Social Media Content Guidelines

These guidelines are meant to provide guidance on the types of social media content that best serve the Drupal community and anyone who wants to learn more about Drupal. Social media channels are moderated to ensure consistency and adherence to the guidelines.

Drupal branded channels
Target audiences: The Drupal community; anyone interested in Drupal

Drupal branded channels communicate information about Drupal that is important to the community, and that will help inform people outside the community about Drupal. Examples include:
- Information about Drupal.org
- Information about the project (i.e. updates on Drupal 8, sprints)
- News and information that demonstrates the positive impacts of Drupal around the world (articles, case studies)
- Content that helps people advance their Drupal skills
- News and information that stimulates the growth of Drupal

Drupal Association channels
Target audiences: The Drupal community, anyone interested in becoming involved in the community
- News and information about Drupal Association, its staff and activities, and Drupal.org
- Information about Drupal Association content (webinars, Drupal marketing materials)
- Information about Drupal Association programs (Drupal.org, memberships, partner programs, Global Training Days, grants and scholarships)
- Information about Drupal Association Supporting Partners and Technology Partners

DrupalCon channels
Target audiences: DrupalCon organizers, participants and attendees
- News and information about DrupalCons

Examples of content appropriate for these channels
- Significant events or achievements in your local Drupal community
- News relating to Drupal which you think deserves a wider audience
- You or your organization are using Drupal in an innovative new way or pushing the boundaries of what has previously been achieved
- Your local Drupal community is organizing a Drupal-related event of regional (or wider significance)
- Blog posts about your organization's contribution of a module or distribution (in a non-salesy way)
- News articles about Drupal
- Articles or case studies that focus on a use case of Drupal

Examples of content that may not be appropriate
- Company marketing campaigns
- Linking to a press release or news article that focuses on a specific company
- Overtly commercial destination URLs to marketing landing pages
- Posts which could be interpreted as compromising the [Drupal.org](#) [code of conduct](#)
- Posts that disparage a person or community
- Notices about local meetups