

Social media activity in LibreOffice

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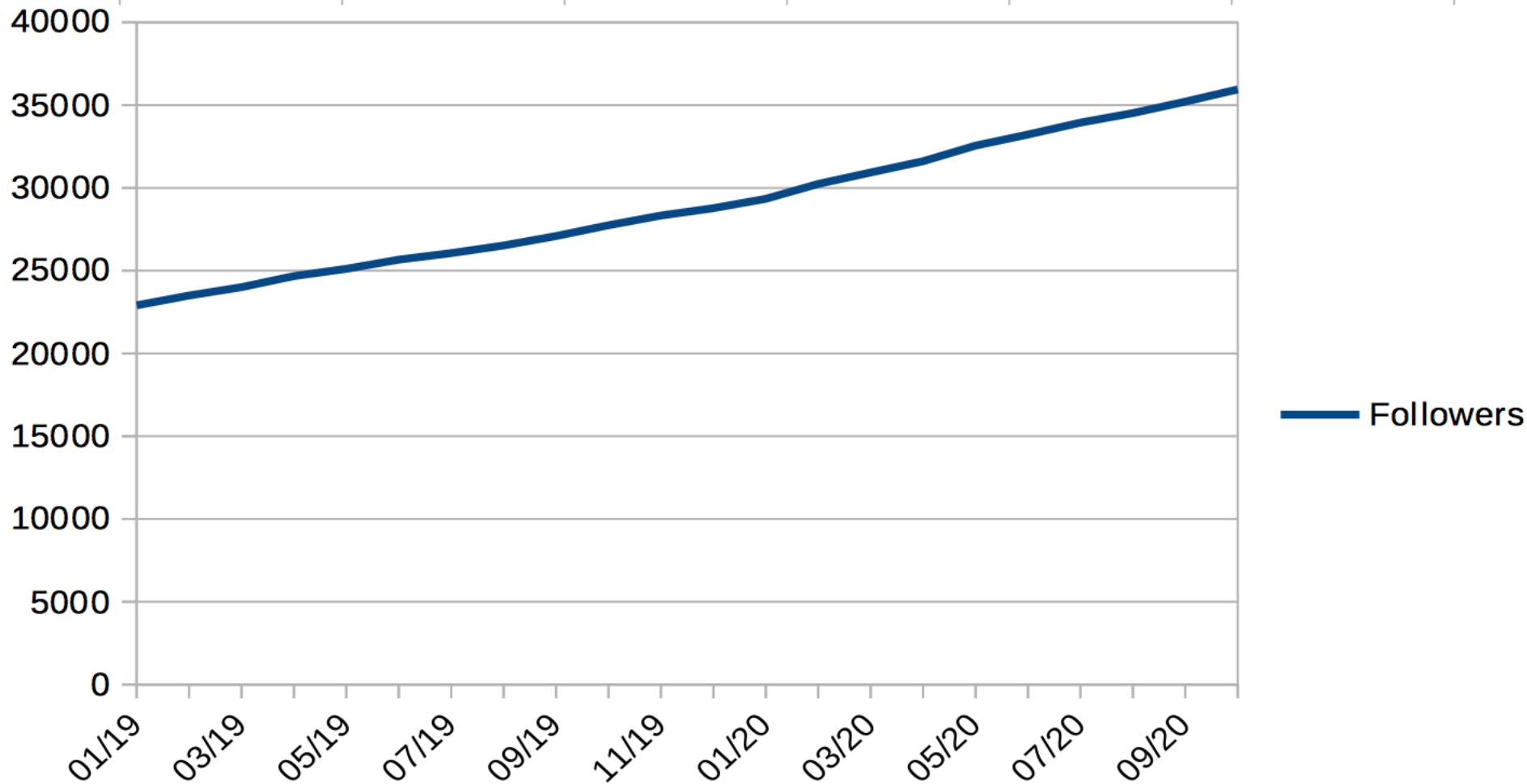
2020

Title:MySQL_logo.eps
Creator:Adobe Illustrator(R) 13.0
CreationDate:8/18/10
CreationDate:8/18/10
LanguageLevel:2



Twitter

- Growing ~700 followers per month
- Focusing on project as much as product
- Highlighting activities in the community
- Calls to action – “join us”, “be a part” etc.
- Running polls to encourage interaction
- Automated tips (from LO tips box)
- Recent activity with tweets from the ecosystem





Free office suite, made by a community. Join us!



LibreOffice

@libreoffice@fosstodon.org

448

Toots

4

Following

4.69K

Followers

Edit profile

Toots

Toots and replies

Media

Website

✓ libreoffice.org

Get involved

✓ libreoffice.org/co...

