

# How to Connect Your Projects with Social Media

Our verified accounts belong to the movement.



Wikimedia  
@Wikimedia



Following

With 40 languages, 100s of artworks, power of [@wikidata](#) the [@glamwiki](#) [#Europeana280](#) Art Challenge is on!  
[blog.wikimedia.org/2016/04/19/eur ...](http://blog.wikimedia.org/2016/04/19/eur...)  
[#glamwiki](#)

RETWEETS 16  
LIKES 19



9:01 PM - 20 Apr 2016



Wikipedia

Like Page

Published by Aubrie L. Johnson [?] · 6 hrs ·

Wikipedia could be going to the moon on a lunar rover. Find out how:



Let's take Wikipedia to the Moon!

Wikimedia Germany is introducing a challenge for the global community of Wikipedia editors: taking Wikipedia on board of a private mission to the Moon, as part of Wikipedia's...

[BLOG.WIKIMEDIA.ORG](http://BLOG.WIKIMEDIA.ORG)

68,707 people reached

Boost Post

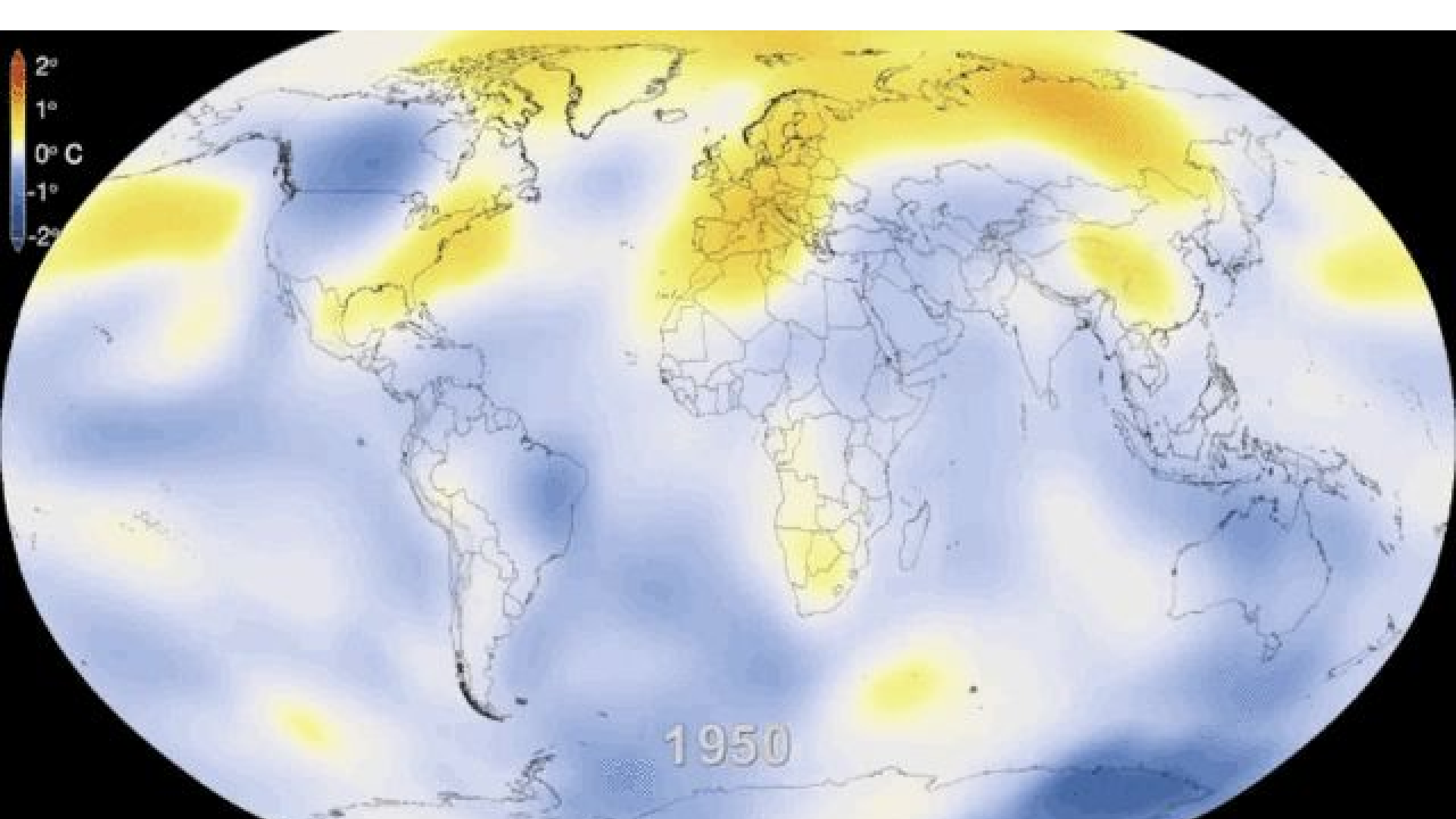
Like Comment Share  
Storify

300

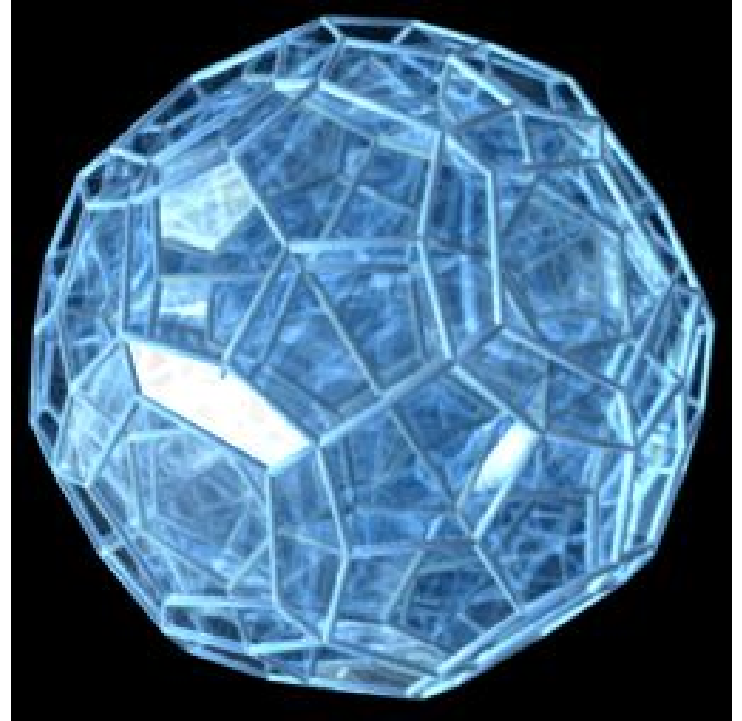
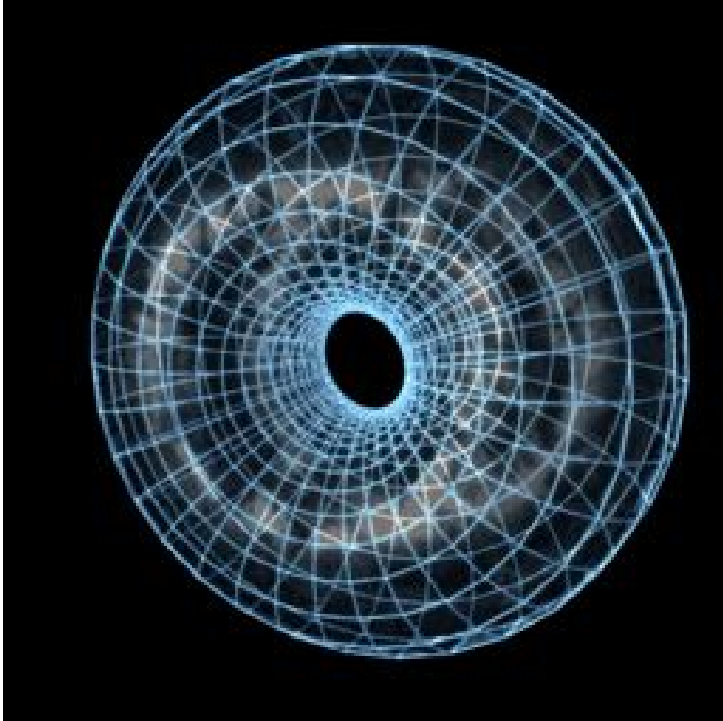
Top Comments -

17 shares

11 comments



These public domain geometry GIFs from Commons are great for our social media.



# Our strategy – [https://meta.wikimedia.org/wiki/Social\\_media](https://meta.wikimedia.org/wiki/Social_media)

77% of our Twitter followers use Wikipedia daily. Only 55% have ever edited.

Our Instagram and Pinterest communities are more than half women.

Many Wikipedians do not share their projects.

