# openSUSE 13.2 Release - action #4120

action # 4108 (Closed): Release Marketing

analysis # 4118 (Resolved): Social media marketing

## Create social media messages

2014-10-13 14:00 - lnussel

| | | | | |
|---|---|---|---|---|
| **Status:** | Closed | | **Start date:** | 2014-10-13 |
| **Priority:** | Low | | **Due date:** | 2014-10-30 |
| **Assignee:** | ddemaio | | **% Done:** | 100% |
| **Category:** | Marketing | | **Estimated time:** | 1.50 hour |
| **Target version:** | 13.2 GA | | | |

**Description**

Create social media messages based on our release announcement & top features. See the openSUSE wiki:
https://en.opensuse.org/openSUSE:Social_media_launch_plan

Remember that one goal of these messages is to 'go viral': connect the release to cool stuff but don't push it. Something more widely funny or interesting has more chance of being spread. Including "pls rt" or "pls share" or "share the news:" makes a big difference in how often things are shared, according to research. Worth trying this year.

**Related issues:**

| | | | |
|---|---|---|---|
| Copied from openSUSE 13.1 Release - action #431: Create social media messages | **Closed** | **2013-11-15** | **2013-12-03** |
| Copied to openSUSE Leap 42.1 Release - action #9054: Create social media mess... | **Resolved** | **2015-10-05** | **2015-10-23** |

## History

**#1 - 2014-10-13 14:00 - lnussel**

*- Copied from action #431: Create social media messages added*

**#2 - 2014-10-13 14:02 - lnussel**

*- Due date changed from 2013-12-03 to 2014-10-30*

*- Status changed from Closed to New*

*- Target version set to 13.2 GA*

*- Start date changed from 2013-11-15 to 2014-10-13*

**#3 - 2014-10-13 14:10 - lnussel**

*- % Done changed from 100 to 0*

**#4 - 2014-10-15 09:26 - ancorgs**

*- Assignee set to ddemaio*

**#5 - 2014-10-21 07:59 - ddemaio**

*- % Done changed from 0 to 60*

*- Estimated time set to 1.50 h*

The social media plan is complete, but still needs some translating. English, Czech, Spanish and Russian are complete.

**#6 - 2014-10-22 06:07 - lnussel**

"openSUSE 13.2 fully supports HDTV and cards for DVB-S2 and DVB-T2."

I'm not sure that's such a good idea to promote. AFAIK to actually watch DVB one needs audio and video codecs we can't ship. So the pure hardware support or recording capability doesn't really help for watching TV :-)

**#7 - 2014-10-22 08:20 - ddemaio@novell.com**

Are there any recommendations you guys could provide me. Should I just get rid of the "fully and leave the statement the way it is?
v.r
Doug

"openSUSE 13.2 fully supports HDTV and cards for DVB-S2 and DVB-T2."

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action #4120: Create social media messages
https://progress.opensuse.org/issues/4120#change-13004

- Author: lnussel
- Status: New
- Priority: Normal
- Assignee: ddemaio
- Category: Marketing

# * Target version: 13.2 GA

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**#8 - 2014-10-30 09:54 - ddemaio**

*- Status changed from New to In Progress*

*- Priority changed from Normal to Low*

*- % Done changed from 60 to 100*

**#9 - 2014-10-31 10:31 - lnussel**

*- Status changed from In Progress to Closed*

**#10 - 2015-10-05 13:49 - lnussel**

*- Copied to action #9054: Create social media messages added*