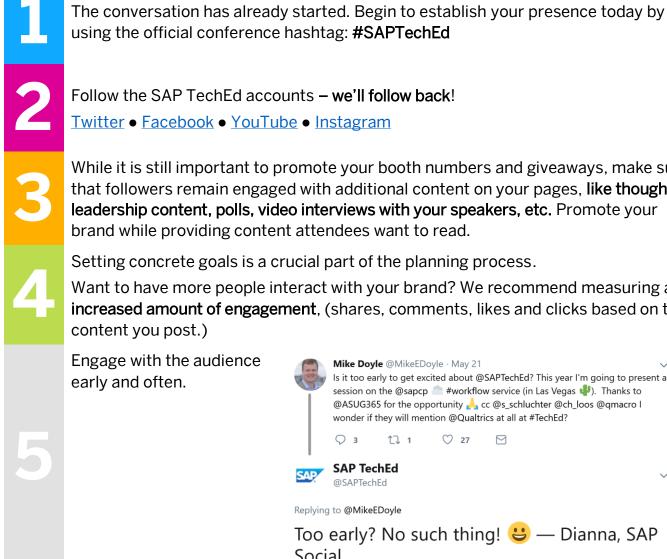




Preparing for SAP TechEd Las Vegas? Don't forget to incorporate social media into your existing plan! These five simple tips will help you begin.



using the official conference hashtag: #SAPTechEd

Follow the SAP TechEd accounts - we'll follow back! Twitter • Facebook • YouTube • Instagram

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 thought leadership content, polls, video interviews with your speakers, etc. Promote your brand while providing content attendees want to read.

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.)

Engage with the audience early and often.



Too early? No such thing! 🙂 — Dianna, SAP Social

If you have any questions, please contact Dianna via e-mail. Dianna DiSanto, Social Manager, SAP Events dianna.disanto@sap.com