



Linux  
Professional  
Institute

# Social Media Guide

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# What's the Plan With Social Media?

With the purpose to strengthen the brand and to lead new traffic to lpi.org and regional partner websites, Linux Professional Institute's social media activities are part of the content marketing strategy. The ultimate goal is to drive traffic to our website, increase the visibility of our products and services, gain more social media followers and find more customers.

## **Social media marketing is important because:**

- It drives targeted traffic
- It boosts website SEO
- It builds a community of people who are receptive to our messages
- It can help us to get noticed at events
- We can respond to problems immediately
- A strong presence builds brand loyalty
- We'll find interesting people we didn't know existed

This guide shows you how to do it successfully.

# How to Tag LPI in Your Posts and Comments

## Main social media channels of the Linux Professional Institute (LPI)

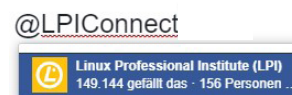
- Twitter: <https://twitter.com/LPICConnect>
- Facebook: <https://www.facebook.com/LPICConnect>
- LinkedIn: <https://www.linkedin.com/company/linux-professional-institute>
- Instagram: [https://www.instagram.com/lpi\\_org](https://www.instagram.com/lpi_org)

## How to tag them

When you publish content related to Linux Professional Institute (LPI) on social media, whether on personal profiles or company pages, you can tag LPI. We can then see this and like, share or comment on your posts. This can increase their reach.

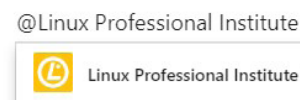
### On Facebook & Twitter

Type “@LPICConnect” in your text area. You’ll see a list of potential sites to tag. Click on the official LPI page.



### On LinkedIn

Type “@Linux Professional Institute” in your text area. Click on the official LPI page.



### On Instagram

Type “@lpi\_org” in your text area. Click on the official LPI page.



## Commonly used hashtags

#LPI #LPIC #LPIC1 #LPIC2 #LPIC3 #DevOps #BSD #LinuxEssentials  
#WDE #Linux #opensource #FOSS #OSS #ITskills #CertifiedPro

## Web Development Essentials

#WDE #WebDevelopment #programming #coding #HTML #CSS #JavaScript #SQL

# Social Media Image Formats

We use a different image size on Facebook, Twitter, and LinkedIn than on Instagram. While the logo position is fixed on Instagram images, it can vary on Twitter, LinkedIn, and Facebook. The possible logo positions are marked with squares in the examples. Depending on the brightness of the image, the logo can be white or black. The yellow-black logo may only be used on Facebook.

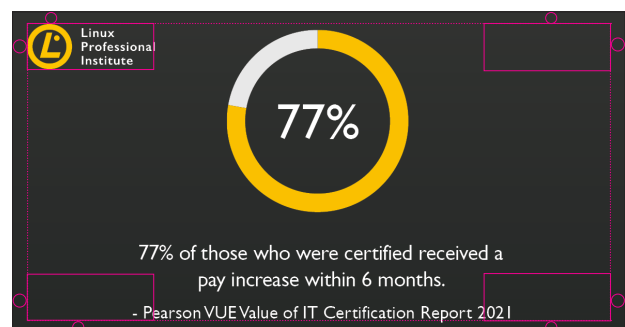
**Logo size on Twitter, Facebook, and LinkedIn:** 212 × 75 px

**Logo size on Instagram:** 333 × 118 px



## Instagram

- Image size: 1200 × 1200 px, use format: .png
- Logo distance to edge: right 43 px, bottom 38 px
- Bar height: 196 px
- Fixed position of the white bar and logo



## Twitter, Facebook, and LinkedIn

- Image size: 1200 × 627 px, use format: .png
- Logo distance to edge:  
top/bottom 26 px, right/left 28 px
- One image size for TW, FB and LI

# How to Post From Events

When it comes to posting from events, you should first check if there is already a known hashtag that you can use. If one exists, you should add the identical hashtag to all posts to create a kind of timeline. In addition, the posts will then be found by all others who are also posting on this event with the same hashtag, which again increases the range of the event.

