

Marketing - Task #1416

Press Clippings

2015-08-26 13:28 - Florian Effenberger

Status:	In Progress	Start date:	
Priority:	Normal	Due date:	
Assignee:	Italo Vignoli	% Done:	0%
Category:			
Target version:	Recurring		
Description			
With LibreOffice, TDF and its projects mentioned in various media around the globe, we need to do regular collection of press clippings. Goal of this task is to have them collected at least internally for use when needed, if not even for sharing with the community.			
Tasks involve:			
<ul style="list-style-type: none">• collect clippings around the globe in various languages• add them to a database or to-be-defined tool• share them with the private group of marketeers• extract numbers and statistics to measure how we're doing• if required, try to get permission and clarify attribution for selected clippings to make them public			

History

#1 - 2015-08-26 21:37 - Italo Vignoli

I am collecting clippings with a dedicated search engine, but they are so many that organizing them would be a full time job (even if the search engine can create a CSV file with links). I send emails for significant clippings, but I do not get any feedback on these emails. I will run the search engine again when I am back (it needs my most powerful MacBook to get to an end in less than 24 hours, as we are speaking of over 10,000 clippings since 2010, and close to 1,000 only for LibreOffice 5.0).

On 26/08/2015 15:28, The Document Foundation Redmine wrote:

#2 - 2015-08-27 07:58 - Florian Effenberger

Is there any way for others to get access to the (if need be: raw) data?
Collecting clippings makes only sense when TDF can get access to it on some way.

#3 - 2015-08-27 08:57 - Italo Vignoli

I have distributed links for 5.0 one week after the launch. I can share a file on a regular basis, but the size is rather large.

Il 27 agosto 2015 10:58:20 AM The Document Foundation Redmine <generic@redmine.documentfoundation.org> ha scritto:

#4 - 2015-08-27 09:36 - Florian Effenberger

If you can provide the file internally in the PR project, that would be great. At <https://redmine.documentfoundation.org/projects/pr/files> there's an option to upload files.

#5 - 2015-09-14 13:54 - Italo Vignoli

Adding several LibreOffice major announcement clippings before the conference. HTML files are loaded in the files section.

#6 - 2015-10-02 12:35 - Italo Vignoli

- Target version changed from Recurring to Pool

#7 - 2015-10-20 08:39 - Florian Effenberger

I think we should have press clippings on a regular basis, which is why I put them in the recurring queue :-)

Is there a specific reason for having them in pool (which translates to "when there's time/late")?

#8 - 2015-11-10 16:11 - Italo Vignoli

I am loading press clippings in PR > Files. They are complete until LibreOffice 4.1 (for each release there is a HTML file with links to articles, a CSV file which can be opened with Calc, and a PDF file with thumbnails of articles and a short text blurb). I have just found the way to create a PDF of manageable size using LibreOffice, as otherwise original documents are huge (over 200MB). The reason why I am loading them in batches is that I have had to create the documents from a huge number of press clippings collected but not organized during the last 5 years (over 12000). Once I have cleared the backlog (end of November? I am at 4.2 now, but the more press clippings I organize the quicker I become, as the number of press clippings left is smaller), I will start circulating press clippings on a weekly basis.

#9 - 2015-11-10 16:14 - Italo Vignoli

I will also load the best press clippings in the Media Hub area on the blog, starting from English ones, so they are available to the public.

#10 - 2015-11-30 12:21 - Florian Effenberger

I am thinking about what to do with these press clippings.

How much work is collecting them per month? If it's just a quick task, having these archived makes sense, but if it's a lot of work, I wonder whether there's actual use for us or whether time should be spent differently.

Do you have an idea how to share them with e.g. the private marketing list?
Can the clippings be pre-sorted by language, to share them in localized variants?

#11 - 2015-11-30 13:14 - Italo Vignoli

Once the backlog is over (I am organizing 4.3 and 4.4, and I will add the results this week), collecting press clippings on a weekly basis will be a trivial task.

I suggest the following: once everything is ready, we can share the links of the different files with the private marketing list (maybe, someone wants to store them locally), for 3.x and 4.x families.

Starting from 2016, I will share clippings at the end of each week, and I will provide a final collection for a specific family (for instance, 5.0), at end of life.

#12 - 2015-12-07 14:42 - Florian Effenberger

- *Target version changed from Pool to Recurring*

Thus making it a recurring item :)

#13 - 2016-02-22 16:32 - Florian Effenberger

Can you send me a reference to recent press clippings collection?

#14 - 2016-02-22 18:46 - Cor Nouws

Hi all,

I do appreciate to see a lot of press coverage.

We live by the day. Well, that was 5 years ago. Now we live by the minute...

News from 2 days ago is no news. And if we need to know something, we use Google. Perfectly to track the (amount of) publications over here. But is the amount of clippings by any means a useful source of information? There are many more relevant marketing parameters, probably?

#15 - 2016-02-23 17:52 - Italo Vignoli

Clippings are uploaded in the Files section of the Redmine Public Relations project. Last upload is about LibreOffice 5.1, after 10 days. I am also collecting individual "best clips" for the blog.

