974 PRESS STORIES FROM 81 COUNTRIES
It was really good news with overwhelmingly positive sentiment of coverage.

115 COMMUNITY EVENTS IN 62 COUNTRIES
Zooms! Edit-a-thons! Virtual cake contests! Our community came together.

1.2B IMPRESSIONS ON BANNERS IN 7 LANGUAGES
Earning 4.8 million clicks with a global click through rate of 0.4%

4.6 MILLION VISITS TO BIRTHDAY WEB HUB
More than 130,000 visitors clicked on from the web hub to donation pages.

OVER 16.3K CELEBRATORY SOCIAL MEDIA POSTS
People from over 150 countries joined in the celebration online

10% LIFT IN GLOBAL AWARENESS THAT WIKIPEDIA IS 20
Overall awareness of Wikipedia as part of movement remains level at ~83% of users
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INTRODUCTION
Wikipedia started as an ambitious idea: to create a free encyclopedia, written by volunteers, for everyone in the world. It seemed impossible. Yet, over 20 years, Wikipedia has become the largest collection of knowledge in history. How did it happen? Humans.

Wikipedia only exists through the power of human collaboration, creativity, and curiosity. So, on our 20th birthday, we are celebrating the humans who made Wikipedia what it is today and those who will help sustain and grow it tomorrow, including you.
INCREASE THE PUBLIC’S AWARENESS OF OUR MOVEMENT ECOSYSTEM, AND CELEBRATE HOW HUMANS MADE WIKIPEDIA WHAT IT IS.

#1 - EARN PRESS COVERAGE for the Wikipedia movement in 50 nations (priority: emerging markets) resulting in more than 60% positive sentiment

#2 - SUPPORT COMMUNITY CELEBRATIONS in 40 nations by February 2021 to increase sense of movement interconnection

#3 - INCREASE UNDERSTANDING that Wikipedia forms part of a movement 10% among existing site users.
For our 20th anniversary, we’re talking about how everything wrong with being human goes into Wikipedia. And how everything right about being human brings it to life. We’re acknowledging how inhumane it can be to want to “tweak” a celebrity’s page for amusement -- and celebrating the humanity of correcting it. We’re celebrating the fact that it’s not Wikipedia you should trust, it’s the humans behind it. We’re celebrating how humanly personal every person’s experience of Wikipedia is -- much like their search history. We’re shouting from the rooftops about every mistake. Every fight to get it right. Every single cook in that kitchen making that one broth. Every $5 donation. Every version of the truth. It’s all human. So, may the world never stop being human, and may “human” always thrive on Wikipedia.
THE INTERNET WE WERE PROMISED: A PLACE FOR WORKING TOGETHER

20 years is a long time for a website to endure. But Wikipedia has done more than persist, it’s grown and expanded, becoming a beloved part of the online world that reaches across political position, geography, or language.

We want to celebrate our roots in the “original” internet, and celebrate our community of global collaborators who have made the site what it is: a movement.

We are also looking to gather energy for our next challenges. With so much knowledge to collect we will never be finished. Today, Wikipedia has vast knowledge gaps that fall along gender, race, and cultural lines. In our 20th year, we will look back to go forward -- celebrating what sets us apart from the rest of tech, and why we need millions more humans to take our mission further.
OUR STRATEGY
People around the world

Understand that Wikipedia is part of a human movement

Making this milestone high visibility

Showing the humans who make Wikipedia possible in press, social media, and web hub

Supporting community celebrations that “bring the movement to life”
CREATIVE DEVELOPMENT August 1 - December 11, 2020

COMMUNITY GRANTS November 1, 2020 - February 15, 2021

FINAL REVIEWS December 3, 2020 - January 8, 2021

LAUNCH
- Social media January 1, 2021
- Web hub January 14, 2021
- Press January 14, 2021
- Banners January 15, 2021
- Paid media January 15, 2021
- Event January 15, 2021

FIRST WAVE SUSTAIN
- Banners January 15 - 21, 2021
- Press January 15 - 30, 2021
- Measurement December 14 - February 28, 2021
SECOND WAVE
SUSTAIN THROUGH END OF JUNE 2021
Press  February - June
Community grants  February - June
Black History Month  February
Women’s History Month  March
Asian American and Pacific Islander Heritage Month  May

THIRD WAVE
CELEBRATIONS & LOOKING AHEAD FISCAL YEAR 2021-22
Wikimania  August
Black History *Unseen  November
Event tbd  November
COMMUNITY MESSAGING
- Messaging toolkit: November 30
- Affiliate coordination: November 16 - January 8

CENTRAL NOTICE BANNERS
- Get involved: December 17 - 19
- Announcement: January 15 - 21

PRESS
- Outreach begins: November
- Follow-up: January 4
- Announce: January 14

SOCIAL MEDIA
- Teasing: January 4
- Buzz Building: January 11
- Announce & Celebrate: January 15
THE TEAM

EXECUTIVE SPONSOR
Heather Walls, CCO

COMMUNICATIONS
Zack McCune
Anusha Alikhan

DESIGN PARTNERS
Karabo Poppy Moletsane
Jasmina El Bouamraoui
Good Bad Habits

PR PARTNERS
Minassian Media
Seraphim Communications
Speyside (MENA & Asia Pacific offices)

SOCIAL & PAID MEDIA PARTNERS
Wunderman Thompson
BlockParty

LEADS
Khanyi Mpumlwana: Creative Director
Lena Traer: Project Manager
Lauren Dickinson: Communications Lead
Sam Lien: Press Lead
Samir Elsharbaty: Community Strategy and Grants
Blanca Flores: Design
Hang Do Thi Duc: Web Hub
Tas Elias: Brand Collaborations
Greg Varnum: Web Content & Community Strategy
Aubrie Johnson + Ed Erhart: Social Media
Nadee Gunasena: Event
Brooke Camarda: Paid media
Nino Hemmer: Research, Strategy and Metrics

PARTY COMMITTEE
Advancement: Megan Hernandez + Yael Weissburg
Product: Alex Hollender + Lucy Blackwell
Tech: Deb Tankersley
Legal: Allison Davenport + Joe Sutherland
T&C: Aubrey Williams
Operations: Joël Letang
Office of the ED: Ryan Merkley
ComCom liaison: Virginia Díez
Wikipedia users and our community members are spread across the web and the world, so we set out to engage folks on multiple channels.

- Banners announcing the milestone on Wikipedia in seven languages
- Posts on official social media channels celebrating the history of Wikipedia, community stories and events
- A 20th anniversary video summarizing the humans of Wikipedia
- A web hub profiling the work of our movement, our projects and the people behind them
- Events across the world bringing communities together
- A hub on Meta-Wiki, collecting and showcasing Wikipedia 20 brand marks, event resources, guidance on social and press messages
- Press engagement driving birthday coverage and creating general public awareness for the milestone
- Collaborations with other brands
- Birthday apparel available in the Wikipedia Store
WIKIPEDIA 20 TOUCHPOINTS

- Social media
- Brand marks
- Press & Media
- Collaborations
- Videos
- Community stories
- Web hub
- Wikipedia banners
- Digital swag
- Virtual events
- Apparel

CC BY 3.0 - Adrien Coquet, Vectors Point, Flatart, Ben Davis, Brennan Novak, monkik, ArmOkay.
BIRTHDAY BUILDING BLOCKS
BRAND MARKS

In place of a single birthday logo, we developed a flexible, open system of symbols representing the colourful side of our black and white site: the knowledge, the people, cultures and history that make it possible.

