

OpenHW Group Social Guidelines

This document covers the guidelines we use for posting on [OpenHW Group Twitter](#) and [OpenHW Group LinkedIn](#).

Objectives

One of the top priorities continues to be strategic visibility through analysts, press, and media with strong and constant communications in major world-wide geographies.

Social media is an important tool to help spread the word about OpenHW Group to our followers, as well as extend beyond our current follower base and engage with the extended community.

We strive to:

- Demonstrate industry thought leadership through original content and case studies.
- Amplify member progress through OpenHW Group communications.
- Advance topics and conversations that educate and advance OpenHW Group.
- Continue building positive affinity for OpenHW Group among key influencers and throughout the community.
- Drive engagement and participation in OpenHW Group.

To do this:

- Keep messages positive and uplifting.
- Communicate big picture ideas vs. news or “announcements.” News will be positioned less like an announcement and more centered around the larger ideas at hand.
- Share content across social media channels that benefit the ecosystem.
- Maintain a balance of posting on OpenHW Group activities/news and ecosystem-focused content.
- Share member, organizational, and community-sourced posts that are informational, engaging, and ecosystem-focused.
- Engage with the community through retweets, sharing, and original posting of community content.

Engagement

Engagement is the most important tool we have in our social media tool bag! We want to retweet on Twitter and share on LinkedIn any OpenHW Group content shared by the community. This will help bring broader awareness to those in the community that are talking about OpenHW Group.

Conversely, we want the community to re-share the content OpenHW Group posts to bring awareness to OpenHW Group outside the community that already knows us.

Let's keep the OpenHW Group enthusiasm going!

Types of Shared Content

- Updates on the OpenHW Group projects, including public information from task groups.
- OpenHW Group content in the key technical areas, including:
 - Current project activities or milestones
 - Software - development tools, firmware, operating systems
- Technical “how-tos”
- Editorials, news stories, insights, and perspectives that share information and show thought leadership
- Information on OpenHW Group events and upcoming events where OpenHW Group content is being presented

Guidelines

- For all OpenHW Group social activity, we strive to remain neutral.
- Owned content such as news, blogs, and case studies are shared via OpenHW Group channels.
- Member press releases will be shared via a retweet (Twitter) and a share (LinkedIn). It is preferred that the retweet and share come from a person at the organization and not the corporate handle.
- Sharing of upcoming event information is limited to OpenHW Group events, events where there is OpenHW Group content and that are posted on the OpenHW Group website, and community events (e.g., meetups).
- Member events such as webinars may be re-shared on OpenHW Group social channels, depending on the open availability on the OpenHW Group social channels.

- Images shared, unless specifically credited back to a community member, will meet the requirements of “free for commercial use” and “no attribution required.”
- Member posts, that are posted on their personal social channels, are encouraged to tag us on LinkedIn & Twitter (@openhwgroup) and utilize the following hashtags:
 - #opensource
 - #opensourcehw
 - #openhwgroup
 - #RISCV
 - #COREV

Shared Content Requests

- Please fill out the information required on our [Google Form](#).
- All requests should be made at least one week prior to the date in which you would like your post shared.
- We will respond to you only if the post is unable to be shared and our reasons why.

If you have any questions, please email Michelle Clancy at michelle@openhwgroup.org for more information.