An example for an event hashtag could be: #LPISummit2022

## Best practices for events:

### Before the event:

- Post about the event organically across channels

### During the event:

- Take photos and share with relevant messaging. Examples: speaker's presentations, your booth with you in the photo, general activities happening.
- Check with organizers on their photo sharing policy. If there is no policy in place, photos of speakers/hosts can usually be posted without permission.
- For all other images featuring people please make sure the subject(s) are aware and have granted **written permission** for their image to be shared on social media. You can download our consent form [here](#).

**Twitter:**

- Monitor the event hashtags/handles. Follow and like tweets from people who are actively using the hashtags
- Retweet content from the event
- Tweet from the event with relevant hashtags and @mentions
- Like and reply to tweets directed at you and like tweets about the event.
- Join/create conversations other Twitter users are having about the event
- Follow people using the hashtag

**Facebook:**

- Post from the event
- Like and reply to comments

**LinkedIn:**

- Post from the event
- Like and reply to comments

**Instagram:**

- Post from the event via Instagram Stories

**After the event:**

- Continue to monitor hashtags and retweet/follow users
- Consider writing a post event blog with a rundown of what happened

# Showing Real People on Photos

We are in a visual era where photographs and illustrations do much of the talking. Linux Professional Institute (LPI) uses photos of people, places and technology.

Whenever it is possible we use photos showing real people from LPI and its community. We do not use clichéd shots in obvious set up stock photography scenarios, because it's cheesy and not realistic.

Places and technology photography is simple with interesting lightning, showing real life situations or technology that runs on Linux.

Before posting photos with people please make sure to have their **written permission**. You can download our consent form [here](#).





# How to Create a Facebook Story

Facebook Stories are an important tool to quickly share current information with followers. They are also a great way to post current impressions of an event, which might not be worth an extra post, but are still a nice snapshot.

Facebook Stories are available 24 hours and disappear from the site after that.

## How to post a Facebook Story from your page:

- Open up Facebook's mobile app on iOS or Android (Stories can only be posted on mobile)
- Go to the timeline of any page for which you're an admin
- Tap "Create Story"
- If you're not seeing this option, tap on "Overview" and then on "Create Story"
- You can now choose between a video in your library or to record a new one
- Shoot your videos and photos for Facebooks stories vertical

# What's a SMAK and How to Use It?

SMAK is the short form of Social Media Activation Kit. It allows you to use social media content in stock and to share it with others online.

SMAKs consist of three different posting texts for each social media channel including @handles, <https://links> and #hashtags and the social media images in the right format for each channel.

Usually it contains images with text on them and also images without text, which can easily be filled with another language.

## Examples

Here is an example for a standard SMAK folder:

[https://drive.google.com/drive/folders/1OYX0dkX2\\_tIIVKyY6GXA8C6ZxI9wZnRD](https://drive.google.com/drive/folders/1OYX0dkX2_tIIVKyY6GXA8C6ZxI9wZnRD)

## This contains:

- The SMAK text document
- One or more translations of the SMAK text document
- Images in png-Format to be posted in the social networks
- Folders with the layout files of the images
- A folder with images without text for translations

## Additional Resources:

- LPI Style Guide: <https://www.lpi.org/ZAv>
- LPI Brand Book: <https://www.lpi.org/ZAy>
- LPI Fonts: [Open Sans](#), [Gill Sans](#)
- LPI Yellow (Hex): FBC000
- LPI Logos: <https://www.lpi.org/logos>

## How to Use:

Simply copy and paste content from the SMAK to the platform you would like to post to. On Twitter and LinkedIn, adding an “@” beside the highlighted text, and clicking the result will tag the appropriate account:

Character count: 600 maximum

1. Upload post image/video, skip this step if no image is used
2. Copy and paste the posting
3. Tag <https://www.linkedin.com/company/linux-professional-institute>
4. Tag [REDACTED]

Post 1:

Linux Professional Institute (LPI) is committed to helping develop open source professionals” says [Jon Maddog Hall](#), Board Chair of #LPI. LPI held its first member-driven Board election this June, empowering users of #FOSS to choose the representatives that support them

<https://lpi.org/ZTY>

#Linux #BSD #opensource

SMAK

Create a post

×



Linux Professional Institute (LPI)

Anyone

“Linux Professional Institute (LPI) is committed to helping develop open source professionals,” says [@Jon Maddog Hall](#), Board Chair of #LPI. LPI



Jon "maddog" Hall

2nd • Board Chair at Linux Professional Institute

LinkedIn Posting

Click the “images” link at the top of the SMAK, and then download the file beginning with “tw-li-fb” (Twitter, LinkedIn, Facebook). Upload this image along with your post.