We partnered with two illustrators from different parts of the world, who have never worked together before: Karabo Poppy Moletsane and Jasmina El Bouamraoui.

reusable, remixable design objects for any use
BRAND MARKS
STYLE GUIDE

To create consistency, we crafted a simple design system and shared it on Meta-Wiki to help anyone anywhere make their own Wikipedia 20 mark and share it with the world.

Wikipedia’s 20th Anniversary
Symbol Guidelines

The mark is a vector drawing. If you want to match the style of these marks, here are some guidelines:

- 700px x 550px
- 50 px rounded corners
- 6pt stroke for conletti
- 5pt stroke for symbol

1. Start with the symbol shape. Recolor the background using a color from the Birthday palette.
2. Add your icon and center it over the background.
3. Use some of the conletti pieces to frame your icon. Remove any extra conletti pieces.

You choose these symbols

ويكيبيديا 20

When the wordmark doesn’t extend to the width of the symbols, align the text to the left or right based on the direction the script is read.

Use the official Wikipedia mark in your language

 Include the number 20
MARKS CONTRIBUTED FROM AROUND THE WORLD

Communities created 100+ marks to tell local stories
A SURPRISE LOGO CHANGE

For a week, starting on Wikipedia Day, English Wikipedia featured a special anniversary logo to commemorate this important milestone and the billionth edit on the project!

Human

From Wikipedia, the free encyclopedia

Several terms redirect here. For other uses, see Human (disambiguation), Mankind (disambiguation), Humankind (disambiguation), Human Race (disambiguation), Human Being (disambiguation) and Homo sapiens (disambiguation).

Humans (Homo sapiens) are a species of highly intelligent primates. They are the only extant members of the subtribe Hominina and—together with chimpanzees, gorillas, and orangutans—are part of the family Hominidae (the great apes, or hominids). Humans are terrestrial animals, characterized by their erect posture and bipedal locomotion; high manual dexterity and heavy tool use compared to other animals; open-ended and complex language use compared to other animal communications; larger, more complex brains than other primates; and highly advanced and organized societies.[3][4]

Several early hominins used fire and occupied much of Eurasia. Early modern humans are thought to have diverged in Africa from an earlier hominin around 300,000 years ago, with the earliest fossil evidence of Homo sapiens also appearing around 300,000 years ago in Africa.[5] Humans began to exhibit evidence of behavioral modernity at least by about 100,000–70,000 years ago (and possibly earlier).[6][7][8][9][10] In several waves of migration, H. sapiens ventured out of Africa and populated most of the world.[11][12] The spread of the large and increasing population of humans has profoundly affected the biosphere and millions of species worldwide. Among the key advantages that explain this evolutionary success is the presence of a larger, well-developed brain, which enables advanced abstract reasoning, language, problem solving, sociability, and culture through social learning. Humans use tools more frequently and effectively than any other animal: they are the only extant species to build fires, cook food, clothe themselves, and create
In partnership with the Community Resources team, we built the Wikipedia 20 Rapid Grants program to support community events and initiatives that link to the birthday milestone and theme.

Launched on Nov 1, 2020, the program will continue to run through the end of calendar year 2021.

see the grant proposals received so far

Category: Rapid/Proposals/Wikipedia20

Rapid Grants and proposals related to celebrating the 20th anniversary of Wikipedia.

- Grants:Project/Rapid/Kasyap/Wikipedia 20 anniversary at Hyderabad
- Grants:Project/Rapid/Sakhalinio/Wikipedia 20 anniversary Turkey
- Grants:Project/Rapid/Ebenezer Mlay/Wikipedia 20 Arusha
- Grants:Project/Rapid/W/Wikipedia 20 Belarus
- Grants:Project/Rapid/M-Mustapha/Wikipedia 20 Celebration
- Grants:Project/Rapid/Wikipedia 20 Celebration 2021 Bwa
- Grants:Project/Rapid/Wikipedia 20 Celebration Wozani Supang
- Grants:Project/Rapid/Houssen/Wikipedia 20 Gafsa
- Grants:Project/Rapid/Wikimedia Community User Group Malta/Wikipedia 20 in Malta
- Grants:Project/Rapid/Ammarpad/Wikipedia 20 Katsina
- Grants:Project/Rapid/Yoruba Wikimedians User Group/Wikipedia 20th Anniversary
- Grants:Project/Rapid/Yves Madika/Wikipedia 20th Anniversary in Lubumbashi
- Grants:Project/Rapid/Kaizerity/Wikipedia 20th Anniversary in Nigeria
- Grants:Project/Rapid/Multimedijaini institut/Wikipedia @20 - Zagreb
- Grants:Project/Rapid/Dirtieplain/Wikipedia at 20 in Nigeria campaign
- Template:Project/Rapid/Application/Wikipedia20
- Grants:Project/Flapid/Camellia.boban/Wikipedia20
- Grants:Project/Flapid/BamLifa/WP20CD
We ran a survey to learn about community birthday celebration plans and ideas.

Findings from this survey helped inform the birthday grants program and overall communications messaging support.

[Full survey report]
MESSAGING THE 20TH BIRTHDAY

We developed a messaging toolkit that helped tell a cohesive, clear story about Wikipedia, the 20th birthday milestone, and the Wikimedia movement for everyone.

read here
DIGITAL PARTY PACK

We provided event guidelines for potential event hosts and a downloadable set of video call backgrounds, presentation templates, event invitations, GIFs, and digital stickers.

[event guidelines] [assets]
WEB HUB

This storytelling hub on the Wikimedia Foundation website is a central reference point for press, donor, and reader audiences looking to understand the history, impact and human values of our movement.

Available in 7 languages (Arabic, Chinese, English, French, German, Russian, and Spanish)

http://20.wikipedia.org/
Sandister Tei

Location: Accra, Ghana
Volunteer start year: 2012

Sandister is the 2020 Wikimedian of the Year, an annual award granted by Wikipedia founder Jimmy Wales to recognize one of our movement’s most exceptional contributors. As one of the founding members of the Wikimedia Ghana User Group, Sandister helped pioneer the development of Wikipedia’s volunteer communities in sub-Saharan Africa. Learn more about Sandister’s story.

Wikipedia is more than an encyclopedia. It extends into sister projects, global editor and volunteer communities; a foundation; multidisciplinary and multicultural project opportunities; it can be plugged into various partnerships; it gives basis for advocacy – it’s a galaxy.

— Sandister Tei
APPAREL & SWAG

We created designs for a tote bag and stickers, and shared them on Meta-Wiki. A limited number of these gifts was distributed to our community members around the world to honor the movement’s anniversary.

In the upcoming months, the Wikipedia Store will be releasing a special birthday collection. Stay tuned!
20 years of WIKIPEDIA
SOCIAL MEDIA MESSAGES

We had a lot of stories and messages to celebrate on social media. That's why we developed a playbook for community members, staff, and our partners.

read here
THE HASHTAG

Across all social media channels we are using #Wikipedia20 to tag birthday content.

