

# Standard Operating Procedure (SOP) for Social Media Posts by FINOS Ambassadors

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## Purpose:

This SOP outlines the steps and best practices for FINOS Ambassadors to create, publish, and promote social media posts that align with the FINOS mission, promote open-source financial technologies, and engage with the broader community.

## Scope:

This SOP applies to all FINOS Ambassadors who post on social media platforms, including Twitter (X), LinkedIn, and others, on behalf of FINOS or to promote FINOS-related content and events.

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## Procedure:

### 1. Content Creation

- **Responsibility:** FINOS Ambassador
- **Description:**
  - **Identify the Purpose:** Posts should focus on:
    - Promoting FINOS events, meetups, or conferences.
    - Highlighting contributions to FINOS projects.
    - Sharing insights on open-source technologies in finance.
    - Announcing new releases or updates from FINOS.
  - **Keep it Concise:** Social media content should be direct, engaging, and no longer than necessary. Use short, attention-grabbing statements or questions.
  - **Hashtags:** Use relevant FINOS and industry-specific hashtags to increase visibility, such as #FINOS, #OpenSource, #Finance, #OpenFinance, #FinTech, #FinancialServices or others that are relevant to the post's content.
  - **Visuals:** Where possible, include images, GIFs, or videos to increase engagement. FINOS can provide branded visuals or templates for use.
  - **Branding:** FINOS logos, project logos, and SIG logos [can be found here](#)
  - **Tagging:** Tag FINOS (@FINOSFoundation on Twitter, @FINOS on LinkedIn) and other relevant accounts to increase visibility and cross-promote.

- **Call-to-Action (CTA):** Encourage engagement by including a CTA, such as:
  - "Join us at the next FINOS meetup!"
  - "Contribute to our latest open-source project."
  - "Learn more about FINOS's mission."
- **Deliverable:** Social media post draft, including hashtags, visuals, and CTA.

## 2. Post Scheduling and Publishing

- **Responsibility:** FINOS Ambassador
- **Description:**
  - **Select Optimal Timing:** Post at times when your target audience is most active. Ideal times may vary by platform:
    - LinkedIn: Weekdays between 8 AM and 10 AM or 12 PM and 2 PM.
    - Twitter: Weekdays between 9 AM and 11 AM or 1 PM and 3 PM.
  - **Frequency:** Aim to post regularly, but ensure that posts are spread out to avoid overwhelming your audience (once or twice per week is a good balance).
  - **Re-Posting Support:** To amplify reach, share a link to the published post with FINOS so it can be re-posted on official FINOS channels (especially LinkedIn).
- **Deliverable:** Social media post scheduled or published live, with link shared to FINOS for potential re-posting.

## 4. Engagement and Interaction

- **Responsibility:** FINOS Ambassador, FINOS POC and FINOS Marketing
- **Description:**
  - **Monitor Engagement:** After posting, monitor the post for comments, likes, shares, and interactions. Respond to comments or questions to maintain engagement and foster conversation.
  - **Amplify the Message:** Share with FINOS and other community members to reshare or engage with your post, engage with their responses and amplify their messages by resharing relevant posts or providing additional commentary.
  - **Encourage Collaboration:** Promote engagement by inviting followers to share their thoughts, contribute to projects, or ask questions about the content.
- **Deliverable:** Ongoing engagement with social media audience.

## 5. Post-Event or Follow-Up Content (If Applicable)

- **Responsibility:** FINOS Ambassador
- **Description:**
  - **Share Event Highlights:** If the post was related to an event, share a follow-up post with key takeaways, speaker highlights, or a link to the event recording.
  - **Thank You Post:** Acknowledge participants, speakers, and attendees, and thank them for their involvement.
  - **Survey or Feedback:** If applicable, include a link to a post-event survey or encourage participants to provide feedback.

- **Deliverable:** Follow-up or post-event social media post.

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## **Roles and Responsibilities**

- **FINOS Ambassador:**
    - Draft, review, and publish social media posts.
    - Engage with the audience and promote open-source financial technologies.
    - Monitor post performance and adjust strategies as needed.
  - **FINOS Marketing/Communications Team:**
    - Provide branded templates, visuals, and any necessary support.
    - Review and approve posts for major announcements if the Ambassador requests it.
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