WIKIMEDIA BULGARIA

WIKIMEDIA CEE MEETING 2014

How to Deal with Social Media?

- Experiences from **Wikimedians of Bulgaria**

Vassia Atanassova
Nikola Kalchev
Vladislav Nedelev

WIKIMEDIA
BULGARIA

Why?

Who is (not) on Facebook?

Who reads his/her newsfeed every day?

Who checks her/his Facebook-notifications before sleep?

WIKIMEDIA
BULGARIA

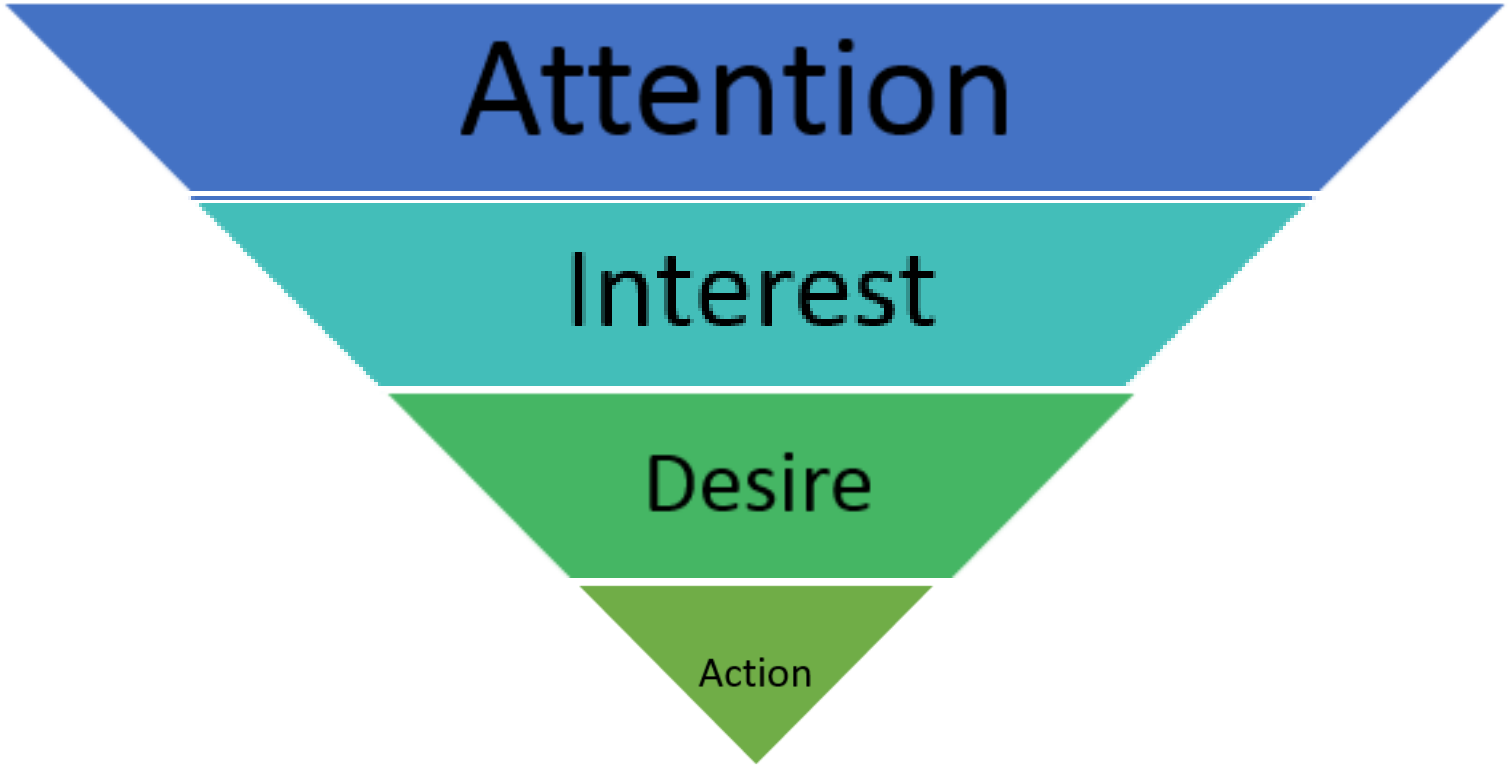
Why?

Wikiquote of the day

‘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!

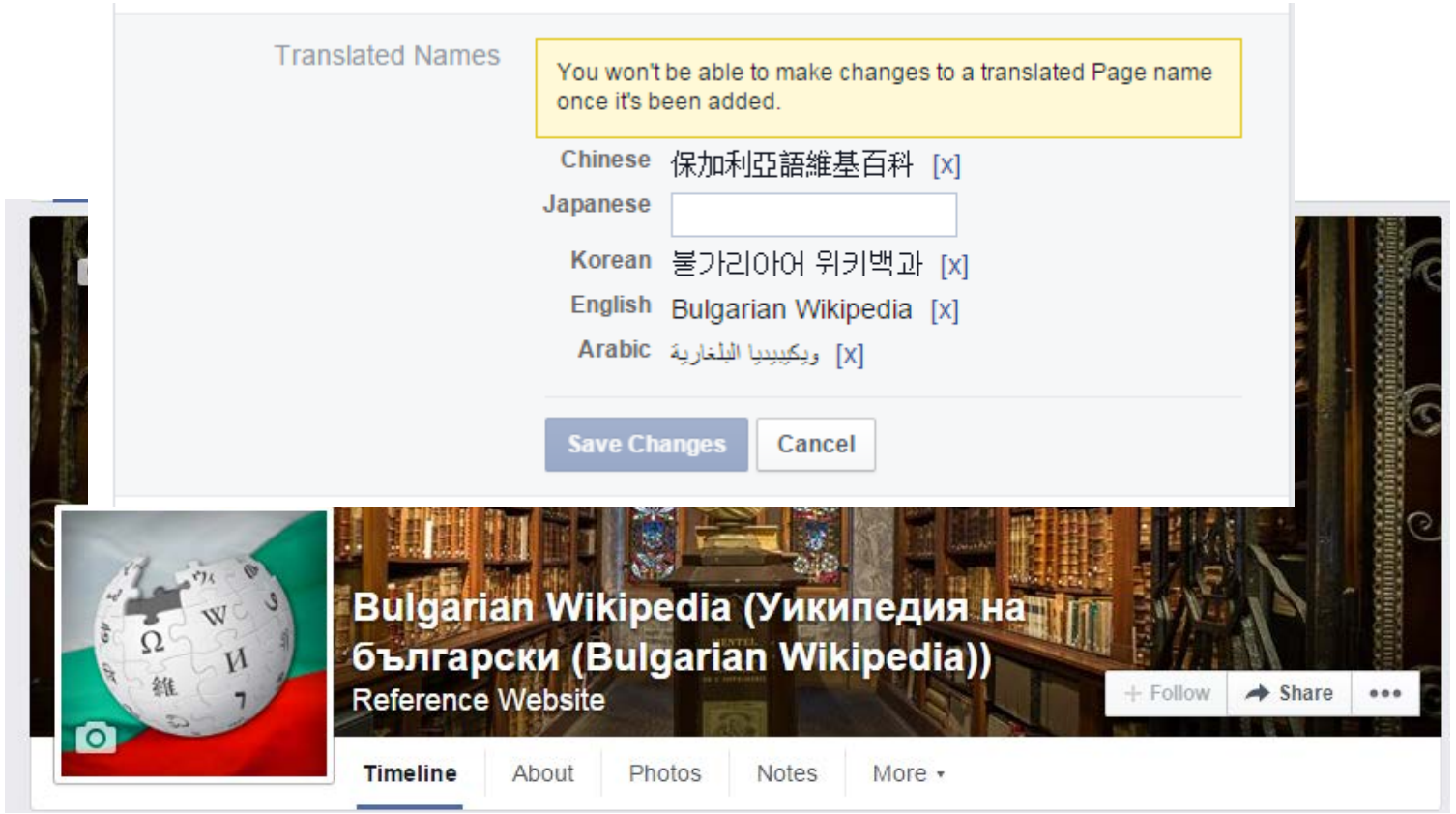
FB policy is to gradually reduce organic reach down to 1%.