On Twitter, the use of this hashtag temporarily generated a small (72 x 72 pixels) illustration called a hashflag to make the festive moment more visible. This was made possible by working with Twitter representatives.
We created a series of three special edition augmented reality (AR) filters for Instagram, Facebook, and Snapchat to engage a young, global audience with Wikimedia projects in a new way. The final filter will be launched in August/September 2021.
BIRTHDAY VIDEO

We made a single “anthem” video, summarizing the humans of Wikipedia in two minutes for use across media, events, and the birthday web hub all year.

Available in 7 languages (Arabic, Chinese, English, French, German, Russian, and Spanish).

Commons | Vimeo | YouTube
PAID MEDIA

We promoted 15 and 30 second cuts of the anthemic video through paid digital media across a variety of non-Wikimedia websites, targeting to reach existing Wikipedia readers in Nigeria and the United States between January 15 and February 11.

videos on Commons
BANNERS ON WIKIPEDIA

2 SETS OF BANNERS MESSAGED ON WIKIPEDIA:

- **“Get Involved”**
  - For logged in users, Linking to Wikipedia 20 Meta-Wiki, Launching December 17, Lasting 3 days

- **“Birthday Announcement”**
  - For logged out users (aka - readers), Linking to birthday web hub, Available in 7 web hub languages, Launching January 15, Lasting 7 days

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It is Wikipedia's birthday!
Thank you for making 20 years of free knowledge possible. [Join the celebration.](#)
Objective: Inform community members of upcoming Wikipedia 20 milestone. Direct them to get involved.

Copy: It is Wikipedia’s 20th birthday in January! Join the celebration!

Clicks to: Wikipedia 20 Meta-Wiki

Audience: Logged in users, 30%, 1 impression

Timing: December 17 - December 19, 2020
Objective: Educate readers that Wikipedia is part of a movement and celebrate how humans made Wikipedia what it is. Direct them to birthday web hub to learn more.

Copy: It is Wikipedia’s birthday! Thank you for making 20 years of free knowledge possible. Join the celebration.

Clicks to: Wikipedia 20 Birthday web hub

Audience: Logged out users, 5 impressions

Timing: January 15 - January 21, 2021
A VIRTUAL BIRTHDAY

We hosted a global remote birthday party for our communities to kick off the year of celebrations around the world!

event page on Meta-Wiki

LOCATION
The World Wide Web (streamed live on Youtube and Facebook)

TIMING
Friday January 15, 2021
8-9 am Pacific Time Zone / 1600-1700 UTC

AUDIENCE
Community + open to the public and partners and staff

PROGRAM
Remarks from Katherine Maher and Jimmy Wales
Spotlighting community leaders and their work
Birthday wishes from volunteers
Live music by Amir Aharoni
A moment to blow out candles and cut the cake!
Our approach was to drive international press coverage to increase public awareness and affinity for Wikipedia, the free knowledge movement, and celebrate the humans behind Wikipedia.

see some of the press coverage

**KEY TACTICS:**

- Media partnerships
- Global press outreach
- Virtual press call the week of January 11
- Broadcast push the week of January 11
- Op-eds from Foundation spokespeople
- Public speaking and thought leadership
- Community activation and support
On January 11 we hosted a global press call with Jimmy Wales, Katherine Maher, and Wikipedia volunteers, Dr. Netha Hussain and Risker, to discuss the birthday and movement with media. 27 reporters representing 12 countries attended and participated in a Q&A.

This was the first time we hosted a simultaneous live translation for a press call (into Arabic)!
AND A FEW MORE THINGS...
THE (US LAB ON) INTERNATIONAL SPACE STATION TURNED 20 TOO

On January 15 we had a conversation on Twitter with @Space_Station, @ISS_Research, @ISS_CASIS, and @NASA to celebrate our joint exploration of knowledge. After the chat, we shared an exciting interview between NASA astronaut Kjell Lindgren and Wikipedia editor Dr. Keith Smith.

watch the full video here
Our collaborators at WeTransfer created a special interactive digital wallpaper to celebrate Wikipedia 20. As a birthday present, this wallpaper was live on the platform for 3 days from January 15-18.
WE MADE GIFS AND STICKERS FOR MILLIONS TO ENJOY

Our animated birthday symbols are hosted and supported by Giphy. Their teams promoted and amplified 38 Wikipedia 20 GIFs and Stickers across their social media accounts and their Trending and Featured channels.
MEASURING SUCCESS
MEASURING IMPACT

Assessing the impact to public awareness through three key results

- **KR1** TOTAL PRESS COVERAGE AND EARNED MEDIA
  - # of nations with press about Wikipedia 20 (Goal: 50)
  - Sentiment analysis of press (Goal: 60% positive)
- **KR2** TOTAL COMMUNITY EVENTS
  - # of nations with Wikipedia 20 event (Goal: 40)
  - Photos, videos, and reports of events
- **KR3** LIFT IN PUBLIC AWARENESS
  - Pre-event (December) benchmark
  - Post-event (February) change (goal: +10% rise)
    - In 6 key countries (Argentina, Germany, India, Nigeria, Russia, US)
ADDITIONAL MEASUREMENT

Assessing the impact to public awareness

- **VISIBILITY AND IMPACT OF WIKIPEDIA BANNERS**
  - WMF benchmark CTR: 0.2%

- **PAGEVIEWS TO WEB HUB**

- **REACH ON SOCIAL MEDIA**
  - Cumulative owned content reach

- **SOCIAL MEDIA CONVERSATIONS AND ENGAGEMENTS**
  - Total tweets, Instagram, Facebook, LinkedIn and other birthday posts
  - Sentiment analysis of public social media
  - Usage of Wikipedia 20 designs across social media

- **REACH OF PARTNERSHIPS & COLLABS**
  - Assessment of Giphy, WeTransfer, and The Center for the Advancement of Science in Space in terms of reach, engagement, and press coverage
RESULTS
MEASURING IMPACT

Assessing the impact to public awareness through three key results

- **KR1 TOTAL PRESS COVERAGE AND EARNED MEDIA ✓**
  - Over 80 nations with press about Wikipedia 20 (Goal: 50)
  - 71.4% positive and 25.3% neutral (Goal: 60% positive)

- **KR2 TOTAL COMMUNITY EVENTS ✓**
  - 62 nations with Wikipedia 20 event (Goal: 40)

- **KR3 LIFT IN PUBLIC AWARENESS ✗**
  - Awareness that “Wikipedia is part of a movement” increased just 0.2% across the global survey (Goal: +10% rise)
    - Specific markets showed increases
      - Argentina (4.1% lift)
      - Nigeria (3.3% lift)
      - Germany (2.1% lift)
      - India (0.5% lift)
PRESS COVERAGE
Press results surpassed the target of coverage in 50 nations by 162%. In total, there were more than 974 articles published in over 80 countries in 40 languages.

Positive coverage not only built awareness of Wikipedia in existing and new markets, but also provided a more in-depth view of the role of Wikipedia in the world today and the people who make it possible.

Key themes in coverage included:
- Wikimedia’s collaboration with WHO
- The volunteers around the world who make Wikipedia possible
- Wikipedia as a model for other platforms

Negative coverage was limited and tended to focus on diversity and representation in Wikipedia editors and how this impacts content on the site.
Press coverage: 970+ articles in over 80 countries
Wikipedia wants you to join the good side of the internet

'Love of knowledge': Volunteers toil to populate Arabic Wikipedia

Happy Birthday, Wikipedia

In a fragmented reality, Wikipedia isn’t just a refuge. It’s a roadmap

Wikipedia cumple sus primeros 20 años, esta es su historia

Wikimedia-WHO collaborate to clear clouds of public mistrust on health coverage
Manoto TV interview (Farsi)

Glamour Magazine (English)
Wikipedia Turns 20

What We Know And Can Agree On: Wikipedia At 20

What does the future hold for the Internet's most popular "information ecosystem?"

