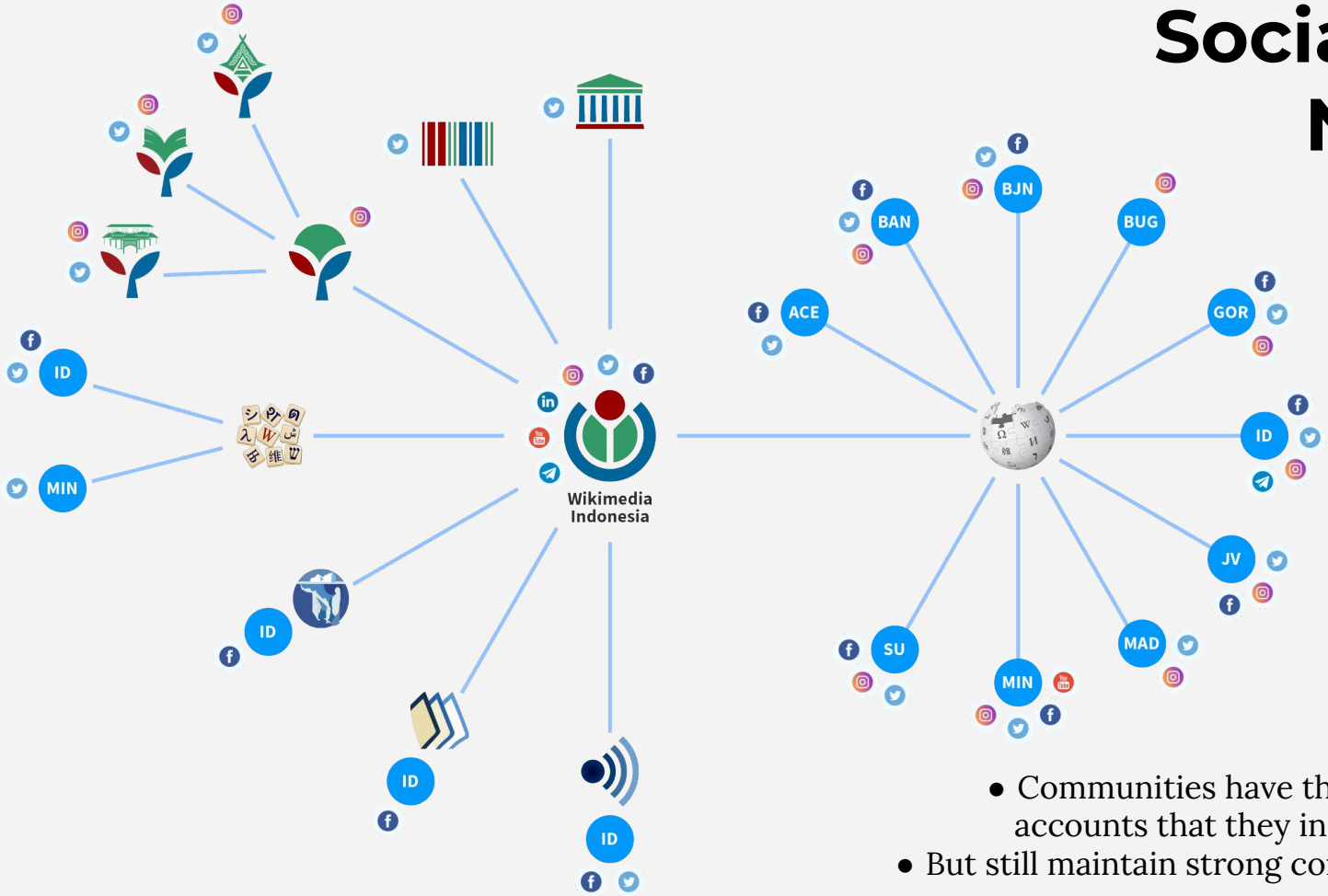
Case Study 4:
Worth to Share
Worth to Adapt

Many of our contents are adapted by other institutions/communities after getting many shares or likes (sometimes we call it *viral*?). We are glad that our contents are useful.

Key factors:

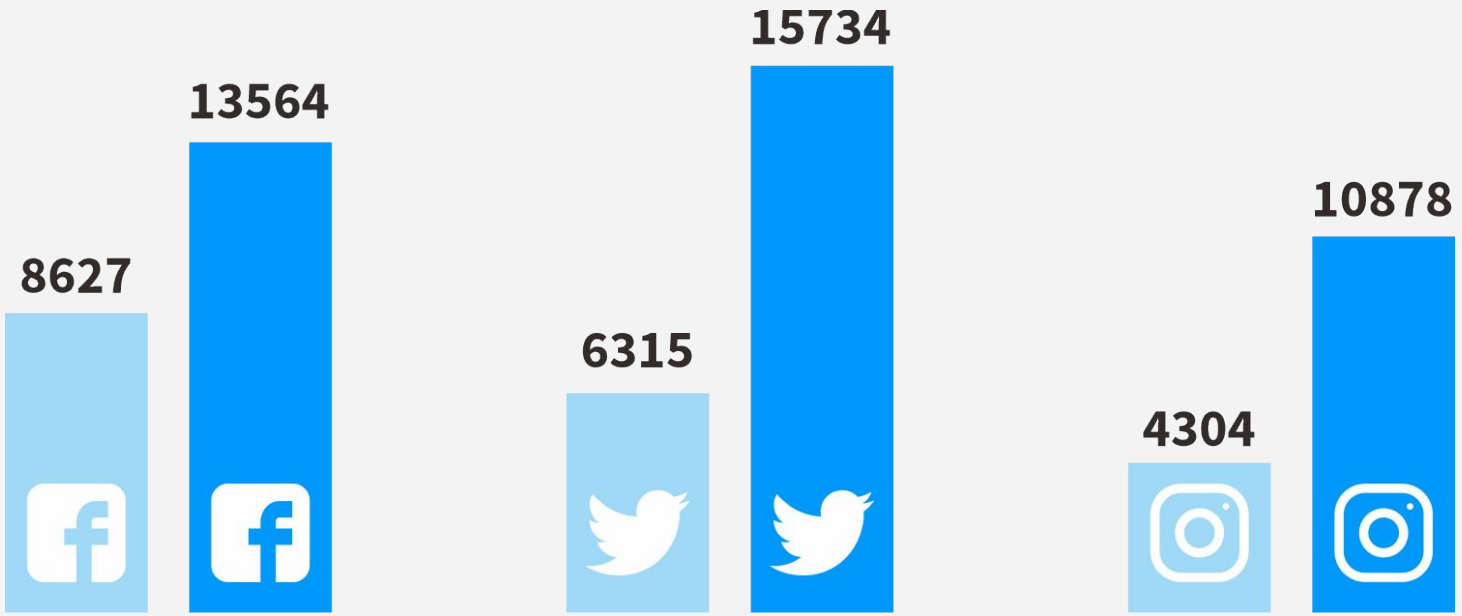
- Quick and easy to digest visualization
- Compact and rich information, long and detailed text is not preferred
- Original, new, and rare kind of knowledge found on the internet

Social Media Network



- Communities have their own social media accounts that they independently manage
- But still maintain strong connection with WMID

Followers Growth



- In the past two years, we doubled the number of followers on TW & IG
- But the same contents seem to be worked differently on FB

Terima kasih

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