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

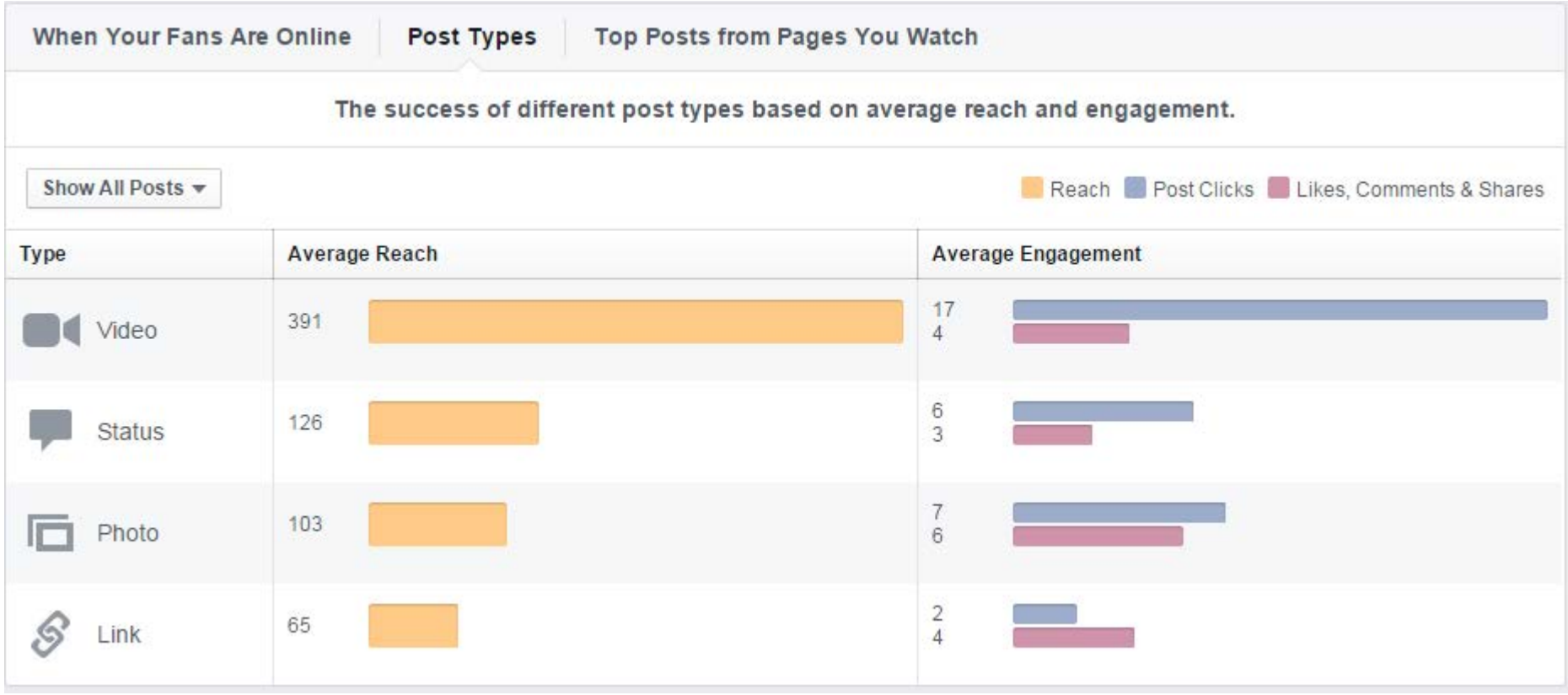
Keep it **WITHOUT** translations

There are translation options

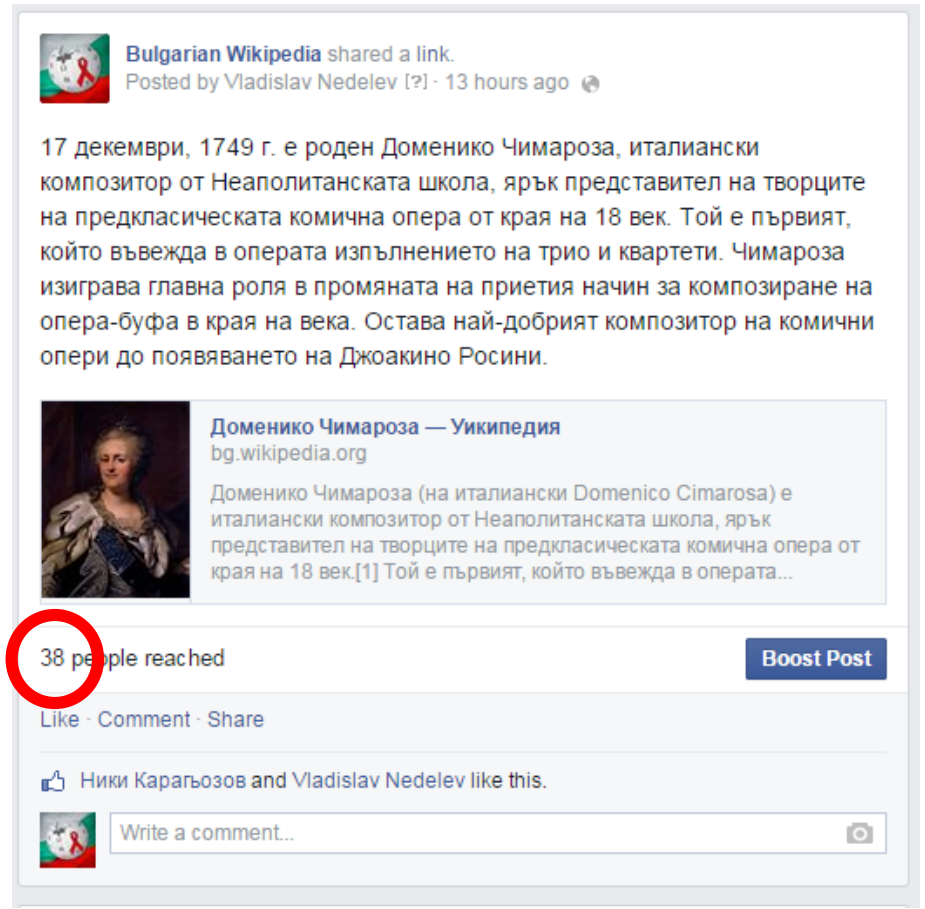
Add information in every possible field

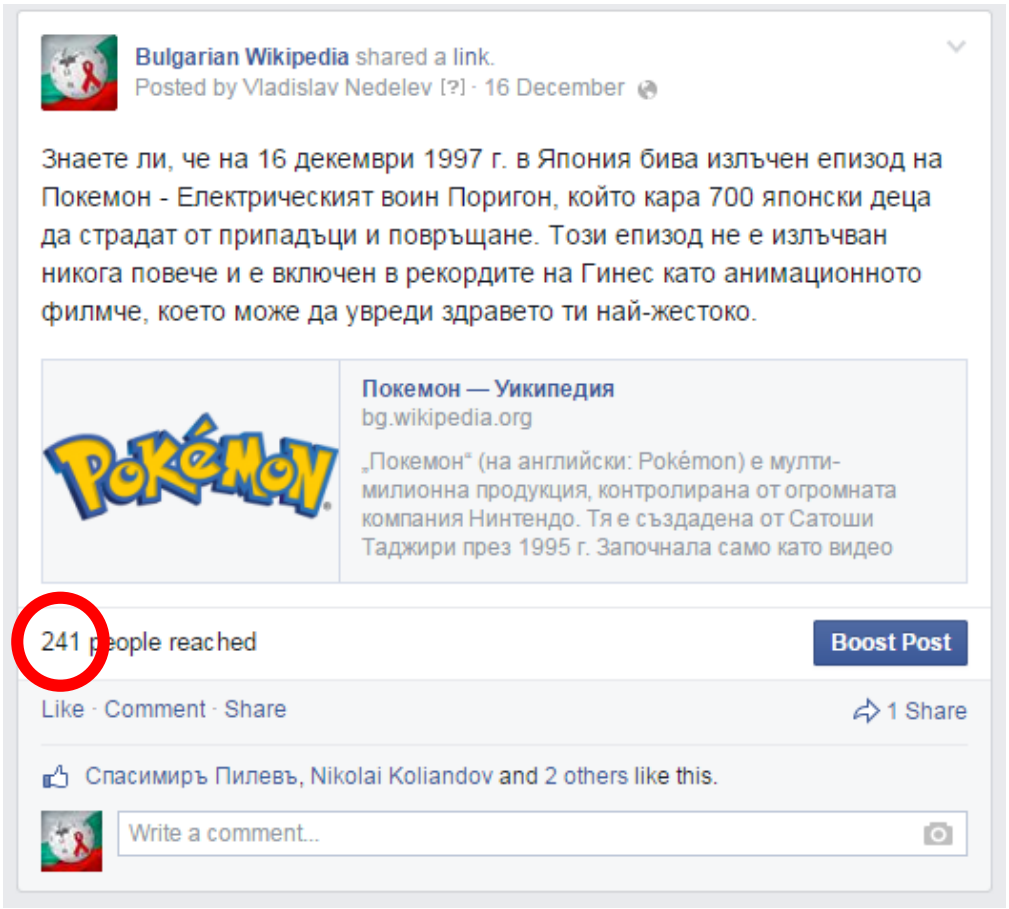
WIKIMEDIA
BULGARIA

Tips and tricks



Tips and tricks





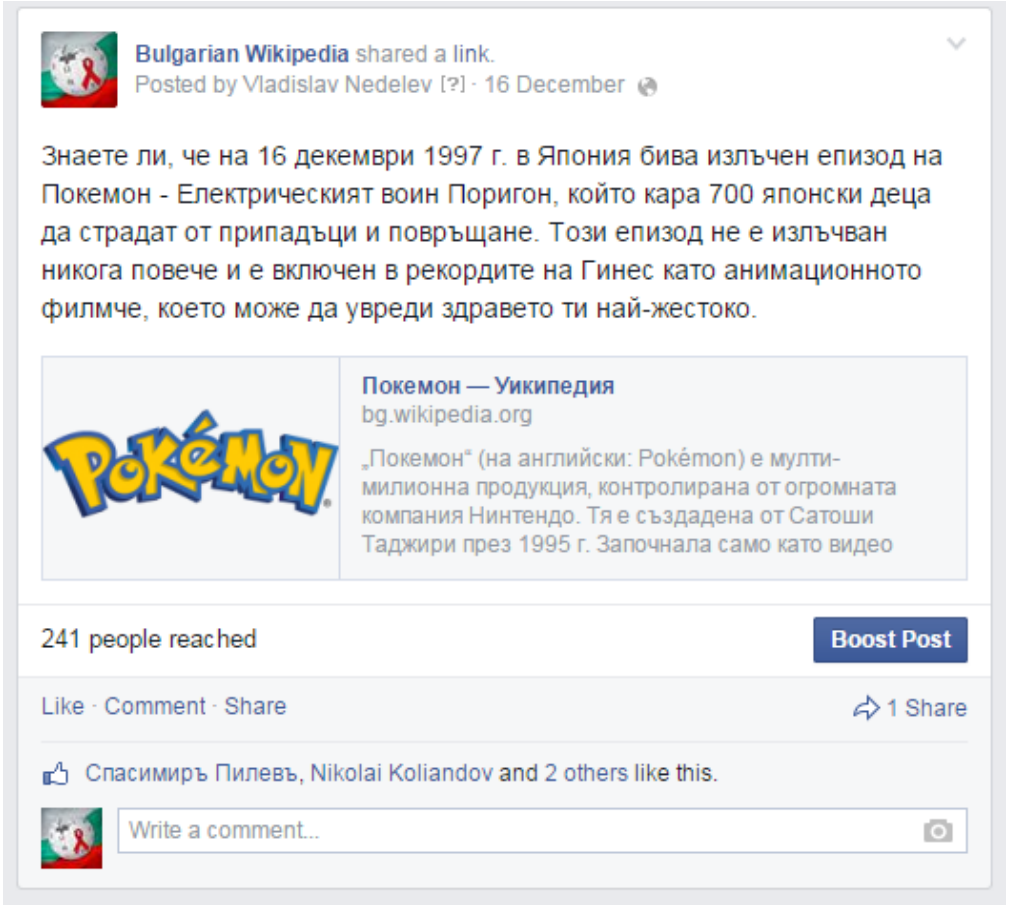