Support us

✓ libreoffice.org/don...

Get help

ask.libreoffice.org



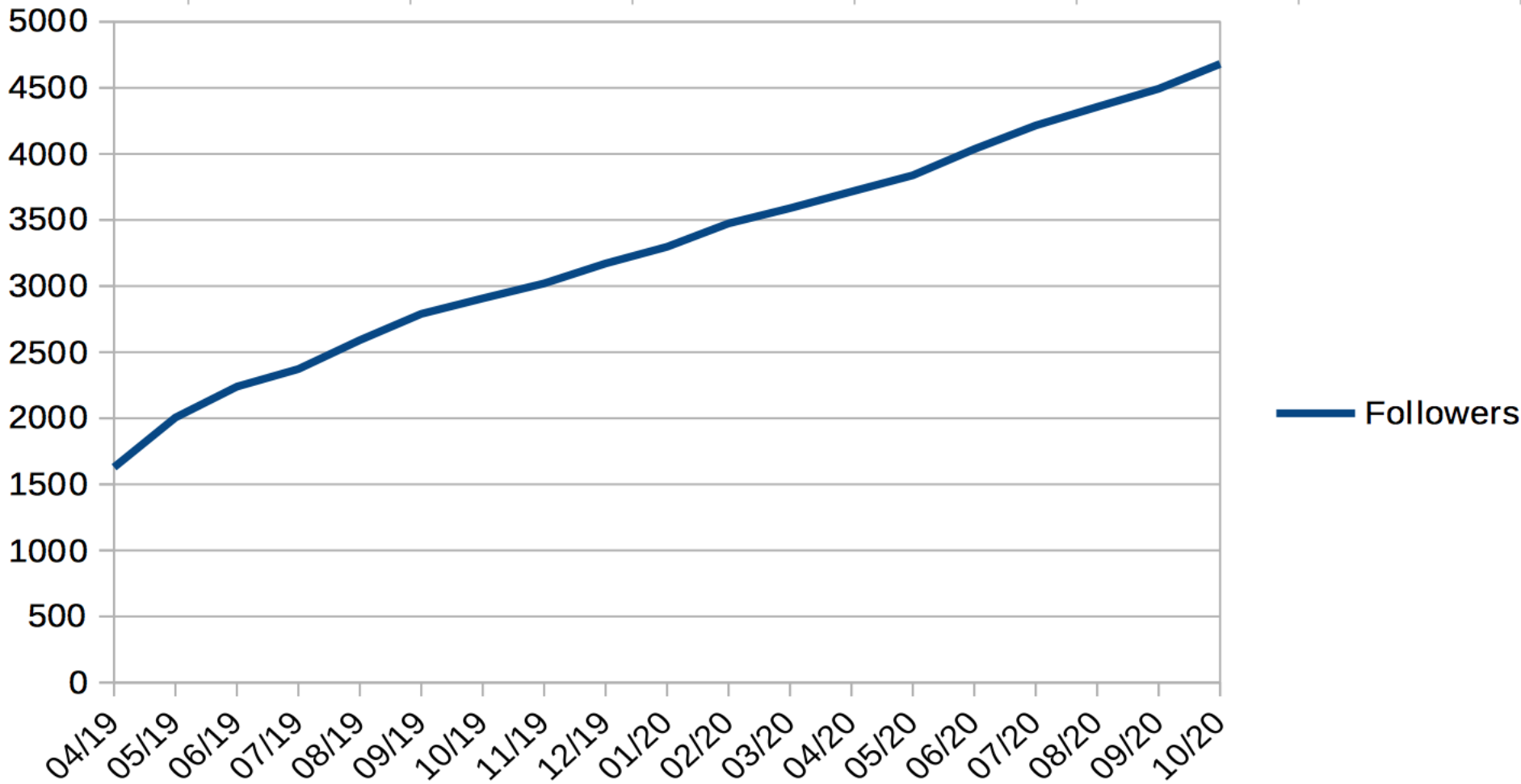
LibreOffice @libreoffice@fosstodon.org

4h

It's day 2 of the joint openSUSE + LibreOffice Online Conference! With talks about technology, community, marketing and more. Check out the schedule: events.opensuse.org/conference... – And links to the rooms: conference.libreoffice.org/202... See you there! 👍

Mastodon

- Federated, FOSS-friendly alternative to Twitter
- Hosted on the Fosstodon instance: fosstodon.org/@libreoffice
- 4,685 followers so far
- More technical audience in general
- Responding to queries about features/development