## Social Media Activation Kit

Project: LPI Members elected new Board Directors  
Ordered by: Björn Schönwald  
Author: Alexander Lambertson  
Date: 2021 07 30  
Release Date: 2021 07 30  
Images: <https://www.lpi.org/ZTY>

tw-li-members-elected-board

Images without text

fb-insta-members-elected-board

tw-li-fb-members-elected-board.png

## Images provided by event organizers:

If you want to announce an event, images and logos provided by the organizer are also used to promote event details on social media. This content will be stored in the “images” folder of its respective SMAK, similar to above.

# How to Use Tracking Codes for Postings

Google Analytics is running on lpi.org to provide us with information about user interests and numbers. It also tells us where the users come from. If you want your links published in social media to be trackable for Google Analytics, you can add UTM tags to them.

Instead of just linking to <https://www.lpi.org/articles/webinar-27-years-freebsd-and-why-you-should-get-involved> you can add further information to the link, like:

- Campaign medium
- Campaign source
- Campaign term

This is easily done with UTM tags.

## Campaign Tagging Tool

All SMAKs will include UTM tracking tags for each social media platform.

If a new UTM tag is needed, it can be created using our campaign tagging tool:

<https://docs.google.com/spreadsheets/d/18exZrtVfuZy7Toep7VRF0SAS5TKfc3N8n4rEoNglPc/edit#gid=0>

Please send your request for a UTM tag to [marketing@lpi.org](mailto:marketing@lpi.org).

## Shorten the URL

As a result of adding the UTM tags, the links will be very long. To shorten them, we recommend using the [LPI URLShortner](#). You must be signed into lpi.org for the tool to work.

If you have requested a UTM tag from [marketing@lpi.org](mailto:marketing@lpi.org), it will be returned in its shortened form for posting.

# Supporting Content From Regional Accounts

LPI Marketing localizes content in order to present our community with relevant updates on local events, workshops and LPI news. In addition to @LPIConnect, official LPI accounts are also available for LPI Europe at:

- Facebook: <https://www.facebook.com/LPIEurope/>
- LinkedIn: <https://www.linkedin.com/company/lpieurope/>
- Twitter: <https://twitter.com/LPIEurope>

Feel free to share posts from these channels to support regional content and extend our reach to LPI and open source communities.



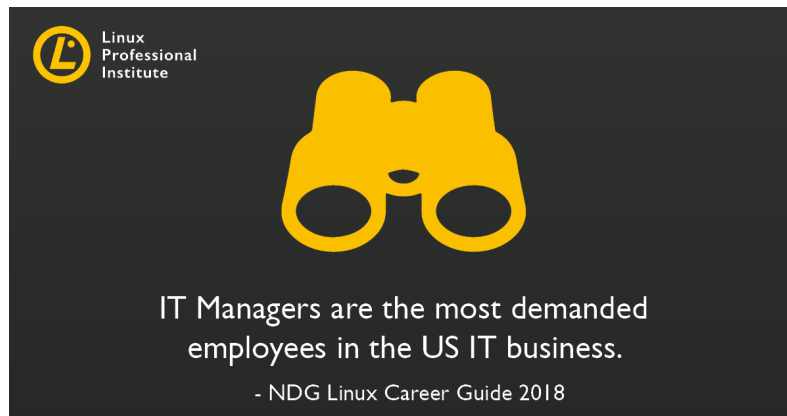
Our mission is to promote the use of open source by supporting the people who work with it.