Tips and tricks

Add value

- ‘For your content to be shared, it must be something your fans want to be personally connected with.’

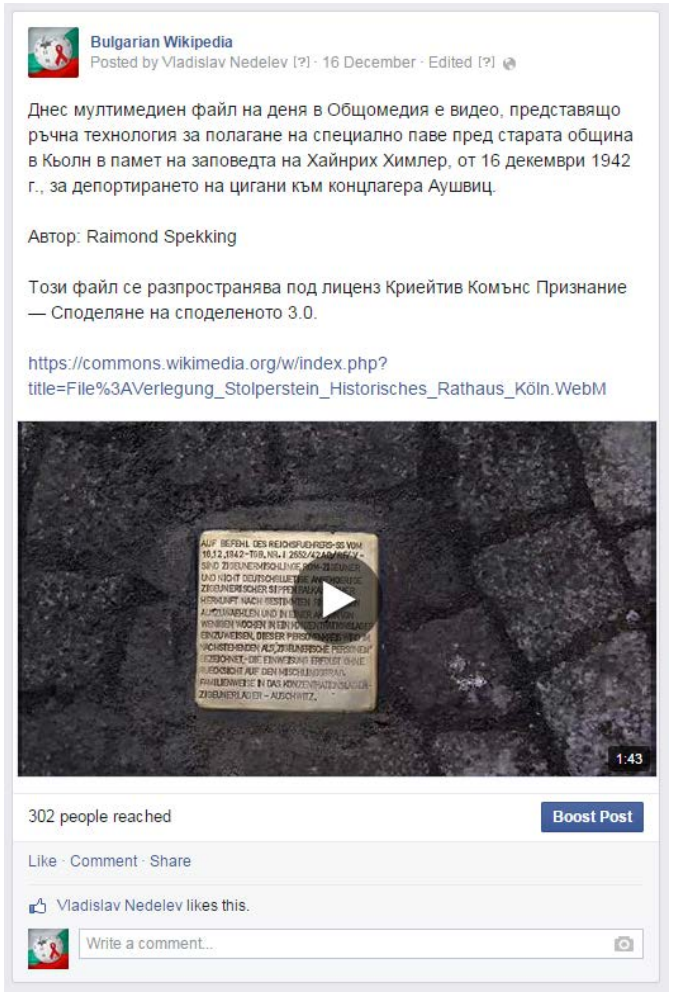
  Drew Bernard, CEO of ActionSprout.com

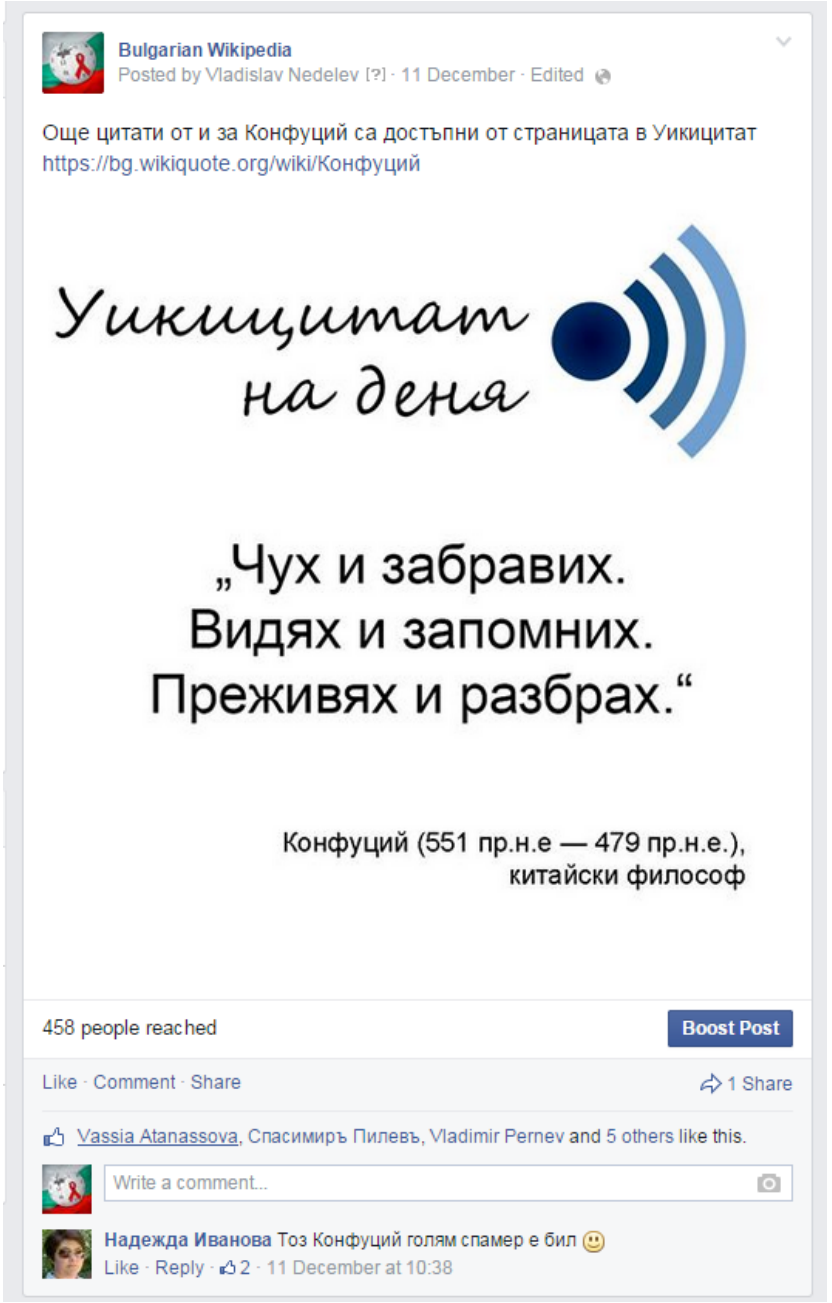
- Status text shall not repeat the preview text of the link.
- Relate it to the current date.