#16 - 2016-07-19 14:57 - Florian Effenberger

Looking at the file section, the last version is from February (after 5.1 launch possibly)

Is the plan to have one run after each major version, or in which intervals do we collect the press clippings?

With this information, I can update and schedule this ticket accordingly

#17 - 2016-07-20 06:27 - Italo Vignoli

I will search for press clippings after each major release, and update files accordingly. I am also saving as PDF the most relevant articles, but this is a

rather time consuming and tedious task I will work at in August (I already started the collection, but I still miss too many articles to make it available). Once all relevant articles are available as PDFs, we will create a repository to store them. In addition, clippings are now available from the press area of the blog (<http://www.scoop.it/t/tdf/>), and are updated weekly.

#18 - 2016-08-17 09:57 - Florian Effenberger

I will search for press clippings after each major release, and update files accordingly. I am also saving as PDF the most relevant articles,

Is that something we could e.g. share with the advisory board?

#19 - 2016-08-18 19:12 - Italo Vignoli

Of course, coverage of 5.2 has been especially valuable in term of focus, as many journalists have stressed the enterprise features.

#20 - 2016-08-21 16:49 - Italo Vignoli

We now have an updated "clippings" page which can be accessed from the blog: <http://www.scoop.it/t/tdf> (based on my personal Scoop subscription). To have it on our servers we should upgrade the Scoop subscription to the enterprise level (we have a not for profit discount).

#21 - 2016-08-22 07:48 - Florian Effenberger

We now have an updated "clippings" page which can be accessed from the blog: <http://www.scoop.it/t/tdf> (based on my personal Scoop subscription). To have it on our servers we should upgrade the Scoop subscription to the enterprise level (we have a not for profit discount).

If that makes sense for you and there's a benefit compared to the existing setup, that would be something for the marketing budget I guess?

#22 - 2016-08-22 13:12 - Italo Vignoli

Let's see how many visits there are after we announce the page at the conference during the State of the Project speech, and after the conference with the usual blog post and message. If the interest is high, then it makes sense to have a dedicated page on the website and issue regular newsletters (both premium features). Otherwise, we can stick with the actual basic account (moving it to TDF at renewal).

#23 - 2016-11-09 13:00 - Florian Effenberger

Italo Vignoli wrote:

Let's see how many visits there are after we announce the page at the conference during the State of the Project speech, and after the conference with the usual blog post and message. If the interest is high, then it makes sense to have a dedicated page on the website and issue regular newsletters (both premium features). Otherwise, we can stick with the actual basic account (moving it to TDF at renewal).

Any news on that? Not sure if we promoted the page already, do we have some statistics?

#24 - 2016-11-09 17:54 - Italo Vignoli

So far, 5.4K views, which is not bad. I have pointed people to the page, but I will blog about it (and spread the news on social media).

#25 - 2016-11-14 09:32 - Florian Effenberger

So far, 5.4K views, which is not bad. I have pointed people to the page, but I will blog about it (and spread the news on social media).

Since when do we have these 5,4K, how do they translate in terms of monthly access?

#26 - 2016-11-14 10:46 - Italo Vignoli

We have around 30 hits per day, or around 900 hits per month (which is consistent with the six months the page has been online). This is organic, as I haven't done any specific promotion.

#27 - 2017-03-27 13:35 - Italo Vignoli

Added HTML files in the file area

#28 - 2017-06-12 16:15 - Florian Effenberger

- *Priority changed from Normal to High*

#29 - 2017-07-12 16:01 - Florian Effenberger

- *Priority changed from High to Normal*

#30 - 2017-08-22 17:56 - Italo Vignoli

- *File libreoffice 33.html added*

- *File libreoffice 34.html added*

- *File libreoffice 35.html added*

- *File libreoffice 36.html added*

#31 - 2017-08-22 17:56 - Italo Vignoli

- *File libreoffice 40.html added*

- *File libreoffice 41.html added*

- *File libreoffice 42.html added*

- *File libreoffice 43.html added*

- *File libreoffice 44.html added*

#32 - 2017-08-22 17:57 - Italo Vignoli

- *File libreoffice 50.html added*

- *File libreoffice 51.html added*

- *File libreoffice 52.html added*

- *File libreoffice 53.html added*

- *File libreoffice 54.html added*

- *File muffin.html added*

- *File ribbon.html added*

#33 - 2017-08-22 17:57 - Italo Vignoli

- *File libreoffice 60.html added*

- *File aovslo.html added*

- *File tdf.html added*

#34 - 2017-09-14 11:29 - Italo Vignoli

- *File deleted (libreoffice 54.html)*

#35 - 2017-09-14 11:29 - Italo Vignoli

- *File libreoffice 54.html added*

#36 - 2017-09-17 02:15 - Italo Vignoli

- *File deleted (libreoffice 60.html)*

#37 - 2017-09-17 02:15 - Italo Vignoli

- *File deleted (libreoffice 54.html)*

#38 - 2017-09-17 02:15 - Italo Vignoli

- *File libreoffice 60.html added*

- *File libreoffice 54.html added*

#39 - 2018-01-09 12:08 - Italo Vignoli

- *Subject changed from press clippings to Press Clippings*

#40 - 2018-03-14 17:23 - Florian Effenberger

Any newer clippings?

