

# BUILD AN EFFECTIVE METHOD OF PUBLICITY IN PRCHINA

Monthly Report:

April (4.15 - 5.15)



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2013-05-15

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## Rebuild the account

Rebuilding the account is the only important in this month. The previous group member who was kicked because of spreading regionally opinion and discrimination stole our account by providing used passwords to Weibo.com. Although I got it back as quick as I can, but Weibo.com said that they can not promise the safety of the account.

With the hope for keep working on social network in China, we decide to set up another account and try to transfer followers of the original account to the new one. After analyzing the number of active followers, we think it will take a month to get half followers back (original one had 5.1 thousand). At the night of 5.15, the current number of followers is 2487 which means we almost achieve the goal.

This event provide valuable experience to us and other community groups who want to use social network to help the development of Wikipedia and other projects. It's necessary for choosing one person own the ultimate way to control the account. But it's not the best way. The group need keep connecting and discuss any different thing before posting.

At the end of this period, we hold the first meetup for exchange opinions with loyal readers in Shanghai on April 14 (UTC+8). Although only five people attend the activity because of temporary decision, we still got lots of idea and advise for development of Weibo account and Wikipedia.

## Budget

ITEM	Quantity	EXPENSE	BALANCE
Cash (USD)	150	0	150
Sticker	1600	12	1588
Button	450	2	448
Lapel Pin	25	0	0

### Expense

1. April 14 Meetup in Shanghai: 12 stickers and 2 buttons. participants giveaways

## Next Monthly Plan

We will focus on making postcard and preparing for upcoming summer vacation in next period.

Making a poster and holding regular offline meetups are also parts of plan.