WIKIMEDIA
BULGARIA

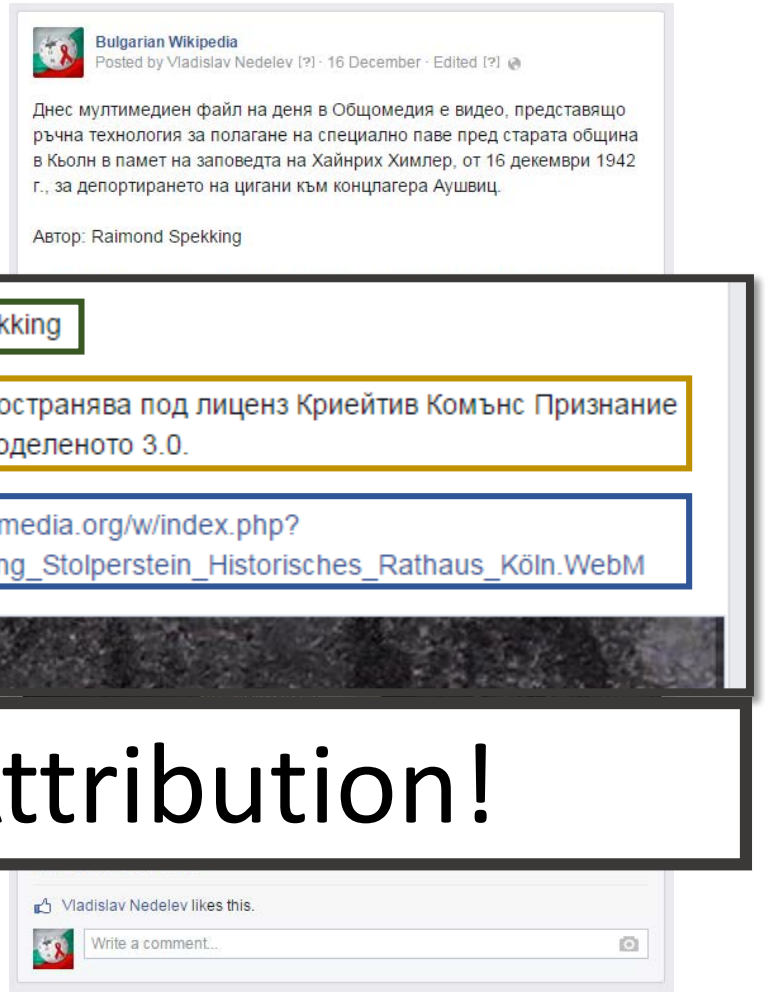
Tips and tricks



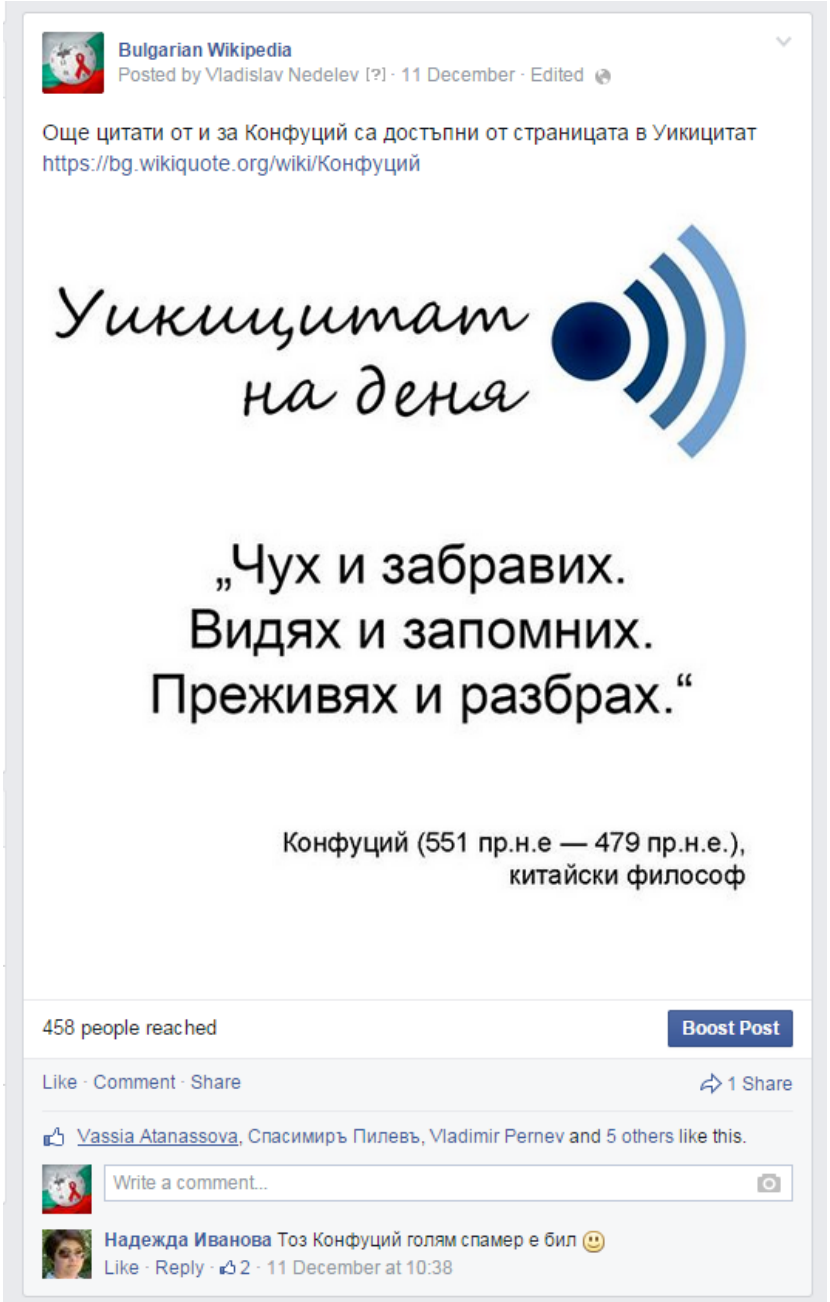


WIKIMEDIA
BULGARIA

Tips and tricks

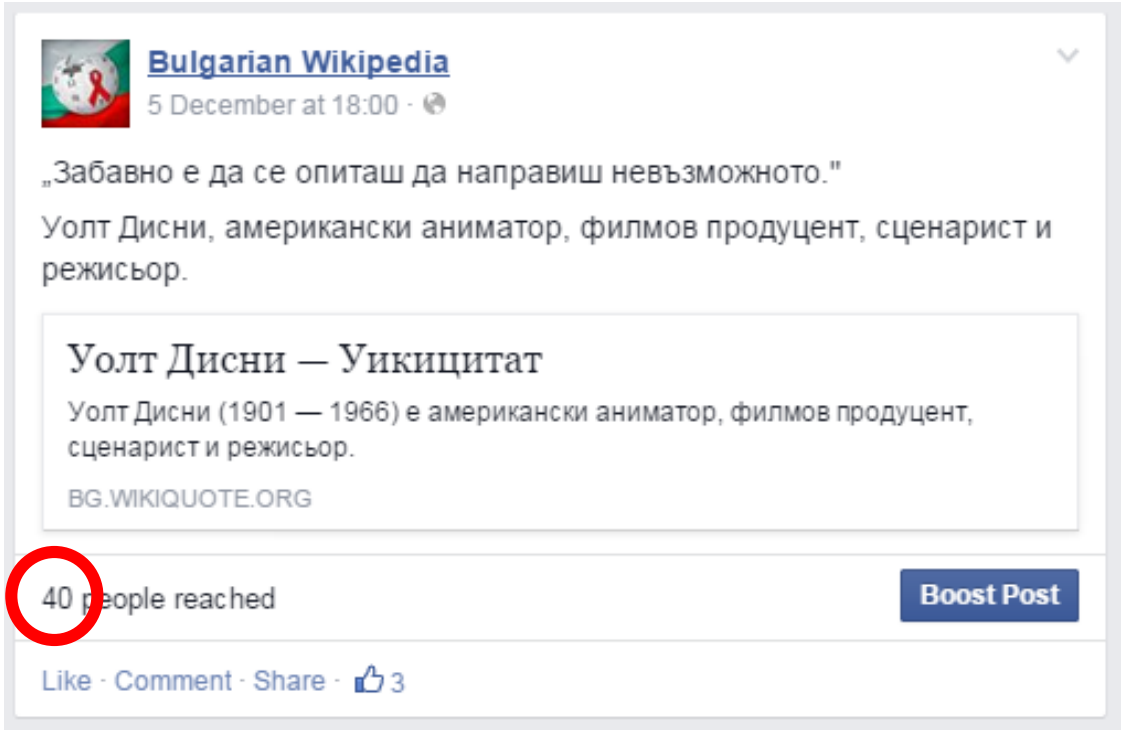


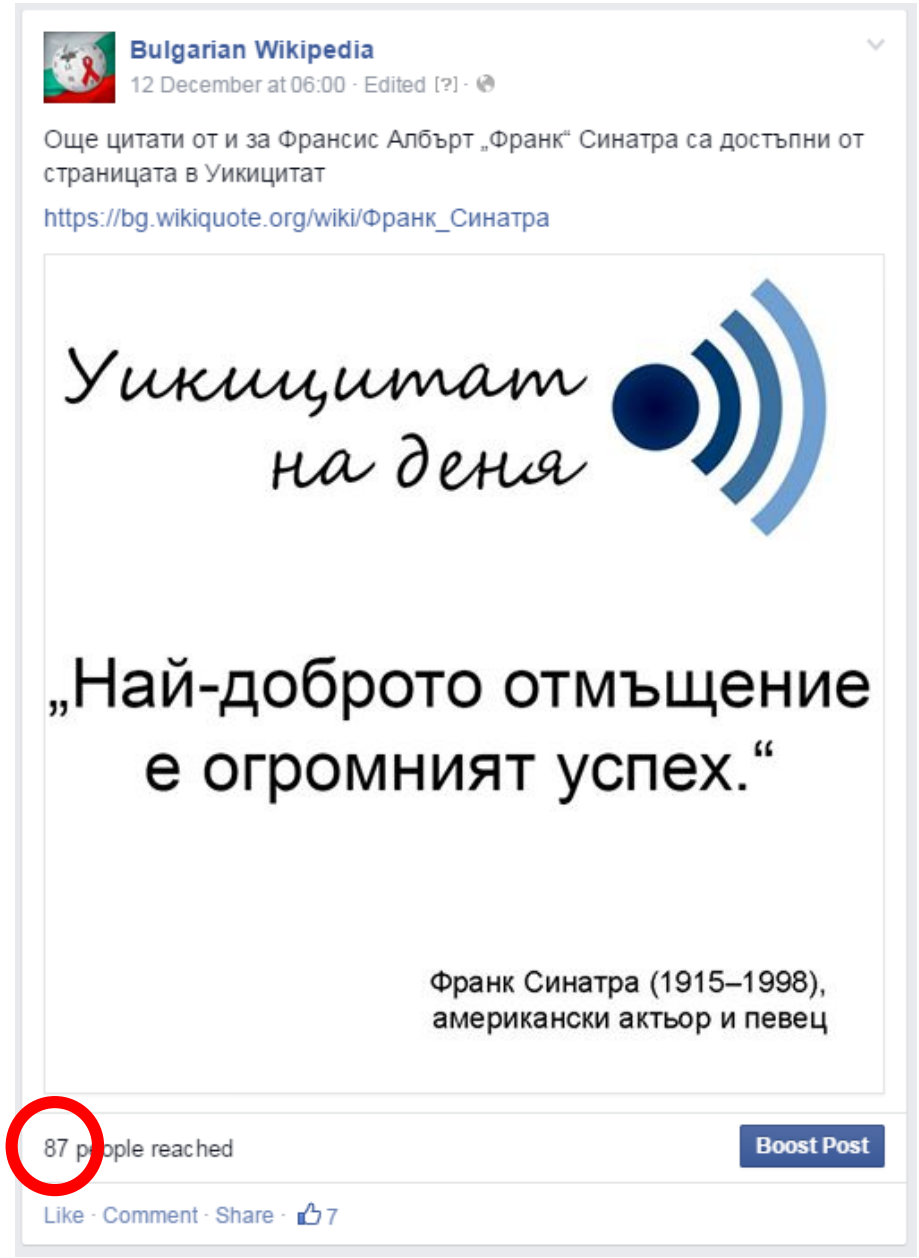
Attribution!