Europe

 **Linux Professional Institute Europe**  
@LPIEurope · Nonprofit organization

[Learn more](#)  
Ipi.org

# Evergreen SMAK and How to Use It



Linux Professional Institute has prepared an Evergreen Social Campaign, that provides you content for social media:

<https://docs.google.com/spreadsheets/d/1OJZsAQcHVG7raZW6p4JSu2w8phaYJRUu3W9F0bvA-LU/edit?usp=sharing>

The Evergreen Social Campaign is continuously updated and contains current job facts and non-time-dependent information such as references to the community program or on [learning.lpi.org](http://learning.lpi.org).

When you followed the link above, use the tabs at the bottom of the sheet to switch between different kinds of content.

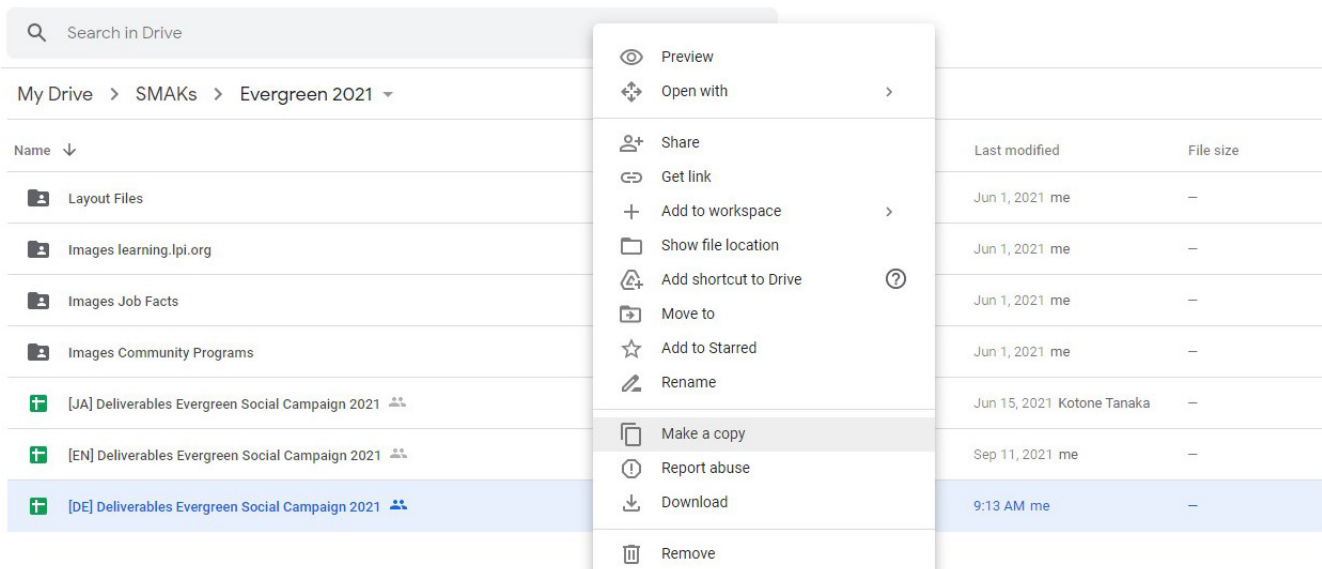
We recommend that you do not post more than one Evergreen content per week and channel to ensure that you have enough content to publish throughout the year.

If you select Evergreen content from the Google sheet, make sure that the text you copy is for the social media channel you want to use.

