



Social Media

Social Media Objectives

- Keep the Drupal community informed about important news and information
- Curate content that helps people advance their Drupal skills
- Provide information about DrupalCon events
- Provide a way for people outside the community to learn about Drupal and how to get involved
- Promote Drupal

High-Level Content Strategy

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

Guidelines for Social Media Authors

- **Add something of value:** Our social media content will be helpful and valuable. *Content that is purely promotional in nature should not be posted.*
- **Be engaged:** We will be part of a conversation and not just a one-way broadcast channel. It is impossible to respond to every question or criticism, but we will do our best to maintain a dialogue.
- **If we make a mistake:** We will admit mistakes and will be upfront with a correction or deletion.

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

Social Media Accounts, Descriptions and Associated Teams

Twitter:

Account	Description	Team
@drupalassoc	Official account of the Drupal Association	Holly Ross: https://drupal.org/user/170038 Joe Saylor: https://drupal.org/user/2569096
@drupalcon	Primary DrupalCon twitter account (not tied to a specific DrupalCon event)	Paul Johnson: https://drupal.org/user/72810 Joe Saylor Stephanie El Hajj: https://drupal.org/user/1825764
@drupalconnoram - NEW	News and information about DrupalCon North America	Paul Johnson Joe Saylor Stephanie El Hajj DrupalCon Social Media team (varies by DrupalCon)
@drupalconeur - NEW	News and information about DrupalCon North America	Paul Johnson Joe Saylor

		Stephanie El Hajj DrupalCon Social Media team (varies by DrupalCon)
@drupal	Main account of the Drupal project	Paul Johnson Joe Saylor Laura Scott: https://drupal.org/user/18973 Angie Byron: https://drupal.org/user/24967 Tatiana Ugruimova: https://drupal.org/user/999848
@drupal_org	Drupal.org updates	Tatiana Ugruimova

Note, there are many additional Twitter accounts for various topics run by community members who graciously volunteer their time. For a full list, please visit the [Social Media directory](#).

Facebook:

Account	Description	Team
Drupal	Official Drupal account on Facebook	Cary Gordon: https://groups.drupal.org/user/2929 Dries Joe Saylor Paul Johnson George DeMet: https://groups.drupal.org/user/5264
DrupalCon	DrupalCon on facebook	Paul Johnson DrupalCon team

Pinterest:

DrupalCon	Official DrupalCon account on Facebook	Paul Johnson
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Flickr:

Drupal Association	Official DrupalCon account on Facebook	Paul Johnson
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Google+:

DrupalCon	Official DrupalCon account on Google+	Paul Johnson
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YouTube:

Drupal Association	Drupal Association account on YouTube	Joe Saylor Paul Johnson, Stephanie El-Hajj
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