WIKIMEDIA
BULGARIA

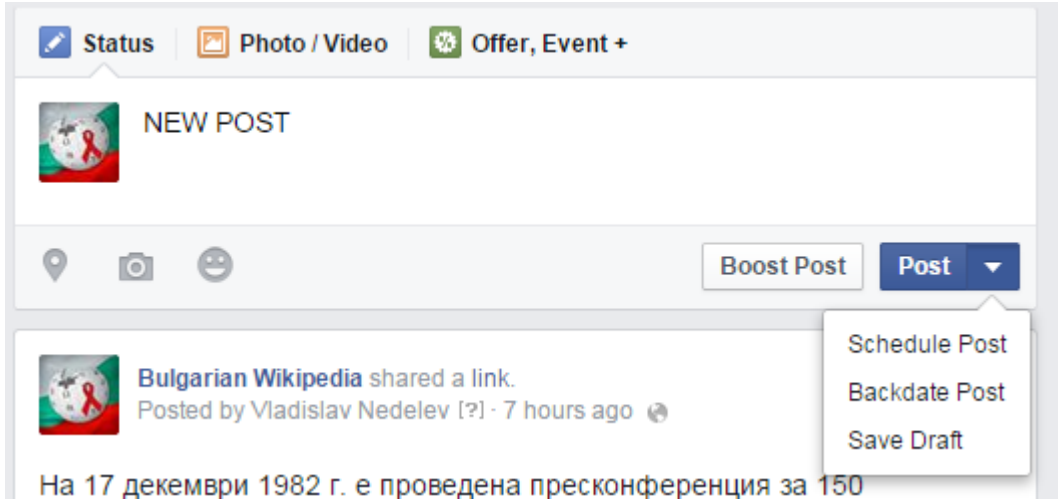
Tips and tricks

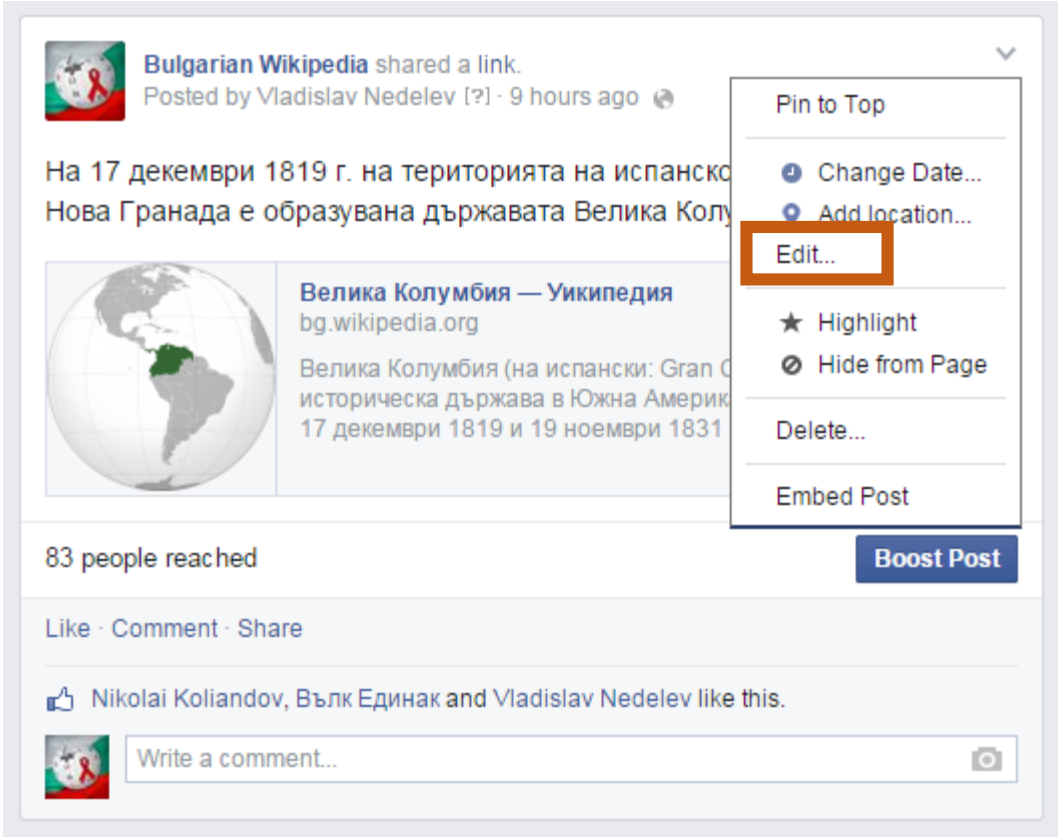




WIKIMEDIA
BULGARIA

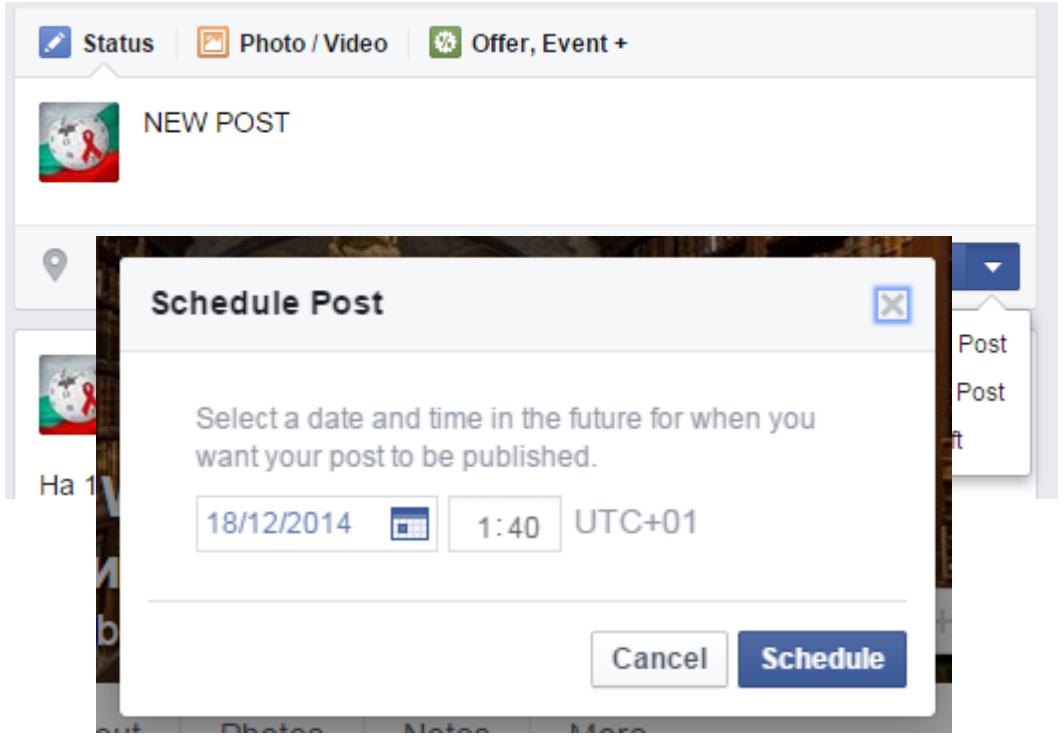
Tips and tricks

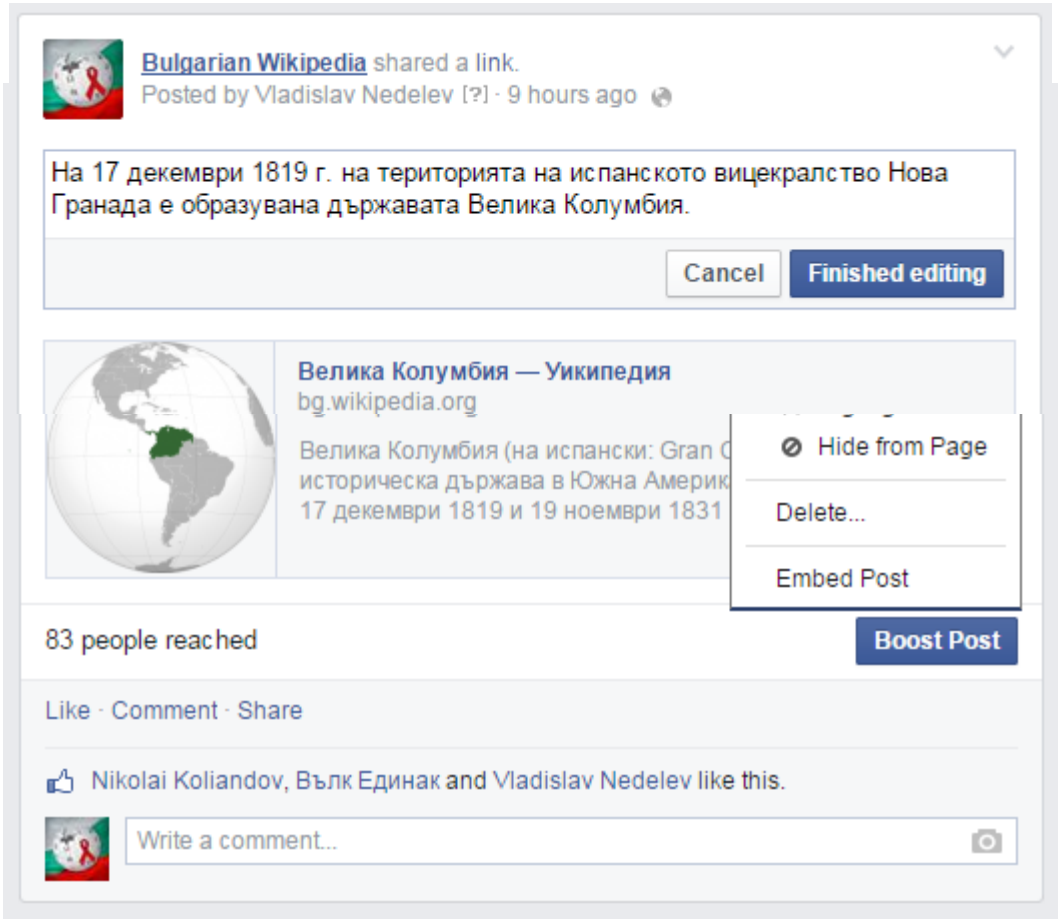




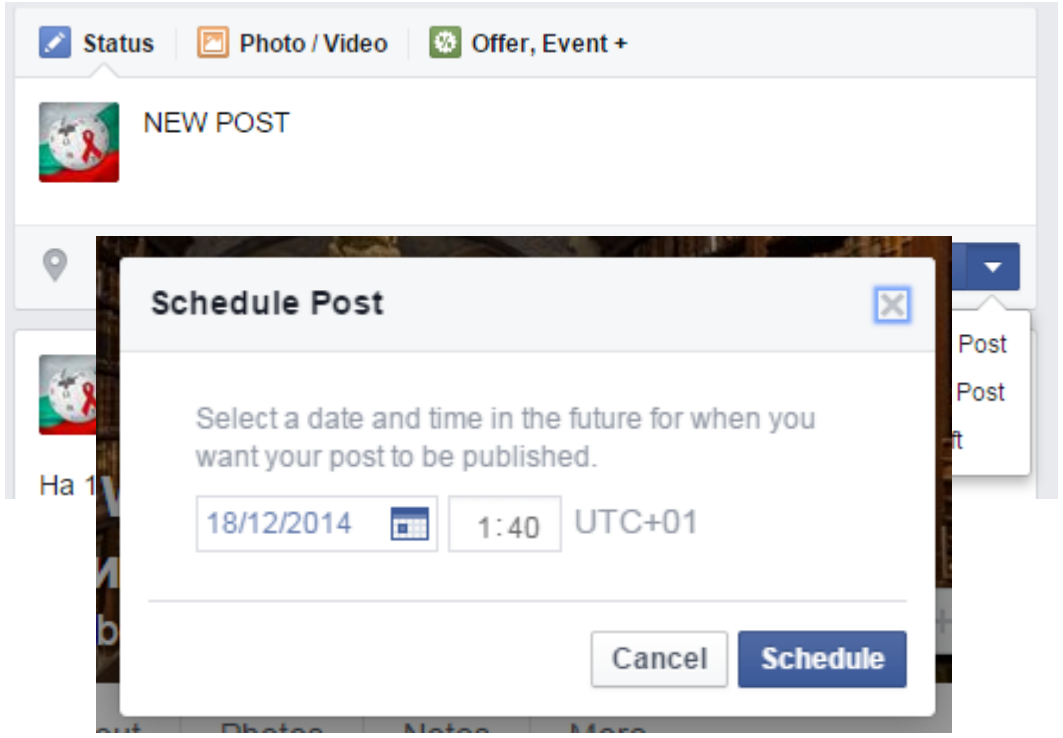
WIKIMEDIA
BULGARIA

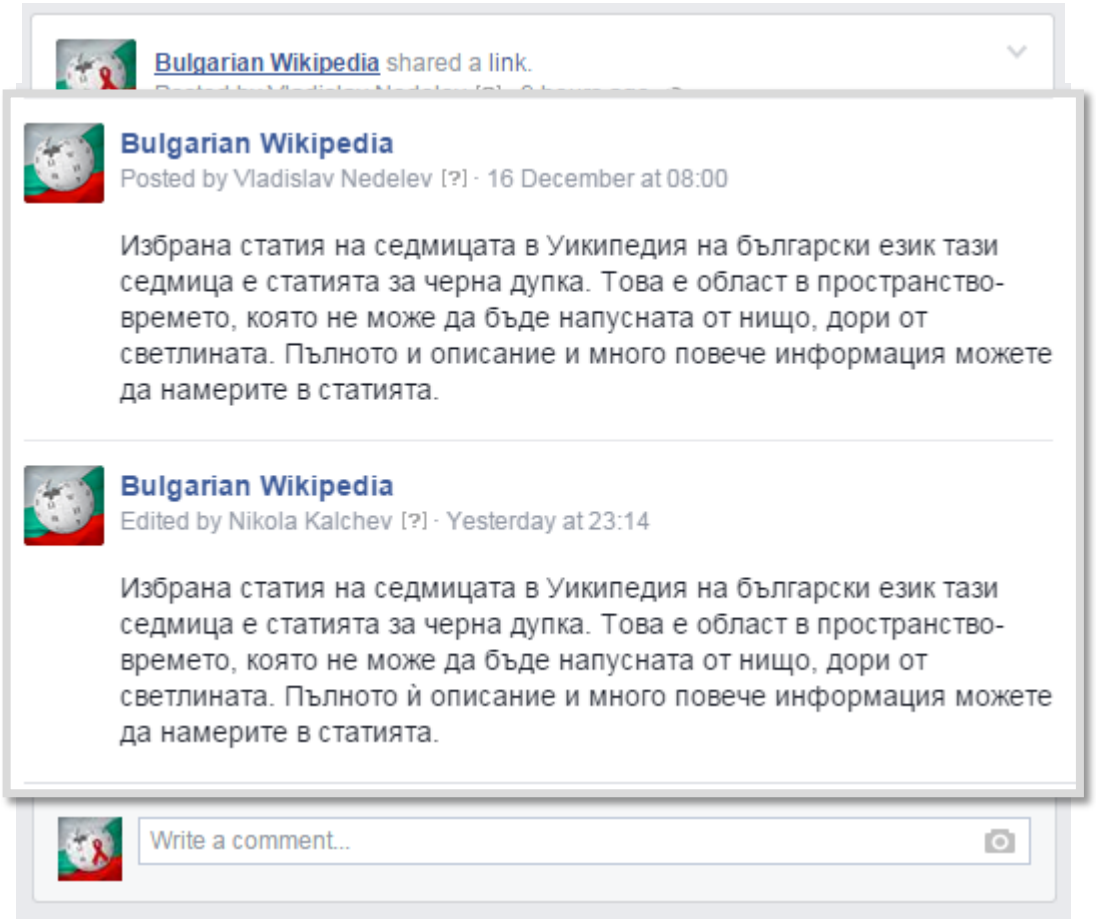
Tips and tricks





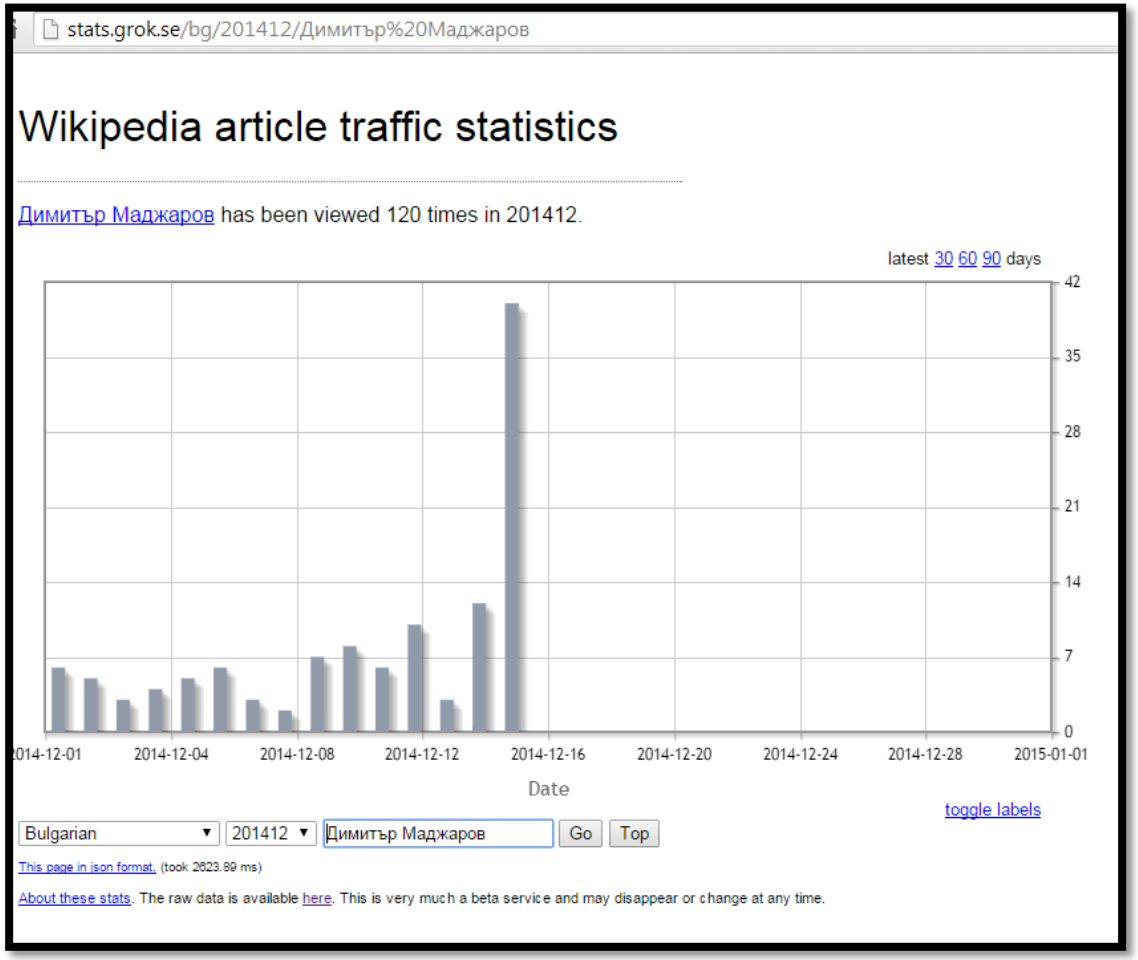
Tips and tricks

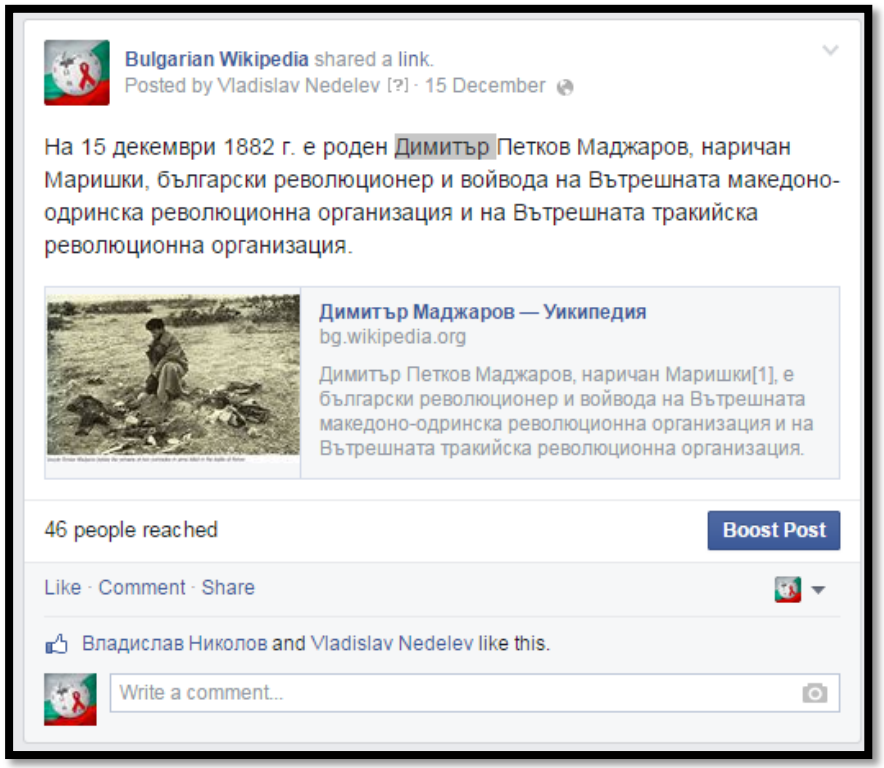




WIKIMEDIA
BULGARIA

Statistics

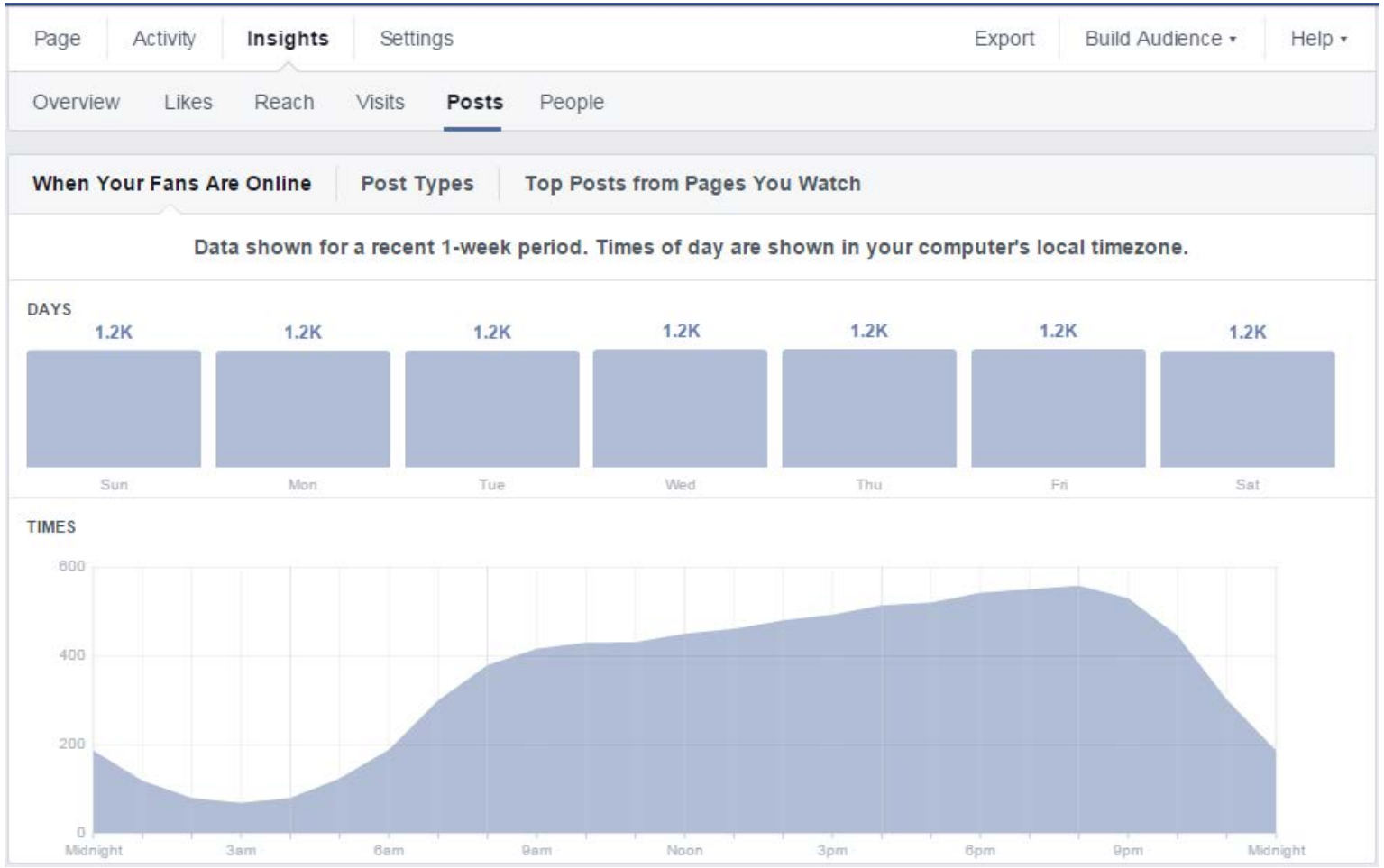




„Димитър Маджаров“ was posted as a normal status and shown to 46 users (5 on average)

WIKIMEDIA
BULGARIA

Statistics



