



Announcement Guidelines

Decentralized Cloud Foundation (DCF) collaborates with many teams and organizations throughout the ecosystem. We often collaborate with the project to review your blog post, determine the most strategic timing for the post, and then cross-promote across our relevant social media accounts of Crust.

Content guidelines

- The post should be strategic in nature, focusing on the tech rather than the “announcement” element.
- The team should point to the work, in order to attract attention for the project and demonstrate momentum in the ecosystem. It should be informative for builders and the larger community.
- The post should include a link to github repo or elsewhere, to showcase what’s built so far.
- Suggested flow for the post:
 - This is what the team has built so far.
 - This is what the team's plan is for continued development.
 - This is how the technology will contribute to the Crust ecosystem.

Approval process

- Team drafts the announcement.
- Team sends the draft to their contact at Crust Grants Program. Please factor in 24-48 hour turnaround time for DCF grant committee to review. **The review is also available by email at grants@crust.network.**
- DCF grant committee reviews the document, confirms technical information, and discusses timing for the release. Depending on other DCF and Crust announcements, we may recommend holding the story for maximum impact and PR. But we will work closely with the team to find the most optimal time for both parties.
- Team publishes the post, notifies DCF, and DCF co-promotes on social media.

Key components

1. A blog post header image
 - a. An image helps when sharing the announcement on social. It’s more prominent in the social feeds and looks more professional.
 - b. Images ideas include showing how Crust Network fits into your flow. Or you can simply put the teams’ logos next to each other.

2. About your team
 - a. This is a chance to share more about your project and what it does.
 - b. You can also highlight additional use cases for this new integration.
3. How your team is working with DCF/ Crust Network
 - a. Illustrate the rationale for the relationship - why did you decide to collaborate with DCF/Crust Network?
 - b. Describe the benefits of building on Crust. (IPFS compatible, ease of use, ease of deployment, decentralized, trusted, etc.) and was it important to have these features for your project.
4. Quote
 - a. Your CEO / CTO / Founder may want to include a quote of why they picked DCF to help gain more visibility and traction in the market.
5. Description of DCF

Feel free to incorporate DCF language into release, as relevant: “DCF (Decentralized Cloud Foundation) funds and incubates teams and projects, to build decentralized cloud infrastructure and applications of Web3.0. It has funded the decentralized storage project Crust Network and will extend the effort to the funding of development and research projects that drive user experience, business potential and technical innovation.”
6. Social connections
 - a. Add the opportunity or best channel for people to connect with both of us.
 - b. Here is language you can use about DCF & Crust: “Learn more about DCF and Crust by visiting their [website](#). To learn more about the latest developments of Crust and DCF, join them on [Medium](#) or [Twitter](#).”

Recommended language

1. Do use specific verbs such as integrate, support or build.
2. Do not use descriptors like partner/partnership, collaborations, affiliate, strategic or long-term in these announcements - due to the various and evolving ways DCF works with the ecosystem.
3. Do not describe your technology as the “first” to build on Crust – timing for launch implementations across all our projects is indefinite.
4. Do not indicate that DCF or Crust prefers a certain technology over all others:
 - As such, do not use: “DCF recommends that teams use this tech to build x”
 - Instead speak to the merits of the tech: “this technology provides great utility for the Crust network through...”

We look forward to working with you to build momentum for your project and the adoption of Crust! **If you have any questions or would like to plan an announcement, please email grants@crust.network.**

Guidelines updated April 2021