A	B	C	D	E	F
	Twitter	Facebook	LinkedIn	Instagram	Release Order
	<p>You can boost your #IT credentials, stand out to hiring managers, and develop your career from anywhere! Become Linux Professional Institute (LPI) certified by taking your #Linux #LPIC-1 and #LPIC-2 exams online.</p> <p>For more information, visit: <a href="https://lpi.org/Zdk">https://lpi.org/Zdk</a></p> <p>#LPI #LinuxEssentials #certification #ITskills #CertifiedPro</p>	<p>You can boost your #IT credentials, stand out to hiring managers, and develop your career from anywhere! Become Linux Professional Institute (LPI) certified by taking your #Linux #LPIC-1 and #LPIC-2 exams online.</p> <p>For more information, visit: <a href="https://lpi.org/Zdh">https://lpi.org/Zdh</a></p> <p>#LPI #LinuxEssentials #certification #ITskills #CertifiedPro #WDE</p>	<p>You can boost your #IT credentials, stand out to hiring managers, and develop your career from anywhere! Become Linux Professional Institute (LPI) certified by taking your #Linux #LPIC-1 and #LPIC-2 exams online.</p> <p>For more information, visit: <a href="https://lpi.org/ZPk">https://lpi.org/ZPk</a></p> <p>#LPI #LinuxEssentials #certification #ITskills #CertifiedPro #WDE</p>	<p>You can boost your #IT credentials, stand out to hiring managers, and develop your career from anywhere! Become Linux Professional Institute (LPI) certified by taking your #Linux #LPIC-1 and #LPIC-2 exams online. For more information, visit the link in our bio.</p> <p>#LPI #LinuxEssentials #certification #ITskills #CertifiedPro #WDE</p> <p><a href="https://lpi.org/ZWG">https://lpi.org/ZWG</a></p>	1
	<p>Want to follow a career in #IT motivated by passion and involvement in powerful technologies that drive the world around us? Learn skills in #FOSS by reading free Linux Professional Institute (LPI) learning materials, and demonstrate your skills to new employers by getting certified.</p> <p>Learn how you can open up new opportunities in your career: <a href="https://lpi.org/Zd7">https://lpi.org/Zd7</a></p> <p>#LPI #LPIC #BSD #DevOps #FOSS</p>	<p>Want to follow a career in #IT motivated by passion and involvement in powerful technologies that drive the world around us? Learn skills in #FOSS by reading free Linux Professional Institute (LPI) learning materials, and demonstrate your skills to new employers by getting certified.</p> <p>Learn how you can open up new opportunities in your career: <a href="https://lpi.org/Zd7">https://lpi.org/Zd7</a></p> <p>#LPI #LPIC #BSD #DevOps #FOSS</p>	<p>Want to follow a career in #IT motivated by passion and involvement in powerful technologies that drive the world around us? Learn skills in #FOSS by reading free Linux Professional Institute (LPI) learning materials, and demonstrate your skills to new employers by getting certified.</p> <p>Learn how you can open up new opportunities in your career: <a href="https://lpi.org/Zd7">https://lpi.org/Zd7</a></p> <p>#LPI #LPIC #BSD #DevOps #FOSS</p>	<p>Want to follow a career in #IT motivated by passion and involvement in powerful technologies that drive the world around us? Learn skills in #FOSS by reading free Linux Professional Institute (LPI) learning materials, and demonstrate your skills to new employers by getting certified.</p> <p>Learn how you can open up new opportunities in your career by following the link in our bio.</p> <p>#LPI #LPIC #BSD #DevOps #FOSS</p> <p><a href="https://lpi.org/Zd7">https://lpi.org/Zd7</a></p>	2
				<p>Have experience in #linux and</p>	

The Evergreen SMAK images, layout files and translations can be found here:

[https://drive.google.com/drive/folders/12FH5yLE9cvmU\\_pwlygUyLY6aIL7A-JeL?usp=sharing](https://drive.google.com/drive/folders/12FH5yLE9cvmU_pwlygUyLY6aIL7A-JeL?usp=sharing)



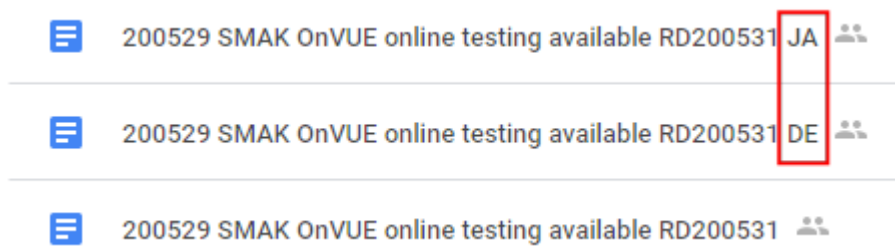
Feel free to make a copy of the Evergreen Social Campaign document for translation. Since when changing the language, it may also make sense to change the target URL, you should consider updating the tracking links (page 11) so that they lead to the URL with the correct target language. For example <https://lpi.org/ja/devops> instead of <https://lpi.org/devops>

# How Translations Are Managed

In many cases, international social media content can also be relevant for a regional audience. As a local individual, you know best what is of interest in your area and what you should therefore translate.