...in time it will become the foundation of all human knowledge.

1975-1990: Americans really bad at history, geography, and remembering

Wikipedia was launched 22a, 15, 2010, and the collaborative open encyclopedia has redefined the way we look for information. The Princes looks back at the biggest moments in Wikipedia's history on its 20th anniversary.

...in time it will become the foundation of all human knowledge.

Welcome to Halo's new Wikipedia channel! For more details:

Svenska Dagbladet

Wikipedia: The Free Encyclopedia

On this day 20 years ago Wikipedia, the free online encyclopedia, was founded. The fact that it gave readers the ability to review, modify and add content was revolutionary, leading many commentators to declare that it could never work and that the quality of its content would be untrustworthy and unreliable.

The past 20 years have proven these concerns wrong. It has proved that large-scale public peer review, combined with a strong unpaid volunteer community of editors can work to produce something free, reliable, trustworthy and truly valuable to humanity. In Wikipedia's case, a free knowledge resource available to all...
The Communications team found a 96.7% positive to neutral reaction to the milestone, with just 3.3% negative or inaccurate media coverage. Please note that sentiment measures can be imprecise and only provide a rough figure.
As things stand, Wikipedia may simply replicate all the biases and narrow ideologies of history books and Western models of thinking, rendered for the internet.

—Jenny Singer, Glamour Magazine

Wikipedia affects how hundreds of millions of people view history, science, and politics. She wants to organize the knowledge of the world and make it accessible to everyone, but her perspective is distorted: on her 20th birthday, she is still white, western and male.

—Simon Hurtz, Süddeutsche Zeitung

And it still faces the same pressures that more conventional reference sources do, as it struggles to represent the history of the world with less of a focus on the white, male wealthy figures who make up so much of recorded history.

—Alex Hern, The Guardian

However, of the 388,053 biographies published in Spanish, only 81,136 belong to women (20.91%), while in Basque the percentage is even lower (16.80%). Likewise, this gender gap is present among the people who edit...

—Marian Gonzalez, Diario Vasco
Ndahiro and his team are running sessions to teach the general public on editing and curating content on Wikipedia to increase involvement. The platform is built out of belief in free knowledge, open collaboration, and trust on the internet.

—Collins Mwai, The New Times, Rwanda

...there is a plethora of misinformation about the coronavirus on the web and social media. Now because of this and to stop the spread of false information, Wikipedia and the World Health Organisation have announced a collaboration to stem the tide of misinformation.

—South Africa Broadcasting Corporation

Though all major tech platforms prepared feverishly for the election, the lack of scandal on Wikipedia during the US vote underscored what the website has come to stand for: a functioning open internet.

—Richard Nieva, CNET

It has become the standard reference work for anyone with an internet connection. As social-media sites are lambasted for censorship, “fake news”, disinformation and conspiracy theories, its reputation is higher than ever.

—The Economist
BANNER PERFORMANCE
Central Notice birthday announcement banners were used across 7 language editions of Wikipedia, Wikimedia Commons and Meta-Wiki. The three sentence message announced Wikipedia’s birthday, educated readers that Wikipedia is part of a movement and celebrated how humans made Wikipedia what it is. Launched at 20:00 UTC on January 14 and removed on January 21 20:00 UTC the messages were shown for 7 full days, capped at 5 impressions per device. In that time, the banners outperformed the Foundation 0.2% click through rate benchmark by 2x.
Featuring Wikipedia 20 birthday symbol and vibrant graphic elements, the banners were displayed in 7 languages (Arabic, Chinese, English, French, German, Russian, and Spanish).
COMMUNITY EVENTS
Enabling Wikimedians around the world to celebrate the 20th birthday was a priority. We set out to ensure parties could happen all over the world, empowered by design assets, digital party kits, messaging guidelines, and coordinated timelines.

Pandemic or not, our communities gathered to celebrate in a time where togetherness wasn’t always possible. A total of 115 events were listed on Meta and other local wikis, of which 103 events were hosted in 62 countries and 12 other events were global or thematic. Most events took place during the birthday week (Jan 15-22) and most of them were virtual celebrations. 27 community proposals were funded through the Wikipedia 20 Rapid Grants program as of June 2021.
MOST EVENTS PER COUNTRY

Nigeria led the Wikimedia world in events with 7 total. India followed along with the USA with 5.

The majority of these events took place during the birthday week (January 15-22).
103 events in 62 countries, plus 12 thematic or global events
40+ cakes made and shared to Wikimedia Commons!
WE HOSTED A VIRTUAL PARTY TOO

Attended by over 800 people watching live across Facebook and YouTube, our celebration included interactive trivia, cake, music, and reflections from Jimmy Wales, Katherine Maher and community members on how they have seen the movement grow over the 20 years, as well as their wishes for the future.

[link to event on Meta-Wiki]
BIRTHDAY WEB HUB ENGAGEMENT
The Wikipedia 20 birthday web hub is a special central storytelling point for press, donor, and reader audiences with an in-depth exploration of the work of our movement, our projects and the people behind them.

In just 7 days, the site collected over 4.6 million page views, and 130,000 visitors clicked on to “donate” pages.
20.wikipedia.org features a birthday video and 18 stories of our volunteers and supporters, who make Wikipedia possible, introduces our global movement, highlights key moments in our history, and offers tips and assets for celebrating with us.

Animated on the top of the site are a series of birthday symbols and the phrase “Celebrating 20 years of Wikipedia.” All site content is available in 7 languages (Arabic, Chinese, English, French, German, Russian, and Spanish).
For Wikipedia’s 20th birthday, we are celebrating the humans, our volunteers and supporters, who make Wikipedia possible. With stories from South Africa, Japan, Colombia, Sweden, Tunisia, Canada, India, Nigeria, and 6 other countries, the individuals highlighted show the richness of our global movement.

**18 HUMAN STORIES**

**Syed Muzammiluddin**
(User: Hindustanilanguage)

- Location: India
- Volunteer start year: 2004

Muzammiluddin, who goes by Muzammil, is a living history of the Wikimedia movement. For more than half a decade, he has contributed to Wikipedia, growing volunteer communities in India, and made more than 56,000 edits.

**Nkem Osuigwe**
(User: AfricanLibrarian)

- Location: Nigeria
- Volunteer start year: 2020

Dr. Nkem Osuigwe creates powerful connections between the African librarian community and Wikipedia. In 2020, she organized the first African Librarians Week as part of the Wikipedia Foundation’s bi-annual Librarians Week (One Librarian, One Reference) campaign. More than 800 librarians used the power of telling the true stories of their communities.

**Bobby Shabangu**

- Location: South Africa
- Volunteer start year: 2011

Bobby speaks five languages fluently. It is a skill he puts to use regularly in editing several language versions of Wikipedia, with a focus on promoting smaller languages such as Swati. In addition to editing, Bobby also supports community engagement activities, which include sharing input on a new Universal Code of Conduct for all Wikimedia projects.

