

@inkonchain Social Media support

Content guide for Ecosystem Projects



The Ink team is always excited to spotlight great work from the community. To make sure your work can be amplified in a smooth and compliant way, please check the below guide on what kinds of posts can be amplified, and what might keep us from engaging.

Thanks for helping grow the Ink ecosystem!

1. Content @Inkonchain account can engage with

@inkonchain is happy to engage with content that is:

Factual, neutral and utility-focused

- Explains what users can do:
 - 'You can now bridge to @inkonchain in 3 clicks with [dapp name]'
 - 'Our dapp lets you create [feature] on @inkonchain.'
- Highlights ecosystem activity in a non-speculative way:
 - Transactions / active contracts / integrations.
 - New tools, infra, and apps deployed on @inkonchain.
- Focused on community & governance:
 - Events, hackathons, grants, governance proposals, workshops.

Clear about roles and entities

- Uses correct, factual framing such as:
 - 'Built on @inkonchain'
 - 'Live on @inkonchain'
 - 'Integrates with @inkonchain'

Brand-safe & compliant

- Uses approved @inkonchain branding assets as provided by the Ink Foundation.
- Uses 'Not financial advice' where content is adjacent to financial topics, but still stays within the allowed zone below.

2. Content @inkonchain will not engage with

@inkonchain will not like, repost, quote-tweet, or co-sign posts that include any of the following:

Partnership / affiliation overreach

- ✗ 'Partner', 'partnership', 'strategic partner' unless there is a formal, signed partnership agreement.
- Safer alternatives you can use:
 - 'In collaboration with @inkonchain'
 - 'Building on @inkonchain'
 - 'Joining forces with @inkonchain' (only if it doesn't imply legal/financial partnership).

Financial / investment or token-related language

- ✗ Promises, guarantees, or implications of financial return:
 - 'Guaranteed yield,' 'safe returns,' 'low risk,' 'to the moon,' 'easy passive income,' etc.
- ✗ Any price or value discussion about the Ink token or any other token:
 - No price charts, ATH talk, 'next 100x,' etc.
- ✗ References to:
 - Yields, APYs, APRs, ROI, 'profit strategies,' backtested performance. Tokenomics / distribution framed as an investment pitch.
 - Listings, fundraising, or 'getting in early.'
- Even with disclaimers, @inkonchain will not engage with posts that suggest growth in value or profitability or investment opportunities.

Prohibited verticals & risky themes

- ✗ Gambling or wagering references.
- ✗ Prediction markets.
- ✗ Content that could be read as encouraging speculative trading, betting, or financial gamesmanship around @inkonchain or Ink token.

Hype / misleading style

- ✗ 'Hype-only' posts, especially when combined with financial themes, e.g.:

• 🚀, 💰, 🌙 emojis, moon / ape /

- ✗ Exaggerated, unverifiable claims:

• 'Safest chain,' 'best yields in crypto,' 'zero risk,' 'no liquidations.'

- ✗ Anything that suggests your project or @inkonchain guarantees outcomes or protects users from loss.

Misrepresentation of control or voice

- ✗ Posts that imply:

• The Foundation is directing or controlling a project it doesn't.

• The project is speaking on behalf of @inkonchain.

3. Practical copy tips for projects

If you want @inkonchain to be able to engage with your content, shape your posts like this:

Good patterns:

- 'We're excited to launch our app on @inkonchain, bringing [feature / use case] to users.'
- 'New integration: [Project] now supports @inkonchain, making it easier to [utility].'
- 'Developers can now build [use case] using [tool] on @inkonchain.'
- 'Join our community call to learn how we're building [utility feature] on @inkonchain.'

✗ Risky patterns (@inkonchain will avoid):

- 'Proud to announce our partnership with @inkonchain to bring the next 100x opportunity 🚀 💰'

- 'Stake now on @inkonchain for guaranteed yield / best APYs in the market.'

- 'XYZ token is going to the moon, don't miss out.'

- 'Bet on predictions for [event] using [dapp name] built on @inkonchain.'