



Promoting LibreOffice in YOUR language

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Summary

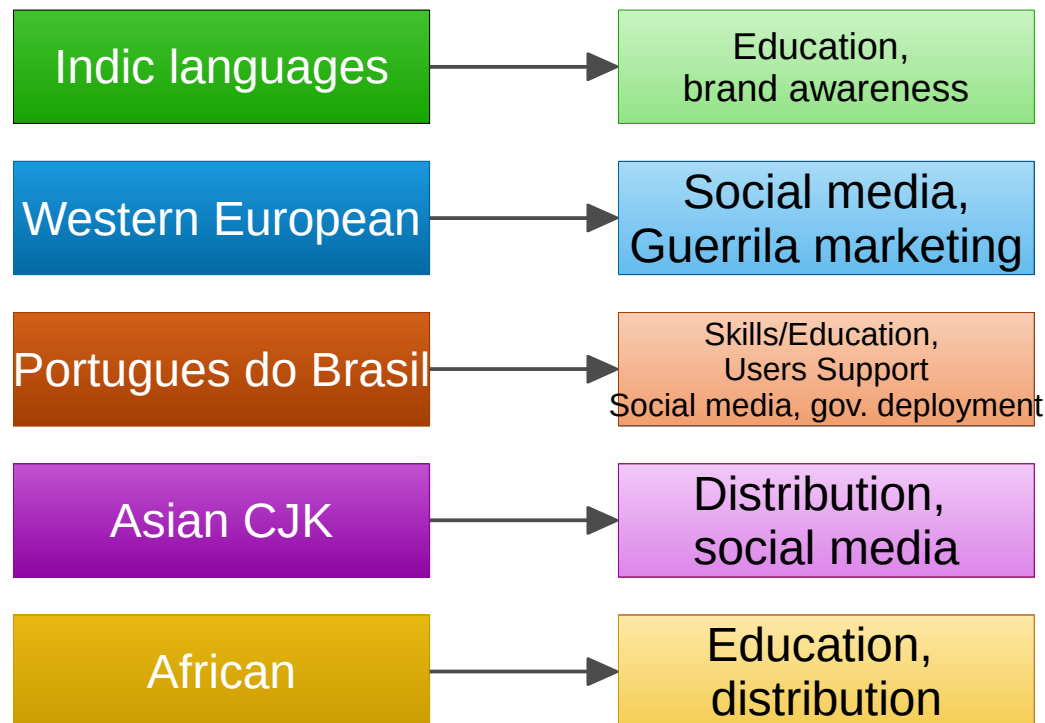


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Your context – Finding the right Approach



Your language exists within a cultural, political, human, geographical, economical reality. Promoting LibreOffice cannot be a set of “one size-fits all” recipes. Think about your approach and what your focus should be!



A few potential useful activities



- ▼ Online presence: website + *active* social media accounts
- ▼ Docs and / or interactive presentations of LibreOffice (videos)
- ▼ Meetings and events participation
- ▼ Growing your userbase, attracting new contributors
- ▼ Traditional Promotion: ads (can you afford those?)

Nurturing your local community



- ▼ Your community is made of your users, and your team of localizer(s), QA tester(s), documentation writer/translator(s), fan(s), developer(s) and others who help in many other ways.
- ▼ There should be no barrier between your user base and the team of contributors, in that anyone who has the serious desire to help should be encouraged in his/her own capacity.
- ▼ Growing your community may be difficult, but it is rewarding: more things get done, your voice matters more inside the LibreOffice project.





- ▼ Promoting LibreOffice “out there” > Outbound marketing or Communications
- ▼ Defining what a product is, raising the awareness of activities and contribution of teams inside the project and reaching out to the community > Inbound marketing.
- ▼ No one is better than the other
- ▼ Inbound marketing helps you integrate your project, strengthens your local community, makes you happy.
- ▼ Remember: LibreOffice is not a top-down project, it is a bottom-up community. You and all the contributors get to call the shots.



Some ideal results as a conclusion

Promoting LibreOffice in your language is not just about growing the user base. It is really important that the project can attract new contributors, coming from your area so that the community and the project itself grows.

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Thank you !

▾ Questions?