**Jess Wade**

- Location: London, United Kingdom
- Volunteer start year: 2018

Dr. Jess Wade, a physicist by day, started editing Wikipedia in 2018. Since then, she has written over 200 Wikipedia biographies about women, people of color and LGBTQ+ scientists, helping increase their representation online and beyond. Learn more about Jess's story.

I knew Wikipedia was important – although I think I only realised how important it was when I saw the difference it made to my own understanding of the world. I want to see more women's voices, especially in fields where they are traditionally under-represented.

— Jess Wade

**Netha Hussain**

- Location: Gothenburg, Sweden
- Volunteer start year: 2010

Netha, a medical doctor, writes, updates, and translates dozens of Wikipedia articles during COVID-19 to ensure reliable information about the disease is available for everyone. Recently, she launched a project to improve information about vaccine safety topics on Wikipedia, helping combat misinformation. Learn more about Netha's story.

In emergency situations like this, it is not possible for traditional encyclopedias, or even some governments, to access, sift, analyze, and summarize massive loads of information coming from around the world every day and make it available in roughly 300 languages. This is only possible with a large global network of volunteers and a platform such as Wikipedia.

— Netha Hussain
For the 20th birthday site, we built a hub for exploring the data sets of top viewed and edited articles from the past two decades across the seven language editions of Wikipedia (Arabic, Chinese, English, French, German, Russian, and Spanish).

You, Wikipedia, and the world

Humans around the world look to Wikipedia around 21 billion times every month for information on everything from politics, to music, sports, and beyond. Have you ever wondered what the most popular articles on Wikipedia were in the last 20 years?
SOCIAL MEDIA RESULTS
Social listening evaluates the entire social media ecosystem, which includes original posts from Wikipedia and the Wikimedia Foundation channels, and posts from everyone else who shared about Wikipedia’s 20th birthday online.

In total, between January 15 - February 15, 2021, there were 16.3K mentions about Wikipedia’s 20th birthday, based on keyword searches, across Twitter, Facebook, Reddit and Instagram. Additionally:

- **153 countries** were engaged in sharing posts about the birthday
- **15.1K** total uses of the hashtag #Wikipedia20. (#Wikipedia20 was used in 93% of the mentions that discussed Wikipedia’s 20th birthday.)
- **93% positive or neutral sentiment**
  - Positive: **30%**
  - Neutral: **63%**
  - Negative: **3%**
  - Undetected: **4%**
**GLOBAL SOCIAL MEDIA ACTIVITY**

The *top 10 countries* that participated in sharing social media messages about #Wikipedia20:

1. United States  
2. India  
3. United Kingdom  
4. France  
5. Spain  
6. Canada  
7. Germany  
8. Mexico  
9. Nigeria  
10. Switzerland  

*Participation by region:*

Europe: **38 countries**  
Africa: **37 countries**  
Asia: **26 countries**  
Middle East: **19 countries**  
Caribbean: **13 countries**  
Latin America: **13 countries**  
North America: **4 countries**  
Oceania & Polynesia: **3 countries**
TOP 20 KEYWORDS USED DURING #WIKIPEDIA20

@wikipedia  birthday  wikipedia
20th  join  happy  🎂  celebration
possible  idea  started  fan  ambitious  donor
contributor  reader  knowledge  free  celebrate  website
Using social media, we were able to engage people around the world in celebrating Wikipedia’s 20th birthday all day long.

Our primary channels for promotion were the Wikimedia Foundation and Wikipedia’s Facebook, Twitter, and Instagram channels. We began teasing the birthday celebrations on January 1 (Public Domain Day). On January 15, social media celebrations ran from 7:00am UTC to 2:00am UTC on January 16!

In total, between January 1 - February 15, 2021, there were 127 posts from the Wikimedia Foundation and Wikipedia channels about the 20th birthday, resulting in:

- 8.78M impressions (total number of times content was displayed to people)
- 6.87M reach (number of people who may have seen our content)
- 96.14K engagements (likes, comments, reactions, etc.)
- 1.09% engagement rate (percentage of people who engaged with posts after seeing them)

impressions by channel (Wikimedia and Wikipedia combined)

6.59M ON TWITTER
1.87M ON FACEBOOK
279.18K ON INSTAGRAM
45.87K ON LINKEDIN

ORIGINAL POSTS ON WIKIMEDIA AND WIKIPEDIA
Starting in early January, we did a countdown to January 15 by sharing key moments in Wikipedia’s history.
HIGHLIGHTS FROM WIKIMEDIA FOUNDATION / WIKIPEDIA CHANNELS

Our initial posts to kick off the celebration on January 15 shared a thematic video. These six launch posts with the video embedded comprised 47% of all impressions and 52% of all engagements from original posts we shared about #Wikipedia20 (from January 1 - February 15, 2021). This demonstrates the importance of video content on social media and strong announcement posts.

IT IS OUR 20TH BIRTHDAY! 🎉
Wikipedia started as an ambitious idea. Over 20 years, people like you have made it possible. If you are a Wikipedia reader, contributor, donor, or fan — today is for you.
Join the celebration: 20.wikipedia.org #Wikipedia20

Twenty years, 55 million articles, hundreds of thousands of volunteers, one goal: free knowledge for all.
Happy 20th birthday, Wikipedia! Here’s to many, many more. 20.wikipedia.org #Wikipedia20
We live-tweeted three events on January 15!

1. Global, virtual 20th birthday party (#Wikipedia20) (sample)

2. Twitter chat with the International Space Station and NASA (thread)

3. Then-CEO Katherine Maher’s interview with NYC Media Lab (thread)
We launched a virtual coloring book on Instagram stories. We also shared a series of trivia questions on our Instagram stories throughout the day.
ORIGINAL POSTS WITH HIGHEST IMPRESSIONS, by channel

Instagram, 48K →

Facebook, 456.9K ↑

Twitter, 3.5M →
ORIGINAL POSTS WITH HIGHEST ENGAGEMENT RATE, by channel

**Instagram**, 22.99% →

**Facebook**, 7.45% ↑

**Twitter**, 1.73% →
ORIGINAL POSTS WITH HIGHEST TOTAL ENGAGEMENTS, by channel

**Instagram**, 5K → **Wikipedia**

IT IS OUR 20TH BIRTHDAY! 🎉

Wikipedia started as an ambitious idea. Over 20 years, people like you have made it possible. If you are a Wikipedia reader, contributor, donor, or fan — today is for you.

Join the celebration: [20.wikipedia.org #Wikipedia20](https://20.wikipedia.org #Wikipedia20)

**Twitter**, 42.4K → **Wikipedia**

Happy 20th birthday, Wikipedia!

We're celebrating two decades of Wikipedia and the humans who make it possible.

2:06 AM - Jan 15, 2021 - Twitter Media Studio

4,421 Retweets, 1,455 Quote Tweets, 35.2K Likes

**Facebook**, 3.2K ↑
AUGMENTED REALITY FILTERS


The filters helped reach new, younger audiences in a fun way, embedding them inside of a Wikipedia article on Mount Everest and sharing trivia about and from Wikipedia, respectively. A final filter, coming August/September 2021, will feature images from Wikimedia Commons, highlighting another project in the Wikimedia ecosystem.