Ugly topics (war, crimes, disasters)

No censorship in Wikipedia

⇒ Everything from Wikipedia can be posted in social media

Usage restrictions in social media

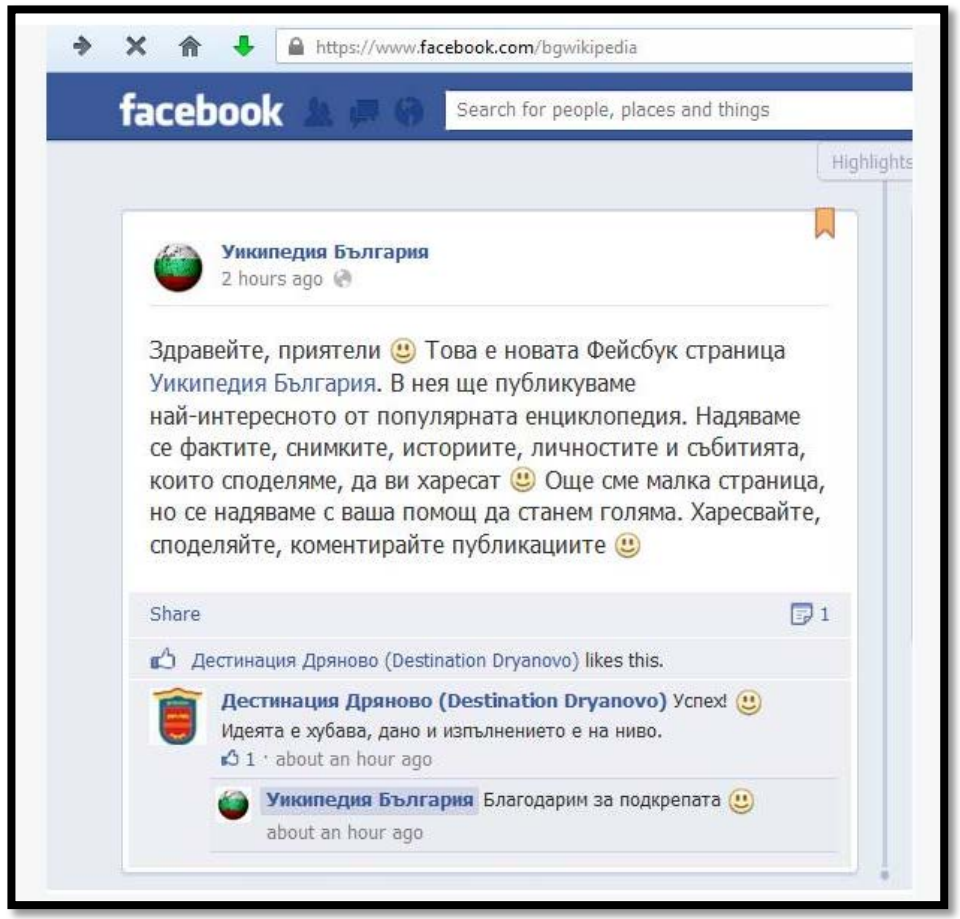
Pornography

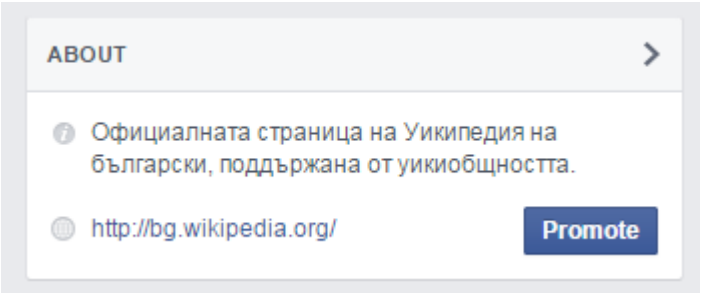
Violence, racism, fascism, etc.

If we allow such content, then how to interpret the likes?

WIKIMEDIA
BULGARIA

Why we started at all?





The official page of Bulgarian Wikipedia maintained by the wiki community.

Links to pictures:

Wikimedia_Foundation_RGB_logo_with_text.svg: Logo and trademark of the Wikimedia foundation, designed by Wikipedia user "Neolux" (SVG version created by DarkEvil, revised by Philip Ronan and optimized by Zscout370 and Artem Karimov)