Facebook

- Long-running page, geared towards end-users
- Currently 58,000 likes (similar number of followers)
- Relatively slow growth compared to other services
- Lots of questions from end-users
- ...in many different languages!
- Lots of feature requests too

LibreOffice 7.0



2:15

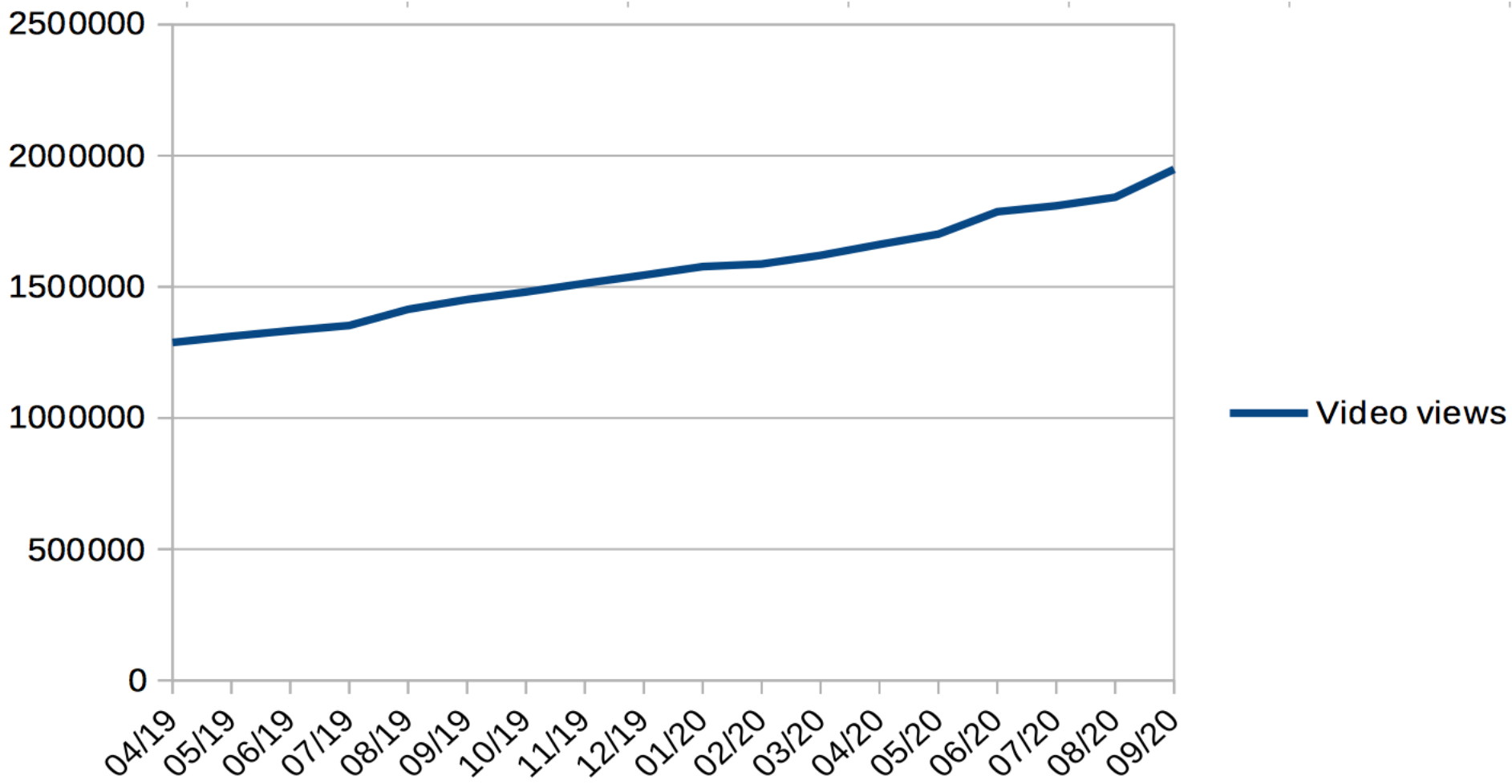
LibreOffice 7.0 - New Features

105K views • 2 months ago

Subtitles

YouTube and PeerTube

- 1,974,545 video views on our YouTube channel
- 12,437 subscribers
- Videos about new releases and community activities
- Tutorial videos from the German community
- Some videos now being uploaded to PeerTube
- Videos from this conference will be there too :-)



What's next?

- More social media in different locations/languages
- Something missing in your language? Give us a hand!
- More coordination between the native-lang accounts
- More activity during the night in Europe
- Investigate up-and-coming social media services...
- ...many are highly political though!

2020



Thank You



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