



## Social Media

### Samples of what is acceptable:

#### **Gartner Cool Vendor**

Gartner designates ABC COMPANY a 2014 Cool Vendor in digital marketing

**Why is this OK?** *It maintains Gartner's objectivity and does not imply ABC COMPANY has been featured, highlighted, showcased or given an "award".*

#### **Gartner Critical Capabilities**

Gartner gives ABC COMPANY highest scores in 3 of 4 RaaS Use Cases: workload recovery, extended recovery & managed recovery

**Why is this OK?** *The statement includes the total number of Use Cases and identifies those where highest scores were achieved, giving the reader a proper perspective.*

#### **Gartner Hype Cycle**

ABC COMPANY listed as sample vendor in Gartner Hype Cycle for emerging technologies

**Why is this OK?** *It accurately reflects the vendor mention in the report, as opposed to stating ABC COMPANY has been "featured", "showcased", "highlighted", or "profiled", which imply endorsement.*

#### **Gartner Magic Quadrant**

New Gartner research positions ABC COMPANY in leaders quadrant for data integration tools

**Why is this OK?** *It notes that ABC COMPANY was positioned in the leaders quadrant, not named the leader.*

#### **Gartner Market Guide**

Gartner cites ABC COMPANY as a "representative vendor" for E-mail Marketing in Market Guide.

**Why is this OK?** *It accurately reflects the vendor mention in the report, as opposed to stating ABC COMPANY has been "featured", "showcased" or "highlighted", which imply endorsement.*

#### **Gartner Market Statistics**

Gartner ranks ABC COMPANY #1 for worldwide security market share in 2013; overall market totaled \$13.5 billion in revenue

**Why is this OK?** *It accurately reflects the rating, market segment and maintains Gartner's independence.*

#### **Gartner Vendor Rating**

ABC COMPANY secured "Positive" overall rating by Gartner new Vendor Rating report.

**Why is this OK?** *It accurately reflects the rating and maintains Gartner's independence.*



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### Samples of what is unacceptable:

#### **Gartner Cool Vendor**

ABC Company featured in 2014 Gartner Cool Vendor award for digital marketing

**Why is this not OK?** The report does not “feature” any vendor, nor does it reflect any award status. It is a selection of vendors recognized to be innovative, impactful and intriguing. The terms “featured” and “award” are inaccurate and imply endorsement.

#### **Gartner Critical Capabilities**

Gartner ranks ABC COMPANY #1 solution in new Critical Capabilities report.

**Why is this not OK?** The ranking and #1 reference imply a “stack ranking”, which is inaccurate. The statement also leaves out important context.

#### **Gartner Hype Cycle**

Gartner cites ABC COMPANY as leading Content Management vendor in Hype Cycle.

**Why is this not OK?** The Hype Cycle provides a sample listing of vendors; no ratings are associated with this content type. This wording is incorrect and implies endorsement.

#### **Gartner Magic Quadrant**

ABC COMPANY is the leader in Gartner Magic Quadrant, above all others in secure mobile content access space.

**Why is this not OK?** Stating “the leader” implies that ABC COMPANY is the single leader, as opposed to a leader among other leaders in the quadrant. Also, “above all others” implies the quadrant position is a stack ranking.

#### **Gartner Market Guide**

Gartner cites ABC COMPANY as leading E-mail Marketing vendor in Market Guide.

**Why is this not OK?** The Market Guide provides a representative listing of vendors; no ratings are associated with this content type. This wording is incorrect and implies endorsement.

#### **Gartner Market Statistics**

Gartner ranks ABC COMPANY #1 for worldwide security market share in 2014, noting 3x faster growth over leading competitor XYZ CORP

**Why is this OK?** Our research may not be used as a weapon against a competitor. Also, Gartner does not allow 1:1 vendor comparisons.

#### **Gartner Vendor Rating**

ABC COMPANY cited by Gartner as the leading Content Management provider and a formidable player in the small and midsize business market.

**Why is this not OK?** The Vendor Rating reflects the rating of a single vendor; it does not look at a competitive landscape. This wording is incorrect and implies endorsement.