derivative work: Iliev | CC-BY-SA | https://meta.wikimedia.org/wiki/File:Wikimedia_Bulgaria-Logo-EN.svg

- https://commons.wikimedia.org/wiki/File:Facebook_icon.jpg | Public domain
- https://commons.wikimedia.org/wiki/File:Alhurra%27s_studio_--_February_2011.jpg | Deirdre Kline | Public_domain |
- https://commons.wikimedia.org/wiki/File:Google%2B_Sticker_Icon.png | DesignBolts | Public domain
- https://commons.wikimedia.org/wiki/File:Youtube_icon.svg | ZyMOS | CC0 1.0 Universal (CC0 1.0) Public Domain Dedication
- https://commons.wikimedia.org/wiki/File:Twitter_icon.png | David Ferreira | CC-BY-SA
- https://commons.wikimedia.org/wiki/File:Crystal_Project_cache.png | Everaldo Coelho (YellowIcon) | This library is free software; you can redistribute it and/or modify it under the terms of the GNU Lesser General Public License as published by the Free Software Foundation; either version 2.1 of the License, or (at your option) any later version. This library is distributed in the hope that it will be useful, but without any warranty; without even the implied warranty of merchantability or fitness for a particular purpose. See version 2.1 and version 3 of the GNU Lesser General Public License for more details. |

WIKIMEDIA
BULGARIA

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)

209	34
214	30
225	30
212	31
245	32
253	40
252	36
251	43