



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 thought leadership content, polls, video interviews with your 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.



Mike Doyle @MikeEDoyle · May 21

Is it too early to get excited about @SAPTechEd? This year I'm going to present a session on the @sapcp #workflow service (in Las Vegas 🇺🇸). Thanks to @ASUG365 for the opportunity 🙌 cc @s_schluchter @ch_loos @qmacro I wonder if they will mention @Qualtrics at all at #TechEd?

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Replying to @MikeEDoyle

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

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

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