GETTING STARTED
PHASE 1
STABLE BUT NOT STATIC
PHASE 3
PHASE 2
GROWING

It Takes a Village
Open Source Software Sustainability

COMMUNITY ENGAGEMENT

Phase II: Establishing Community Engagement Infrastructure

Activity 11: Consider Branding and Consistency Issues

Goals

1. Ensure your community is finding accurate and consistent information across all platforms over which the program has direct control

Prerequisites

None

Who Should Participate?

Program staff (operational expertise), Community representatives

Length

60-90 minutes

Definition

A brand "is the sum total of how someone perceives a particular organization. Branding is about shaping that perception." Ashley Friedlein – Econsultancy

Instructions

Your program has a name and mission with an associated overall brand, logo and/or tagline. You need it to be properly used and maintained in multiple places.

1. Consider yourself as someone with a professional brand/logo. You have a presence in multiple places. Take 5 minutes and write down all the places you need to revisit and update if you were to change professional positions (i.e. your professional brand). Examples could include LinkedIn, GitHub, ORCID, Facebook, etc. At the end of 5 minutes, you should have a greater sense of the range of places and platforms a "brand" can live. Next shift your focus to the program's brand.

2. Create a list of platforms on which the program has control of the content (e.g. website, wiki, GitHub Readme's, etc.)

3. Review consistency of branding on those listed platforms. Do they have the most recent logo? Is there outdated or inconsistent info?

   ▪ If consistency is lacking, consider creating a page on the program website/wiki with the official logo, tagline and how it should be used.

4. Develop a regular schedule and who is responsible to review and confirm that all internal documentation and external-facing communication channels such as landing pages, FAQs, etc. are internally consistent and reflect the most recent messaging.

   ▪ This is an opportunity to refer to/review/update/tweak the Communication and Engagement Plan (CE Activity: *Create a Communication and Engagement Plan*).