Social Media Guidelines

This document is a proposal currently under discussion - it has not yet been accepted by the Bigtop community.

The original text was taken from Apache Cloudstack's Social Media Guidelines: Social Media Guidelines

Apache Bigtop Social Media Guidelines

The Apache Bigtop project has a Twitter account (@ASFBigtop) that it can use to spread news about the project and promote the project.

- Apache Bigtop Social Media Guidelines
    - Access to Social Media Accounts
    - Do's and Don'ts for Social Media

Access to Social Media Accounts

Access to the social media accounts can be granted to any committer or PMC member who would like to participate. When possible, access will be through Hootsuite or another tool that does not require disseminating the login credentials.

Do's and Don'ts for Social Media

Before posting anything, you'll want to familiarize yourself with Apache's Media and Analyst Relations page and brand management page.

Whether you're posting from a personal account **about** Apache Bigtop or posting from one of the official accounts, there are a few things you want to keep in mind.

- **Anything said in public is fair game for press.**
    - Never post anything via social media you wouldn't want to see reported on news sites.

- Make sure what you're saying/sharing is appropriate for all audiences, and reflects well on Apache Bigtop.
    - Be polite when talking about Bigtop and responding to questions.
    - Informal voice is OK, but keep it factual and welcoming
    - Absolutely no use of NSFW language, images, or scenarios when using official Apache Bigtop accounts – and avoid associating Apache Bigtop with anything that is likely to be considered offensive.

- Share relevant, positive information.
    - Feel free to share stories about Bigtop, whether they come from the Bigtop community, tech press, or folks outside of the press and community.
    - Avoid sharing negative stories about "related or similar" projects.
    - Keep posts/reposts relevant. Everybody loves LOLCats, but it's probably best not to share them from the official Bigtop social media accounts.
    - Please share event information **so long as it's Bigtop-related**. *e.g.* Promoting an event where there are talks about Bigtop is spot-on. Promoting an event only because a vendor that has an interest in Bigtop is participating would be outside the scope of Bigtop social media accounts.

- Be sure information is public
    - Companies sometimes discuss plans/ideas informally at events. It's often a good idea to ask before sharing information on social media if it might be considered non-public. (For example, information presented during a talk should be fair game. Information shared over dinner may not be for public dissemination.)

- Bigtop does not have "sponsors", events and activities have sponsors.
    - Avoid language like *$foo_company is sponsoring the Apache Bigtop project*.
    - Companies **can** sponsor events and activities. For example, *$foo_company is hosting a Bigtop meetup in Atlanta this weekend*.

- Don't use Apache Bigtop social media accounts to promote unrelated commercial activities.

- **When in doubt, ask**
    - If you're unclear on whether a post or item is OK, ask on the project mailing list. The other contributors on the list will **always** be happy to discuss and guide other contributors on what is and isn't appropriate for our social media activities.