

/ PR AND SOCIAL MEDIA GUIDELINES FOR PARTNERS /

PRESS RELEASES

Submit third-party or partner news release requests via your Wind River® Alliance Representative for routing to the Wind River corporate communications team. News release guidelines are as follows:

1. The headline must clearly show that the announcement is coming from the partner company and cannot give the impression it is a joint news release unless a joint release has been agreed upon.
2. Wind River does not permit the use of the company boilerplate or PR contact information in third-party news releases.
3. If the news release mentions any joint sales, marketing, or support work as part of the agreement, this mention needs to be approved by Wind River and a formal joint contract. We request a two-week approval cycle for joint releases.
4. If you are requesting a quote from a Wind River representative, we need to review and approve the entire news release, including the proposed quote.
5. Wind River will not approve quotes that endorse your products or services relative to other competitive offerings. For example, Wind River will not say you offer the “best” product or service.
6. Do not use superlatives, hyperbole, or terms such as “the only” or “the first” in your release unless they are substantiated by data from a reputable third-party source.

SOCIAL MEDIA

Wind River participates in the following social media channels: 1) *Wind River Blog*, 2) *Twitter @WindRiver*, 3) *Wind River on LinkedIn*, and 4) *Wind River on Facebook*. The primary objective of these social media channels is to foster direct, relevant conversations with the many public audiences of Wind River around the world, including influencers, customers, partners, and colleagues.

If your partner company would like to engage with Wind River on social media, contact social-media@windriver.com. The Wind River social media team will provide the alliances team with initial instructions and documents to activate next steps with the partner company.

General Recommendations for Cross-Promotions

- Follow @WindRiver on *Twitter*, follow Wind River on *LinkedIn*, and like Wind River on *Facebook*.
- Add a comment to an existing Wall post from Wind River.
- If you support or agree with a post or an element on our Facebook page, click “Like.”
- Comment on or share Wind River content, such as news or items from the Wind River Blog, @WindRiver Twitter feed, white papers, or other resources, and include the URL.
- Share and celebrate Wind River public successes.
- Share your enthusiasm for upcoming events or reflect and share photos or videos from joint activities.