How to Deal with Social Media?

• Experiences from Wikimedians of Bulgaria

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Who is (not) on Facebook?

Who reads his/her newsfeed every day?

Who checks her/his Facebook-notifications before sleep?
‘Facebook is the refrigerator of the internet; you know there's nothing good in it, but you keep going back to check.’

David Richfield (Stolen from Reddit)
Social media & AIDA model
Main ideas

Start as early as possible!

FB policy is to gradually reduce organic reach down to 1%. Now is 6%.

(From 100 people who like your page only 6 will see a new post in their newsfeed)

Sooo... prepare small budget 😊
How to start?

Create the page 😊

Write the name in your own language

Keep it **WITHOUT** translations

There are translation options

Add information in every possible field
## Tips and tricks

### Post Types

The success of different post types based on average reach and engagement.

<table>
<thead>
<tr>
<th>Type</th>
<th>Average Reach</th>
<th>Average Engagement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Video</td>
<td>391</td>
<td>17</td>
</tr>
<tr>
<td>Status</td>
<td>126</td>
<td>6</td>
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<tr>
<td>Photo</td>
<td>103</td>
<td>7</td>
</tr>
<tr>
<td>Link</td>
<td>65</td>
<td>2</td>
</tr>
</tbody>
</table>
Tips and tricks
Add value

- ‘For your content to be shared, it must be something your fans want to be personally connected with.’
  Drew Bernard, CEO of ActionSprout.com

- Status text shall not repeat the preview text of the link.
- Relate it to the current date.
Tips and tricks
Tips and tricks

Attribution!
Tips and tricks
Tips and tricks
Tips and tricks
"Димитър Маджаров" was posted as a normal status and shown to 46 users (5 on average)
Statistics

Data shown for a recent 1-week period. Times of day are shown in your computer's local timezone.
No censorship in Wikipedia

⇒ Everything from Wikipedia can be posted in social media

Usage restrictions in social media

Pornography

Violence, racism, fascism, etc.

If we allow such content, then how to interpret the likes?
Why we started at all?

The official page of Bulgarian Wikipedia maintained by the wiki community.
Links to pictures:

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Thank you for your attention!
Questions?
An additional slide

- 1288 likes
- 1600 post reach
- 188 engaged

- Active (>5 edits/month),
- very active (>100 edits/month)