#41 - 2018-03-28 11:10 - Italo Vignoli

I will update collections for LibreOffice 5.4 and 6.0 at the end of the month. I wasn't able to complete the activity before leaving for my trip to Singapore and Indonesia.

#42 - 2018-04-03 15:01 - Italo Vignoli

- File deleted (*libreoffice 60.html*)

#43 - 2018-04-03 15:01 - Italo Vignoli

- File deleted (*libreoffice 54.html*)

#44 - 2018-04-03 15:02 - Italo Vignoli

- File *libreoffice 5.4.html* added

#45 - 2018-04-27 22:31 - Italo Vignoli

- File *libreoffice 60.html* added

#46 - 2018-08-20 16:19 - Florian Effenberger

Can you upload the 6.1 clippings before LibOCon?

#47 - 2018-08-20 16:26 - Italo Vignoli

Yes, I am collecting them, will upload before the conference (will also prepare an animation for the anniversary, based on screenshots and quotes from best articles).

#48 - 2019-03-29 13:19 - Italo Vignoli

- File deleted (*libreoffice 60.html*)

#49 - 2019-03-29 13:20 - Italo Vignoli

- File *libreoffice60.html* added

#50 - 2019-04-02 15:03 - Cor Nouws

Hi guys and girls,
Is known when and how these clippings have been used over the past year?
Thanks - Cor

#51 - 2019-04-02 19:24 - Italo Vignoli

I use them for some tweets, but we should do a more structured work with them. I plan to work with Mike at a better use of clippings for social media.

#52 - 2019-04-27 12:25 - Italo Vignoli

- File *libreoffice61.html* added

#53 - 2019-05-13 11:11 - Italo Vignoli

- File deleted (*libreoffice61.html*)

#54 - 2019-05-13 11:11 - Italo Vignoli

- File deleted (*libreoffice60.html*)

#55 - 2019-05-13 11:17 - Italo Vignoli

- File *libreoffice60.html* added

- File *libreoffice61.html* added

#56 - 2019-07-18 17:52 - Florian Effenberger

What's the status of the clippings? The ones attached are rather old.
Do you still collect them, are they useful?

#57 - 2019-07-18 23:05 - Italo Vignoli

I update them regularly, but I do not look at clippings after the end of life of a version. I have updated 6.0 (for the last time) in May 2019, I will update 6.1 and 6.2 before the conference, and then before the end of the year when I will add 6.3. I did not receive any enquiry about them, but I think that having some kind of history makes sense. With 6.3 we are planning to schedule tweets of the most significant articles and publish them on LinkedIn pages, using PostPickr.

#58 - 2020-01-19 12:13 - Italo Vignoli

- File deleted (*libreoffice60.html*)

#59 - 2020-01-19 12:13 - Italo Vignoli

- File deleted (*libreoffice61.html*)

#60 - 2020-01-19 12:15 - Italo Vignoli

- File *libreoffice61.html* added

#61 - 2020-01-26 01:14 - Italo Vignoli

- File *libreoffice60.html* added

Files

libreoffice 33.html	397 KB	2017-08-22	Italo Vignoli
libreoffice 34.html	919 KB	2017-08-22	Italo Vignoli
libreoffice 35.html	823 KB	2017-08-22	Italo Vignoli
libreoffice 36.html	564 KB	2017-08-22	Italo Vignoli
libreoffice 40.html	395 KB	2017-08-22	Italo Vignoli
libreoffice 41.html	957 KB	2017-08-22	Italo Vignoli
libreoffice 42.html	1.21 MB	2017-08-22	Italo Vignoli
libreoffice 43.html	1.34 MB	2017-08-22	Italo Vignoli
libreoffice 44.html	1.14 MB	2017-08-22	Italo Vignoli
libreoffice 50.html	1.01 MB	2017-08-22	Italo Vignoli
libreoffice 51.html	1.66 MB	2017-08-22	Italo Vignoli
libreoffice 52.html	2.3 MB	2017-08-22	Italo Vignoli
libreoffice 53.html	3.75 MB	2017-08-22	Italo Vignoli
muffin.html	1010 KB	2017-08-22	Italo Vignoli
ribbon.html	1.57 MB	2017-08-22	Italo Vignoli
aoovslo.html	1.66 MB	2017-08-22	Italo Vignoli
tdf.html	3.21 MB	2017-08-22	Italo Vignoli
libreoffice 5.4.html	1.55 MB	2018-04-03	Italo Vignoli
libreoffice61.html	1.95 MB	2020-01-19	Italo Vignoli
libreoffice60.html	1.35 MB	2020-01-26	Italo Vignoli