- **11,674,584 impressions** (total number of times content was displayed to people)
- **256,635 user-generated content (UGC) shares** (number of times people made and shared a video of themselves using the filters)
- **88,179 swipe-ups** (to 20.wikipedia.org)
- **78%** of people reached were age **24 or younger**, indicating we were able to reach a younger audience through the filters
- **39 countries** reached that received at least 4,600 impressions
- **Top countries reached**, by impressions
  1. India: 3.3M
  2. Pakistan: 468k
  3. Nigeria: 458k
  4. Spain: 385k
  5. Iraq: 360k
SOCIAL MEDIA BIRTHDAY WISHES
(a snapshot)
BIRTHDAY WISHES FROM THE WIKIMEDIA MOVEMENT

@Wikipedia fête ses 20 ans demain ! La Fondation @Wikimedia vous invite à une fête d'anniversaire virtuelle mondiale pour célébrer ces deux décennies incroyables, à l'instar des petites mains qui rendent cette encyclopédie possible ! #wikipedia20

Hay Kranen @hayify · Jan 14
20 years ago, @Wikipedia was founded. I made my first edit four years later. After that I was a @wmnl board member, co-organized @Wikilovesart, was a Wikipedian in Residence, did 25,000 edits and met so many incredible people from around the world. Happy birthday! #Wikipedia20

Nikolay Pavlov shared a link.
January 13 ·
Wikimedians from the northern Sakha Republic (this is in Siberia) congratulated colleagues from all over the world: Today we have -50 degrees Celsius, but our hearts are filled with the warmth of Wikipedia! 😎🔥 #Wikipedia20 #SakhaWikipedia

#DiscoverWikipedia @WikimediaGH · Jan 22
Join us as we celebrate #Wikipedia20 with other African Affiliates members tomorrow at 16:00 UTC. This is our African virtual celebration as part of activities for the 20th anniversary.

For more information visit this link: africa.wiki20.org

#AfricanWikipedia #Wikipedia
BIRTHDAY WISHES FROM THE WIKIMEDIA MOVEMENT

Wikimedia Indonesia @wikimediaid · Jan 14
Wikipedia sebentar lagi akan genap 20 tahun! Ikuti perayaan daring ulang tahun Wikipedia yang akan disiarkan pada 15 Januari 2021, pukul 16.00 UTC atau 23.00 WIB, melalui kanal Youtube Wikimedia Foundation. #Wikipedia20

Pranala video siaran:
youtu.be/PzGAGf5ObOw

Wikimania 2021 @SandisterTei · Jan 15
Happy 20th birthday to my ride or die @Wikipedia. You’ve come of age!

Been an editor for 7 years but, each time I click Edit or teach others to edit, the joy and privilege feels the same.

And as Wikipedian of the Year 2020, my wish is that you live on FOREVERRR! #Wikipedia20

Wikimedia LGBT @wikilgbt · Jan 15
Happy 20th birthday to @Wikipedia! There are some Queer Wikimedians who have been around from the very beginning--let's salute them and continue to edit loud and proud! #Wiki20

afrocrowd.org @afroCROWDit · Jan 16
@Jimmy_wales: "@Wikipedia aspires to reflect the sum of all human knowledge..deep knowledge gaps..must be addressed. WikiProject #WomeninRed, #WikiGap & @AfroCROWDit among others aim to ensure Wikipedia more fully represents the diversity of the world." RT
BIRTHDAY WISHES FROM THE WIKIMEDIA MOVEMENT

Albanian Language Wikimedians UG @SQWikimediansUG · Jan 15
Hello from Albania and Kosovo!

"The future in front of us is enormous, an opportunity to reinvent how knowledge is created and shared, and who is represented." ~ @krmaher

#Wikipedia20

Rosie Stephenson-Goodknight, SSODP @Rosiestep · Jan 15
Wishing you a Happy 20th Birthday, @Wikipedia! Thank you for improving the world, one article at a time!
Sincerely,
A Wikipedia editor since 4 June 2007
#Wikipedia20

Wikimedia Australia @wm_au · Jan 14
The first edit on @Wikipedia was made 20 years ago today! Happy Birthday!
Here’s a little birthday card from down under...

Happy Birthday

0:48 4.8K views

Wikimedia Ukraine @wikimedia_ua · Jan 30
3 День народження української Вікіпедії

Дякуємо усім, хто вже 17 років створює, читає і підтримує найбільшу онлайн енциклопедію українською мовою!

Святковий лого тил розробила користувачка Cellen

@wikipedia_uk
BIRTHDAY WISHES FROM PARTNERS

Faisal Saeed Al Mutar
@faisalalmutar

I still remember when I was in Iraq and they just launched their Arabic version.

I am so proud to lead a team that translated and edited more than 20,000 articles on Wikipedia since we started.

Happy Birthday #Wikipedia20

Thank you existing and for being a wonderful partner.

Mozilla @mozilla · Jan 15

Our friends at Wikipedia have been showing the world the true power of collaboration on the open internet for the past 20 years. Thank goodness there's something to celebrate.

Happy birthday, @Wikipedia! 🎉 #Wikipedia20

US National Archives @USNatArchives · Jan 15

As of today, @Wikipedia has been a part of the digital landscape for 20 years. @USNatArchives has contributed over 450,000 digital copies to Wikimedia Commons and these have been used in over 80,000 Wikipedia articles.

UN Human Rights @UNHumanRights · Jan 14

Happy 20th birthday, to our partner @Wikipedia! Join us & @Wikimedia to strengthen knowledge about humanrights online. Learn more: diff.wikimedia.org/2020/12/10/wik... #Wikipedia20 #WikiForHumanRights #RecoverBetter
BIRTHDAY WISHES FROM PARTNERS

Tedros Adhanom Ghebreyesus 🔄 @DrTedros · Jan 15
Happy 20th birthday, @Wikipedia!
Congratulations on two decades of amazing work. In these challenging times, open access to information is critical. @WHO is proud to be your partner and to work together to fight the #COVID19 infodemic.
#Wikipedia20

WeTransfer 🔄 @WeTransfer · Jan 15
For @wikipedia's 20th anniversary, we're celebrating their contribution to open source and crowd collaboration—and the people who made Wikipedia what it is. Go down the rabbit hole with our interactive wallpaper now: bit.ly/2LsqOeg #Wikipedia20

Creative Commons 🔄 @creativecommons · Jan 15
20 years ago today, @Wikipedia made its first edit.
A billion+ edits later, they've helped fuel the global open movement built on a belief in the power of #openaccess to knowledge and creativity—a belief we share.
Here's 🎉 to 20 more years of changing the world! #Wikipedia20

Internet Archive 🔄 @internetarchive · Jan 15
To our friends, collaborators & partners at @Wikipedia & @Wikimedia
Happy 20th Birthday🎉 🎉🎉

We love working together to create free & open knowledge for all.
#Wikipedia20

KaiOS Technologies 🔄 @KaiOSTech · Jan 15
Happy 20th birthday, @Wikipedia!
All #KaiOS users can enjoy free access to knowledge in @Wikipedia anytime, anywhere with the new Wikipedia app. 👇bit.ly/3br087Z
#Wikipedia20 #happybirthday
BIRTHDAY WISHES FROM INFLUENCERS

Tim Berners-Lee @timbers lee · Jan 15
Today @Wikipedia celebrates its 20th birthday.

It stands as a shining example of the #WebWeWant — an open, collaborative space providing free access to knowledge across the globe.

