



Preparing for SAP TechEd Las Vegas? Don't forget to incorporate social media into your existing plan! These five simple tips will help you begin.

1

The conversation has already started. Begin to establish your presence today by using the official conference hashtag: **#SAPTechEd**

2

Follow the SAP TechEd accounts – **we'll follow back!**
[Twitter](#) • [Facebook](#) • [YouTube](#) • [Instagram](#)

3

While it is still important to promote your booth numbers and giveaways, make sure that followers remain engaged with additional content on your pages, **like polls, helpful resources, thought leadership content from your company's speakers, etc.**

Promote your brand while providing content attendees want to read.

4

Setting concrete goals is a crucial part of the planning process.

Want to have more people interact with your brand? We recommend measuring an **increased amount of engagement**, (shares, comments, likes and clicks based on the content you post.)

5

Engage with the audience early and often, Here's a fun example of an active thread from our CTO:



If you have any questions, please contact me via e-mail.

Dianna DiSanto, Social Manager, SAP Events dianna.disanto@sap.com / [@diannadisanto](https://www.linkedin.com/in/diannadisanto)