

Twitter Usage (SPIFFEio)

Access

- The Twitter account can be accessed through buffer.com. TSC and the community chair have access to the account.
- If a project maintainer or team member needs access and wants to help manage, please reach out to community@spiffe.io.

Guidance on posts

- The following types of tweets are approved to be shared:
 - SPIFFE community activities such as events, blogs, comics, and surveys
 - Blog/articles mentioning SPIFFE and/or SPIRE
 - New SPIRE releases
 - New SPIRE features
 - User stories
 - New SPIRE integrations
 - SPIFFE and/or SPIRE sessions in events
 - Major updates to the SPIFFE spec
- The following types of tweets will not be posted
 - Links directly highlighting paid offerings based on SPIFFE
 - Tweets not directly related to the SPIFFE Projects or CNCF
- The following types of posts would be ok for “retweet” and “like”
 - Users and/or project team members sharing their thoughts about SPIFFE, SPIRE and related topics
 - A vendor announcing their support/integration with SPIFFE/SPIRE
 - Blog post mentioning a SPIFFE/SPIRE implementation
- The team would avoid tweeting/re-tweeting posts by the same user/vendor/team member multiple times over a two-week period.
- The team would avoid tweeting more than three tweets per week (not counting RT/Likes). The week of SPIFFE Community Day and other events like Kubecon will be an exception.

Scheduling and requesting posts

- Tweets will be planned in approx two weeks in advance [through this doc](#). Planned tweets will be published approximately two weeks in advance [in this doc](#) for optional comment by SIG-Community team members.
- Any urgent tweets will be shared to the #community Slack channel for comment before being posted to Twitter.

- Any community member can request a tweet through the #community Slack channel. Once approved by the maintainer and/or community chair, the tweet would be added to the schedule.

Recommended Hashtags

- Depending on the text/content of the tweet, the following hashtags can be added:
#CloudNative, #ZeroTrust, #SPIFFE, #InfoSec, #SPIRE #DevSecOps,
#ProductionIdentity, #NoSharedSecrets