

BUILD AN EFFECTIVE METHOD OF PUBLICITY IN PRCHINA

Monthly Report:

May (5.16 - 6.15)



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About account

This month is ordinary. Without the booming increase at the first month, the average rate of increase stay in a normal step. By the end of last period, the number of followers is 2487, and the number at 6.15 is 4358. Although the current date is not really positive, but with more activities go live, the future will much better.

We realized the content about the soccer, railway, war and current affairs can achieve most focus and get better effect on increase of followers. At the same time with extend the range of readers, we will also post more gravity on popular content.

About Meetup

On May 25, three admins of zh.wikipedia attended the meetup. Addis introduced the Social Media Plan in China and got some advice about the development of offline activities and online interactions. With the help of two of them, the meeting with Guokr.com was scheduled.

On May 27, Addis visited the office of Guokr.com. With discussing the cooperation on WLM in China, the plan for future help on social media also reached a consensus. Guokr.com is the biggest website on popularization of science, which cover the large number of youth. The repost by Guokr.com may help more people know and use Wikipedia and keep the community health.

Both Songjiang and Minhang are university town of Shanghai, for setting the students group in universities, we held two meetups for gathering active Wikipedia editors and readers. We discussed students' club, combining classes with Wikipedia and video program for elementary training.

On June 6 in Yinchuan, Ningxia, Addis meet the local association for public good incubation. Western China is the poorest region in this countries. Bad education quality makes children knowing nothing about the outside world. Wikipedia is a prefect content provider for expanded reading. Spreading the idea of Wikipedia to children will not only good for their growth but also great for future community.

The small interaction was not really success. Instead of encouraging repost, this activity for competing the using of Wikipedia. Although it may build good figure for the account, but the increase of number of followers announced the failure.



Author: Addis Wang

Budget

ITEM	Quantity	EXPENSE	BALANCE
Cash (RMB)	915(150USD)	0	910
Sticker	1588	84	1504
Button	448	18	430
Lapel Pin	25	0	0

Expense

1. May 25 Meetup in Beijing: 15 stickers and 3 buttons. participants giveaways
2. May 27 Meeting with Gouker.com in Beijing: 13 stickers. participants giveaways
3. June 1 Meetup in Songjiang, Shanghai: 16 stickers and 3 buttons. participants giveaways
4. June 6 Meetup in Minhang, Shanghai: 24 stickers and 4 buttons. participants giveaways
5. June 9 Meetup in Yinchuan, Ningxia: 4 stickers and 1 buttons. participants giveaways
6. Small Online Activity for Social Media account interaction: 12 stickers and 6 buttons. Prizes; 5 Yuan (pending). Shipment.

Next Monthly Plan

Since a little problem was faced on making postcard, we will keep working on that and the sending may delayed. Next month, the first round of Prize for repost will start. We will also keep finding other way to outreach for Wikipedia and the Weibo account.