Thank you @Jimmy Wales & the whole @Wikimedia community. Here’s to the next 20 years. #Wikipedia20

Arianna Huffington @ariannahuff · Jan 15
Happy 20th birthday to @Wikipedia, a thriving example of an earlier, more human-centered internet. What’s the most recent entry you read?

Kjell Lindgren @astro_kjell · Jan 15
Happy 20th Birthday, @Wikipedia! Great chatting with @DrKeithSmith about 20 phenomenal years of @Space_Station exploration and @ISS_Research !

Elon Musk @elonmusk · Jan 15
Happy birthday Wikipedia! So glad you exist.

John Carmack @ID_AA_Carmack · Jan 15
It is @Wikipedia ’s 20th anniversary today. It is hard to remember from today’s perspective how viciously the idea of a publicly edited encyclopedia was mocked by many traditional gatekeepers of knowledge. It is hard to imagine a better refutation.
Happy birthday, Wikipedia

Each month the Wikipedia service is accessed by 1.5 billion unique devices from around the world. During that same period, a small minority of those users—some 280,000 editors—take the time to contribute to Wikipedia.

My thoughts on @Wikipedia's big day:
BIRTHDAY WISHES FROM MEDIA

TED Talks @TEDTalks · Jan 15
Wikipedia turns 20 today! 🎉 (Can you believe it?!) Hear how it all got started, from the online encyclopedia’s founder: t.ted.com/Ezj9IXg
#Wikipedia20

The Onion @TheOnion
Wikipedia Turns 20 bit.ly/3bJDi2e

TIME @TIME
Wikipedia, which celebrates its 20th birthday today, lives on—and it’s not just surviving, but thriving

Washington Post PR @WashPostPR · Jan 15
On its 20th birthday, Wikipedia might be safest place online, writes @heatherkeily. The world’s largest online encyclopedia has learned lessons from fighting misinformation for two decades.
washingtonpost.com
BIRTHDAY WISHES FROM FANS

Panthea Lee 李佩珊 @PantheaLee · Jan 15
Well dang @Wikipedia, you’re looking mighty fine at 20! 😊

Happy happy birthday to this pioneering, passionate, joyous, deeply principled, and all-round delightful community!

Wikimedians embody human creativity & collaboration at their best. Grateful for all you do #Wikipedia20

Sombra en tiempos perdidos @Claudishka · Jan 15
Hoy Wikipedia en inglés cumple 20 años de compartir conocimiento libre. Un aplauso a las personas que editan, discuten, toman fotos, investigan, dan talleres y organizan editatones y editatonas. 👏👏👏

Nos vemos en mayo para celebrar a Wikipedia en español 😊
#Wikipedia20

Leonel Ritchie™ @LeonelRitchie · Jan 15
Really proud and thankful for project Wikipedia. Helps me a lot on biographies, locations and facts. Arguably the best site on the internet 20.wikipedia.org #Wikipedia20

Yaya Alluchi . @__KidxRedd · Jan 15
Happy birthday @Wikipedia ! Thank you for all the knowledge, you’ve gotten me through everything from college essays to learning about random people I’ve seen in a movie I was watching lol. You’re the goat fr.

Bruce Ramos @BruceRS14 · Jan 15
@Wikipedia Happy Birthday!!. Quien no ha llegado a esta web buscando alguna información por estudio, trabajo o simplemente pasar el tiempo con alguna información que le interesara. Ya son 20 años 🙌.
**BIRTHDAY WISHES FROM FANS**

**Kali Sullivan @Kali_Zero · Jan 15**
It appears that #Wikipedia is TWENTY YEARS OLD today! Happy Birthday you informational powerhouse! Without you, a lot of college students might not have graduated, and internet arguments would have no referee.

#WikipediaDay #Wikipedia20

**Joel Babdor (he/him) @JoelBabdor · Jan 15**
I was a teenager when @Wikipedia was launched.

I never owned an encyclopedia before & I certainly wouldn't have been able to own one as a student and young adult.

WIKIPEDIA has been TRANSFORMATIVE in many ways, for people like me, for the world.

Happy Birthday and thank you!

**Brook @QuantMind1110 · Jan 15**
Dear @Wikipedia we learned so much from you, and love and appreciate you dearly. Happy birthday, hope you enjoyed your teen years. Here is to another 20 years!

**Mardetanha @Mardetanha · Jan 14**
فردًا #ویکیپیدیائی ۲۰ ساله می‌شده، در این ۲۰ سال هزاران نفر از سرتاسر جهان تلاش کردن که جهان رو برای انسان‌ها از طریق گسترش دانش رایگان و در دسترس بی‌پکنند. بعد از ۲۰ سال تلاش ۰۰ میلیون مقاله در ۲۰۰ زبان نوشته شده است و این تلاش برای بهبود و گسترش دانش رایگان همچنان ادامه دارد.
BIRTHDAY WISHES FROM FANS

January 15 12:06 PM

@sarahmirk

HAPPY BIRTHDAY
@wikipedia!!

You are 20 years old today

January 15 12:08 PM

@kahmyee

Celebrating
wikimedia20 with
wife, bubbles and
(mini) cakes.
Happy birthday,
@wikimedia!!

January 15 10:44 AM

@francisly_c

It is Wikipedia's birthday!
Thank you for making 20 years of free
knowledge possible. Join the celebration

in the main article and also in the
wikimedia20 wiki page. How are you
celebrating?
BIRTHDAY WISHES FROM FANS
PARTNERSHIPS & COLLABORATIONS
REACH
WE TALKED TO SPACE

On January 15 we had a conversation on Twitter with @Space_Station, @ISS_Research, @ISS_CASIS, and @NASA to celebrate our joint exploration of knowledge. After the chat, we shared an exciting interview between NASA astronaut Kjell Lindgren and Wikipedia editor Dr. Keith Smith.

The blog post announcing the conversation was viewed over 7,300 times. The Twitter chat garnered just over 1,500 likes and the video interview clip was viewed over 14,000 times.

Illustration by Jasmina El Bouamraoui and Karabo Poppy Moletsane, with updates by Tas Elias, CC BY-SA 4.0.
WeTransfer took 2 million creatives down a fun rabbit hole.

Our collaborators at WeTransfer created a special interactive digital wallpaper to celebrate Wikipedia 20. As a birthday present, this wallpaper was live on the platform for 3 days from January 15-18, receiving 2 million impressions across 13 countries.
GIPHY AMPLIFIED OUR STICKERS FOR MILLIONS TO ENJOY

Our animated birthday symbols were hosted and supported by Giphy. Their teams promoted and amplified 38 Wikipedia 20 GIFs and Stickers across their social media accounts and their Trending and Featured channels, garnering over 420 million views to date (and over 350 million views in the first ten days alone).
BIRTHDAY VIDEO REACH
The 20th birthday “anthem” video was created to showcase and summarize the humans of Wikipedia in two minutes for use across media, events, and the birthday web hub all year. The video was produced in English with subtitles in six other languages (Arabic, Chinese, French, German, Russian, and Spanish).

As of June 2021, the video was viewed over 957,800 times across YouTube, Twitter and Facebook.
Released on January 15 at 7:00am UTC the 20th birthday video garnered over 905,000 views and 42,000 retweets, replies, and likes on Twitter, 38,000 views and more than 3,900 likes, comments, and shares on Facebook; and over 14,600 views on YouTube.
PAID MEDIA IMPACT
In support of Wikipedia's 20th birthday, we promoted the 15 and 30 second cuts of the anthemic video through paid digital media across a variety of non-Wikimedia websites. We were aiming to reach existing Wikipedia readers in Nigeria and the United States.

