

Insider Scoop

- Internet2 members have continuously noted that industry engagement provides the greatest value when it is deeply collaborative and strategic.
- Internet2 members look for industry collaborations that drive toward a deep understanding of the challenges and shared development of solution opportunities.
- Internet2 members have expressed interest in working with industry collaborators focusing on long-term, strategic value rather than short-term gains.
- Bottom line: direct sales pitches do not work and are perceived as transactional.

Industry Member Communications Guidelines

Internet2 industry members are a valued part of the community, helping to advance research and education through collaboration and technology solutions. These guidelines are designed to support your organization in creating trusted, productive, and community-aligned communications — from press releases and case studies to blog posts, social content, and presentations.

Internet2 communication channels are not intended for publishing general marketing, promotional announcements, press releases, or broad information about services or events. We prioritize amplifying and supporting content that embodies our guiding principles and adheres to our guidelines and policies.

GUIDING PRINCIPLES

1. Emphasize Collaborative Value:

Highlight the unique benefits that emerge from collective efforts of engaging with the Internet2 member community, rather than focusing solely on individual products or services.

2. Lead with Purpose, Not Promotion:

Center communications on shared goals, Internet2 member community impact, or problem-solving, rather than sales-driven messaging.

3. Build Trust Through Value:

Focus on delivering useful, relevant content that meets the needs of research and higher education institutions, and avoid overly promotional tones that can erode trust.

4. Contextualize Offerings:

Present products or services as part of a larger story of collaboration that spotlights another member's work and shared impact, not as the central message.

INTERNET2 GUIDELINES AND POLICY

- Our [PR Guidelines](#) are a great place to start if your communications team is interested in producing an announcement or blog post about your company's involvement with Internet2.
- Our [Internet2 Logo Usage Policy](#) provides guidelines around logo usage, trademark, and style.
- Please note: Internet2 communication channels are reserved for curated content, not broad information about services or events. This ensures our messages remain focused and impactful.

SOCIAL PROOF



The examples below highlight success stories, collaborations, and community engagement with industry members.

- [Behind the Security Track with Drew Sidel: Shaping an Unmissable CommEX25](#), resulted from a deep engagement with the 2025 Internet2 Community Exchange program committee.
- [From Cyclones to Cybercriminals: How One University Protects Data in Tornado Alley](#), showcased real-world problem-solving through a collaboratively developed solution involving industry, a state R&E network, and Internet2.
- [Transforming R&E Networks Through Automation: Q&A with Network to Code and Internet2](#), resulted from a deep engagement in an Internet2 Network Services-led community group on automation.
- [Containerlab: A Free and Simple Way to Build Your Complex Virtual Test Lab](#), focused on how R&E networks are using an open source resource to overcome network testing challenges, with an opportunity for hands-on learning through a jointly-hosted workshop that fostered further discussion and collaboration.
- [Anthropic Launches Claude for Education with Campus Wide AI Access for Higher Ed](#), highlighted multi-member collaboration spanning industry, higher education, and Internet2 to address shared challenges through community-driven integration of a rapidly evolving technology.
- [NET+ Panopto Webinar: Navigating the 2026 ADA Guidelines](#), featured a timely, expert-led community panel discussion to help institutions navigate new ADA accessibility guidelines.

SPOTLIGHTING INDUSTRY MEMBERS

Internet2 Community News Spotlight

A monthly blog that spotlights timely community stories across all membership categories.

Share your institution's stories for consideration with
Amber Rasche, Communications Manager
arasche@internet2.edu

Internet2 social media channels

([Facebook](#), [Instagram](#), [LinkedIn](#)) support welcoming new industry members to the community. Examples include:

- New industry member
-[IPv4.Global](#)
- New industry member and Cloud Scorecard participants
-[Ivy.ai](#)
-[Portkey](#)
-[Cloudforce](#)

Internet2 member stories

We also support amplifying member stories that follow our guiding principles. Examples include:

- [NET+ Instructure Canvas Service Advisory Group](#)
- [Catalyst to Catalyst: Unicorn](#)
- [Catalyst to Catalyst: Moran Technology](#)
- [NET+ Panopto Webinar: Navigating the 2026 ADA Guidelines](#)
- [Behind the Security Track with Drew Sidel: Shaping an Unmissable CommEX25](#)



Internet2 Communications Team Contacts

Get in touch with the communications team directly using the contact information below.

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Industry Members' Content Use Checklist

Before creating or distributing any long-form content referencing Internet2, such as press releases, announcements, blog posts, case studies, and promotional webpages, confirm the following:

Approval & Submission

- ☐ Content has been submitted to Sara Aly, Director of Communications, at saly@internet2.edu for approval.
- ☐ Submission occurred **at least 10 business days** before the planned release.

Language & Brand Use

- ☐ All references to Internet2, its members, alliances, or initiatives use approved language.
- ☐ The Internet2 logo is used in compliance with official logo usage, trademark, and style guidelines.

Member Mentions

- ☐ Advance approval has been obtained from **any Internet2 members** mentioned in the content.

Coordinate Timing

- ☐ Coordinate with the Internet2 communications lead to determine the optimal day(s) and time(s) for maximum impact and minimal conflict regarding the timing of the communication.

Endorsements & Product References

- ☐ No implication that Internet2 endorses specific products or services.
- ☐ **Product or service launch** references clearly show relevance to the Internet2 community (e.g., co-development through Internet2).

Costs & Funding

- ☐ The industry member is covering all costs related to content creation and distribution.