## Get informed about new SMAKs

If you would like to be informed about new SMAKs, please subscribe to our email distribution list. To do that, just send an email with the subject "SMAK list" to [social@ipi.org](mailto:social@ipi.org). You can then decide whether or not you would like to translate the content and publish it regionally. If you want to translate content, just duplicate the SMAK text document in the shared folder and give it a name with the shortcode for the destination language.



## Evergreen SMAK translations

The Evergreen content can be translated in the same way, just in a copied Google sheet. Because Evergreen content can be used over a longer period of time, it is recommended to translate it.





# What's Not Allowed on Social Media

Posts on all publishing channels of Linux Professional Institute have to be respectful in tone and free of stereotypes or characterizations based on ethnicity, gender, sexual preference, sexual identity, religion, age, nationality, or economic status. Posts should be free of shaming, bullying, and unnecessarily harsh language directed at individuals or groups.

Posts should not be controversial, as this can reduce trust in Linux Professional Institute as a professional organization.



Therefore, these topics have no place on social media:

- Sex & sexual offenders
- Crime
- Religion
- Politics
- Controversial opinions (often recognisable by the fact that they relate to the above points)

# Social Media Header and Profile Images

Header images and profile icons on social media are strong representers of a brand. This is why it is important to use consistent images when representing Linux Professional Institute.

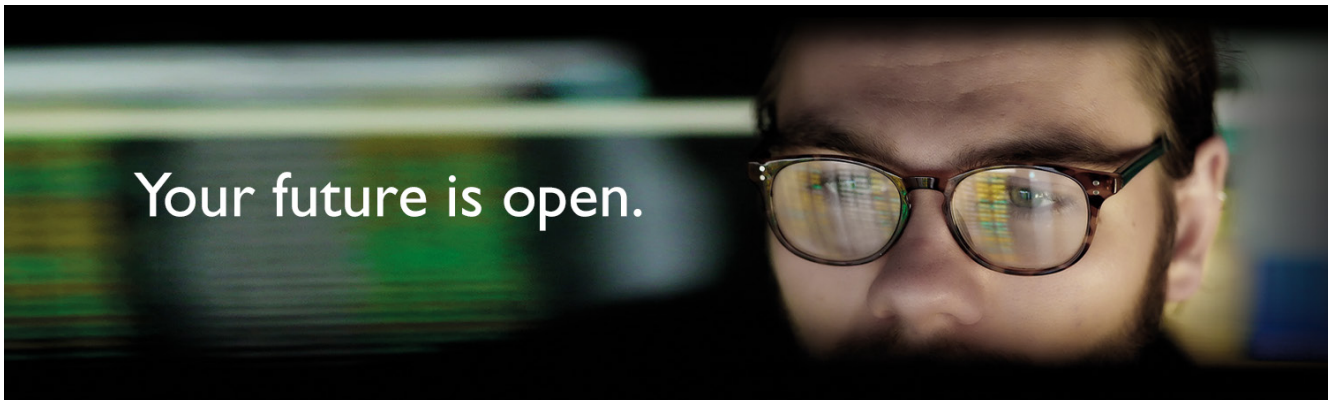
You can find all official images and logos on: [www.lpi.org/partner-resources](http://www.lpi.org/partner-resources)



