



Public Relations and Media Policy and Procedures

As a Foundation with a shared commitment to sustainability, its standards, tooling, and best practices for building green software are of interest to businesses, the public, and other industry groups worldwide. It is important to present the GSF in a manner that is both accurate and consistent with the Foundations mission and approved messaging. Therefore, it is the organization's responsibility to provide accurate and consistent information to avoid any misunderstanding, misinterpretation, or confusion. In the interest of orderly, consistent, and proactive management of the information released to the media, the following policy and procedures are in effect. An additional Trademark policy outlines the use of the GSF logo.

Primary Spokespersons

The primary GSF spokespersons are the current GSF Working Group Chairs and all communication releases are ratified by the Steering Committee.

Secondary Spokespersons

If further commentary is deemed suitable, and for matters that require more specific subject matter expertise, the PR team will coordinate with the appropriate secondary spokespersons to develop responses in writing, or as is fitting to the situation.

Translation

In cases (and countries) where the translation is needed, the PR team will request assistance from local member companies or use translation tools. If a tool is used, a native language speaker check must be made. Translated responses will be attributed to the appropriate primary spokesperson.

Media Contacts

The main point of contact for press inquiries, please email news@greensoftware.foundation. We will provide targeted and approved information in response to press inquiries. The information, if attributed as quoted to any of the primary or secondary spokespeople, must be approved by these spokespeople.

GSF Quotes in Member Press Releases

Member Product/Service Press Releases

In order to remain neutral and fair to all member companies, GSF will not provide quotes in any member's product press releases. As the GSF community and membership continues to grow, and as products are continually released, it is not feasible for the GSF Board to provide equal and unbiased quotes for every GSF based product. Instead, GSF will provide social media promotion of members' new product announcements that reference GSF upon request and will highlight products that adhere to GSF specifications as appropriate on the GSF website.

New Member Press Releases

New GSF members are encouraged to announce their membership through traditional PR and social media channels. We ask that you notify Sean Mcilroy at least one week in advance by forwarding the PR you would like to publish so that it can get approvals from the GSF SC and arrange for a quote from an appropriate GSF Chair. Sample quote:

"The Green Software Foundation (GSF) is pleased to welcome [org name] to our exclusive network of software developers," said Asim Hussain, Executive Director GSF.

"Contributions from members like [org name] are what makes GSF the premier organization solving the toughest challenges in decarbonizing software today and we look forward to collaborating with the [org name] team, across all our GSF projects.

Responses to Inquiries from the Media

GSF members will not respond directly to inquiries from the media that pertain to the organization. Instead, such inquiries should immediately be directed to Sean Mcilroy, who will work with the appropriate subject matter experts to respond accordingly.

The PR Manager will:

- Be informed promptly when any GSF member receives a foundation-related inquiry from the news media.
- Keep the GSF Chairs informed of all relevant media situations and inquiries.

- Consult with the GSF Chairs to prepare statements for the PR team to release to the media.
- Coordinate any subject matter-specific inquiries with the appropriate spokesperson.
- Prepare and coordinate the review of all foundation news releases, gathering input from subject matter experts and gaining the approval of news releases by the Foundation Chairs to ensure that they are accurate and consistent.

GSF PR Dos and Don'ts

Do

- As a member of GSF, you may say that you are a member in public-facing documents, social media, and press releases. You may also;
 - say what work items you are working on and what working groups you are participating in.
 - make statements about why membership in GSF is valuable for your company.
- Link the words, “Green Software Foundation” and “GSF” to the GSF website at <https://greensoftware.foundation/> (See the GSF social media policy for appropriate hashtags #)
- List the other members of GSF provided those members have publicly announced their membership and appear on the GSF website.
- Members can publicly announce their GSF membership. Use the approved GSF boilerplate description as follows in your announcement:

About GSF

The Green Software Foundation is a non-profit with the mission to create a trusted ecosystem of people, standards, tooling, and best practices for building green software. The Green Software Foundation was born out of a mutual desire and need to collaborate across the software industry. Organizations with a shared commitment to sustainability and an interest in green software development principles are encouraged to join the Foundation to help grow the field of green software engineering, contribute to standards for the industry, and work together to reduce the carbon emissions of software. To learn more visit <https://greensoftware.foundation/>

Don't

- As a member of GSF, you are not authorized to speak on behalf of GSF without being expressly asked to do so by the GSF leadership or the communications team listed above.
 - Please do not respond to press inquiries on behalf of GSF.
 - Again, we ask that all media inquiries be directed to Sean Mcilroy.
- Referencing confidential, proprietary, or non-public information about GSF or its specifications is prohibited.
 - We know it is tempting to say that your new product follows the latest and greatest GSF specifications, but if that spec has not been publicly approved and announced, please don't reference it in your public-facing materials.
 - Additionally, we request GSF members not publicly share proprietary information from their company, partners, customers, vendors, or competitors.
- Membership information that has not been made public by the member company and GSF is also considered confidential information. Please don't share new member information that hasn't already been made public.
 - Only the GSF and the newly joining GSF member company can announce a new GSF membership.
- In your company communications, do not say or imply approval or preference for your product or service by GSF.

Thanks in advance for your cooperation.