We used a media survey to measure the campaign impact in the US. Our survey results showed 6% absolute lift in understanding that Wikipedia forms part of a movement, an impressive change from 80% to 86% overall. Ultimately, this campaign had a major and positive impact on the readers that were previously unaware of the Wikimedia movement, showing a 30% lift among this group.
US CAMPAIGN OVERVIEW

**Dates:** Jan 15 - Feb 11, 2021  
**Audiences:** Wikipedia reader lookalike audiences, Wikipedia app users, other  
**Guiding KPI:** Completed video views

All six videos performed evenly across all metrics. We saw a **video completion rate (VCR)** of 72.83%, a high result considering that the video ads were skippable. In the span of four weeks, **over 3,000 people clicked through to the birthday web hub** (bonus, as this was not a guiding KPI).

<table>
<thead>
<tr>
<th>Impressions</th>
<th>Clicks</th>
<th>Video Completes</th>
<th>VCR</th>
<th>CTR</th>
</tr>
</thead>
<tbody>
<tr>
<td>3,244,063</td>
<td>3,165</td>
<td>2,362,657</td>
<td>72.83%</td>
<td>0.10%</td>
</tr>
</tbody>
</table>
There were some distinct differences in the way the paid media was run between the US and Nigeria markets due to a number of factors including budget, timing, and partner capabilities.

We used standard media metrics to measure campaign success in Nigeria. Ads were optimized for clicks to ensure deep engagement with our birthday web hub content. The public awareness levels were not measured directly but as part of the larger Wikipedia 20 global survey.

Ads drove over 25,000 clicks, which likely means that ~12,000 people engaged with the web hub. And without optimizing for it, we saw a very high video completion rate. Nearly 80% of ad viewers watched the entire video.
Dates: Jan 15 - Feb 2, 2021
Audiences: Ages 18-44
Guiding KPI: Clicks to the birthday web hub

We saw a very high click-through rate (CTR) of 0.75% compared to the partner’s CTR benchmark of 0.09% to 0.12% in Nigeria.

Top 3 performing videos featured Emily, Jimmy and Felix. All six videos performed best among the younger age groups (18-44).

<table>
<thead>
<tr>
<th></th>
<th>Impressions</th>
<th>Clicks</th>
<th>Video Completes</th>
<th>VCR</th>
<th>CTR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Majority</td>
<td>3,368,361</td>
<td>25,326</td>
<td>2,642,918</td>
<td>78.46%</td>
<td>0.75%</td>
</tr>
<tr>
<td>Some missing</td>
<td>545,976</td>
<td>Missing data</td>
<td>451,439</td>
<td>82.68%</td>
<td>Missing data</td>
</tr>
<tr>
<td>analytics</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td>3,914,337</td>
<td>3,094,357</td>
<td>79.05%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
LIFT IN GLOBAL AWARENESS
To establish a benchmark for key Wikipedia 20 activities, we conducted a survey on December 17, 2020, before the campaign launch. After the launch, on February 1, 2021, we conducted a second survey to measure the change in public awareness levels. The surveys were designed to reach internet users who accessed Wikipedia in the last 3 months. They were delivered in 6 countries (Argentina, Germany, India, Nigeria, Russia, USA), translated into local languages.

Survey findings showed a 10% lift in awareness of the Wikipedia's 20th birthday, however we did not achieve our goal of increasing understanding that Wikipedia forms part of a movement 10% among existing site users (this remained level at ~83% of users). This newly established metric will serve as a benchmark for our future activities.
Wikipedia 20 campaign caused a shift in awareness of about 10%, noticeably in the US, Nigeria and Germany, while the least change was observed in Russia and India.
The perception of Wikipedia as a project created and maintained by a community of volunteers increased slightly by just 0.2%, though awareness is already considerably high at an average of 83%.
THANK YOU!

WIKIPEDIA 20
SLIDE 25

"Wiki Loves Africa twitter banner celebrating 20 years of Wikipedia in English" by Islahaddow, CC BY-SA 4.0
"Arabic - WP20 localized lockup" by Bachounda, CC BY-SA 4.0
"WP20symbols CAKE" by AshokChakra, CC BY-SA 4.0
"Example of a Wikipedia 20 mark in Turkish" by Jelicang, CC BY-SA 4.0
"Wikipedia 20 Collage" by Wikimedia Deutschland e. V, CC BY-SA 4.0
"Example of a Wikipedia 20 mark in Arabic" by Screaking, CC BY-SA 4.0
"Wikipedia20 Mon Wikipedia" by AhHtet, CC BY-SA 4.0

SLIDE 72

"Wikipedia 20 cake - Algeria Mascara" by bachounda, CC BY-SA 4.0
"Wikipedia's 20th Birthday celebration. Wikimedian meetups in Israel: Tel Aviv, 17th January 2021 - Zoom Meeting due to Covid-19" by Deror Avi, CC BY-SA 4.0
"Workshop Bir El Hafey as part of Wikipedia 20 event Gafsa" by JCImetlaoui, CC BY-SA 4.0
"Wikipedians in the Philippines celebrate the 20th birthday of Wikipedia" by Irvin Parco Sto. Tomas, CC BY-SA 4.0

SLIDE 73

"Swedish Wikipedia 20 cake" by Ainali, CC BY-SA 4.0
"Screenshot from the global virtual event for Wikipedia 20 on 15 January 2021" by Wikimedia Foundation, CC BY-SA 4.0
"Open Broadcaster Software serving the live translation in Italian of the Wikipedia 20th Birthday Global Celebration" by Valerio Bozzolan, CC BY-SA 4.0
"International online meeting of Wikipedians to celebrate Wikipedia’s 20th birthday on 2020-01-15" by Manfred Werner, CC BY-SA 4.0
" Sesión de celebración con las comunidades, organizada por Wikimedia España en el marco de los actos por el 20.º aniversario de Wikipedia" by Rodelar, CC BY-SA 4.0

SLIDE 74

"40-я сустрэча беларускіх вікіпедыстаў з нагоды 20-годдзя Вікіпедыі. Мінск, 15.01.2021" by DobryBrat, CC BY-SA 4.0
"Celebrating the 20th Anniversary in Hebron city" by جاسم العظمى, CC BY-SA 4.0
"Wikipedia 20 in Rajbiraj, Nepal" by PANKAJ DEO, CC BY-SA 4.0
"Home Made Wikipedia 20 birthday Cake. To celebrate Wikipedia's 20th birthday during Pandemic" by Mardetanha, CC BY-SA 4.0
"Wikipedia's 20th Anniversary party and celebration in the end of "Wikipedia 20 Gafsa" project" by Houss 2020, CC BY-SA 4.0
"Wikipedia anniversary cake with logo and "festive" accessories and 20 candles for the 20th anniversary" by Lëa-Kim Châteauneuf, CC BY-SA 4.0
"Anniversaire de Wikipédia à Tunis" by Habib M'henni, CC BY 4.0
"Wikipedia 20th Birthday celebration in Ramallah. This event was organized by Wikimedians of the Levant user group volunteers" by Mohammad Hijawi, CC BY-SA 4.0