***We help people become more involved with the Wikimedia movement, and we help the movement reach out to the world.***



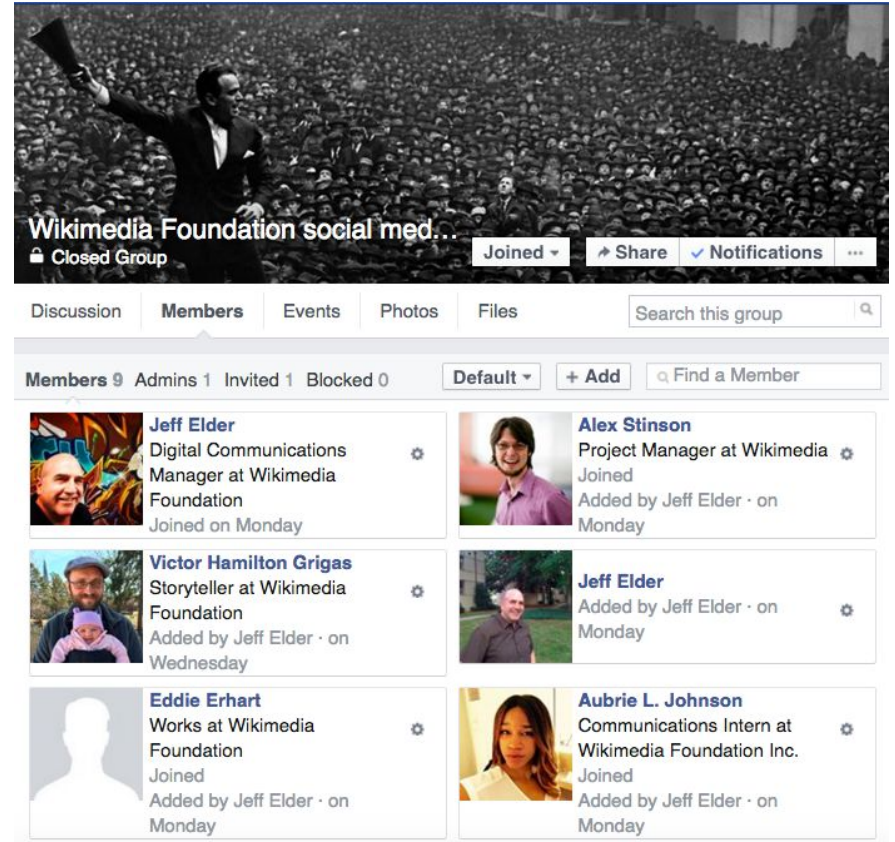
# How do I connect with foundation social media?

[jelder@wikimedia.org](mailto:jelder@wikimedia.org)

[@jeffelder](#) on Twitter.

[Social-media@lists.wikimedia.org](mailto:Social-media@lists.wikimedia.org).

[Wikimedia Foundation social media huddle](#) page on Facebook – this is a new group where you can connect and shape social media for the movement



The image shows a screenshot of a Facebook group page for the Wikimedia Foundation social media huddle. The cover photo features a man in a suit holding a megaphone in front of a large crowd. The group name is "Wikimedia Foundation social med..." and it is a "Closed Group". The page shows navigation tabs for Discussion, Members, Events, Photos, and Files. Below the navigation, there are statistics for Members (9), Admins (1), Invited (1), and Blocked (0). A list of members is displayed, including Jeff Elder (Digital Communications Manager at Wikimedia Foundation), Alex Stinson (Project Manager at Wikimedia), Victor Hamilton Grigas (Storyteller at Wikimedia Foundation), Eddie Erhart (Works at Wikimedia Foundation), and Aubrie L. Johnson (Communications Intern at Wikimedia Foundation Inc.).