## Profile image

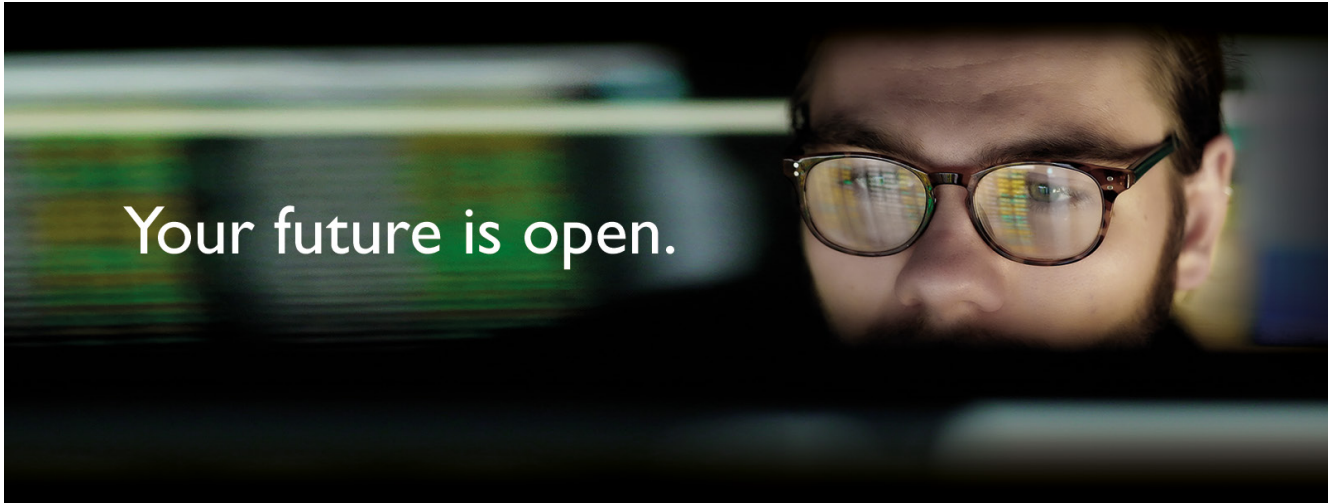
For Facebook, Twitter, and LinkedIn: 325 x 325 px

For Instagram: 150 x 150 px



## Twitter

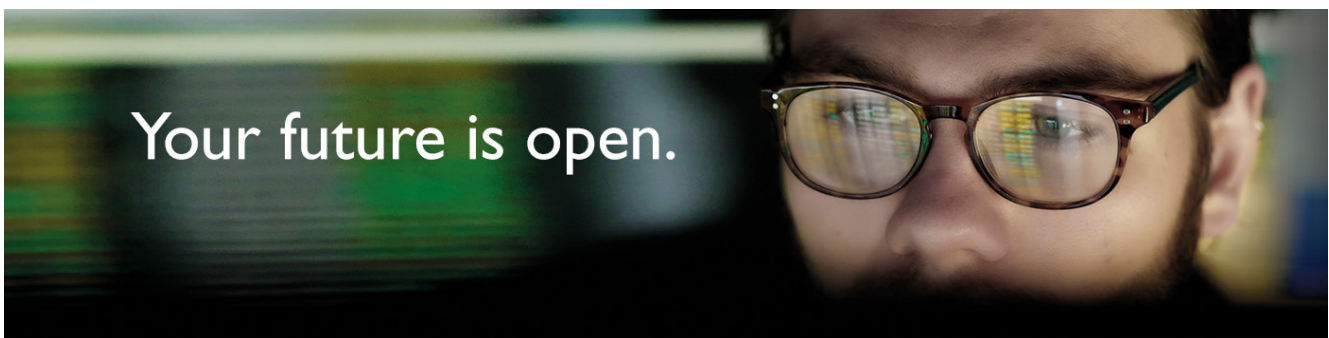
Header image size: 1500 x 500 px



## Facebook

Header image size: 1702 x 720px, auto scaled by Facebook

Important: The cover image displays at 820 pixels wide by 312 pixels tall on your Page on computers and 640 pixels wide by 360 pixels tall on smartphones. High resolution desktop and laptop screens are becoming increasingly popular. If you want your Facebook cover image to look sharp on large displays, you need to double your image size. That's where 1702 x 720px is from.



## LinkedIn

Header image size: 1400 x 700px, auto scaled by LinkedIn