Wikimedia Foundation social med...  
Closed Group

Joined Share Notifications

Discussion Members Events Photos Files Search this group

Members 9 Admins 1 Invited 1 Blocked 0 Default + Add Find a Member

**Jeff Elder**  
Digital Communications Manager at Wikimedia Foundation  
Joined on Monday

**Alex Stinson**  
Project Manager at Wikimedia  
Joined  
Added by Jeff Elder · on Monday

**Victor Hamilton Grigas**  
Storyteller at Wikimedia Foundation  
Added by Jeff Elder · on Wednesday

**Jeff Elder**  
Added by Jeff Elder · on Monday

**Eddie Erhart**  
Works at Wikimedia Foundation  
Joined  
Added by Jeff Elder · on Monday

**Aubrie L. Johnson**  
Communications Intern at Wikimedia Foundation Inc.  
Joined  
Added by Jeff Elder · on Monday

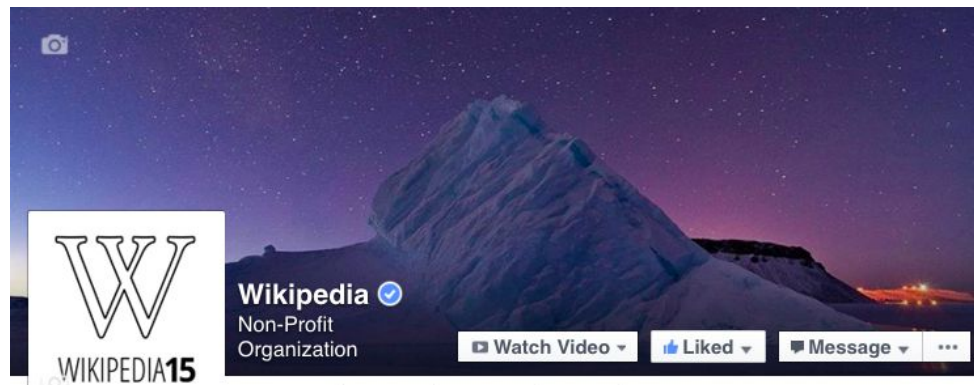
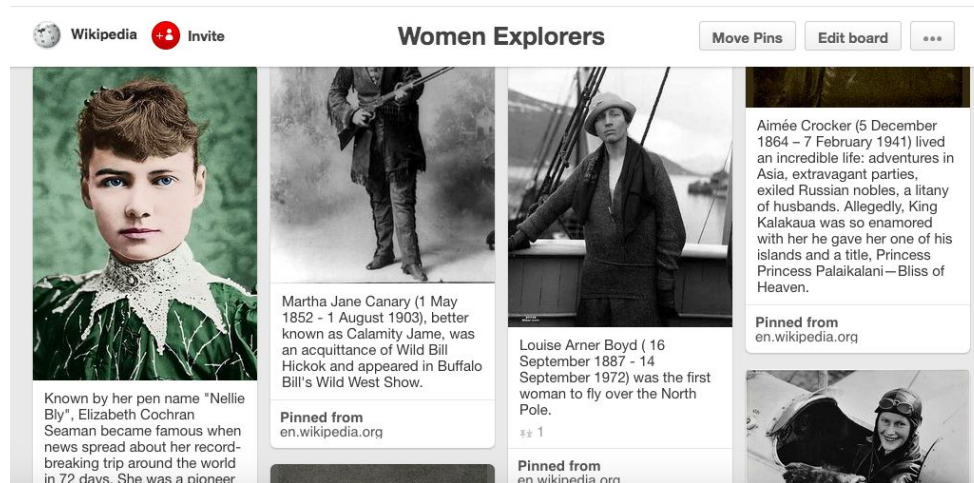
# Which social media platforms?

Facebook – <https://www.facebook.com/wikipedia/>

Twitter – <https://twitter.com/Wikipedia>  
<https://twitter.com/Wikimedia>

Instagram – <https://www.instagram.com/wikipedia/>

Pinterest – <https://www.pinterest.com/wikipedia/>







Wikipedia

Published by Jeff Elder [?] · November 8, 2015 ·

What does Wikipedia mean to you? With your permission, we may use your response in an upcoming project.

206,057 people reached

Boost Post

Like Comment Share Storify

Gregory Varnum, Alex Stinson and 3K others Top Comments

31 shares 1.6K comments

What does Wikipedia mean to you?

Wikipedia is...

TWEET YOUR STORY

"It is my world of knowledge, it is my startup page in my browser. Wikipedia is when you move from reading to editing, from consuming information to producing it. I'm so glad to be part of this great community."



Bilal Syria

"Wikipedia is why, even though I spent most of my adult life out of school as a refugee, when I finally got to a safe place and into a university I was able not only to compete with my peers, but to excel."



Ali United States

"It's the most important source of knowledge whenever I am in need. Thank you so much, Wikipedia."



Jyoti India

"I rely so much on the neutrality point of view that wikipedia offers. I'm 17 now, and Wikipedia has been my friend since I was 10 years old."



Rudi Indonesia

"Wikipedia has become our way of living, the idea which unites all the editors around the world!"



Lilit Armenia

For big projects, we have a big stage, and real takeaways.

# How do we NOT use social media?

Do not endorse any products or political candidates

Do not engage in any dispute with other accounts

Do not post sarcasm, “snarky” or unfriendly tones

Do not retweet or repost anything that contains any of the above

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



# What can you do *right now*?

See our best practices, strategy and tactics and resources here – [https://meta.wikimedia.org/wiki/Social\\_media](https://meta.wikimedia.org/wiki/Social_media) – or on our handout.

Join [our Facebook group](#) for the Wikimedia community, the Wikimedia Foundation Social Media huddle. If you can't find it, email me and I will add you.

Tweet at @jeffelder so I can follow you from our accounts.

Like us on Facebook, Instagram and Twitter.

Tell us what to post and what you are posting.

Stay in touch.

# How can we help you?

We can reshare your posts when they have broad appeal.

You can reshare our posts when you need content.

We can offer guidance or advice on managing your accounts.

We can help you connect with social media companies and other social media people in the movement.

We can support your events via #hashtags and mentions.

# Session Evaluation

1. What did you like best about this session?
2. What would you suggest for improving next time?
3. One action step you plan to pursue to develop as a leader in the next 30 days.

# Images

[https://commons.wikimedia.org/wiki/File:Blue\\_Marble\\_rotating.gif](https://commons.wikimedia.org/wiki/File:Blue_Marble_rotating.gif)