

How to Maximize Social Media Before, During, & After Dreamforce



dreamforce[®]

Introduction

Inspiration, imagination, innovation – you’ll experience it all at Dreamforce. The people you meet at Dreamforce are a huge part of what makes the week so unforgettable. Thanks to social media, it’s easier than ever to network with like-minded peers, connect with potential new business partners, and experience the event through other people’s eyes.

This year, Dreamforce attendees will use different channels to broadcast their experiences and share what they’ve learned in entirely new ways. Are you prepared to use social media effectively before, during, and after Dreamforce?

To cut through the noise and ensure your messages reach the audience you want, use the strategies and tips outlined in this e-book. It all comes down to posting the right amount of content (not too much or too little) on the right channels, and adding your own unique perspective to every social media message you send.

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Before Dreamforce

In the weeks before Dreamforce, set the stage for social media success. Follow the right accounts, begin connecting with interesting peers, and assemble the proper technology, from apps to chargers. With a little planning and social media preparation, you'll get a great boost to your Dreamforce experience.

Follow These Five Twitter Accounts Now



@salesforce

The official Salesforce Twitter account is your real-time feed for major announcements and news from San Francisco. Don't miss it!



@dreamforce

It's the official Dreamforce account with an on-the-ground view into daily contests, parties, activities, schedules, and more.



@benioff

Salesforce Chairman and CEO Marc Benioff is known for being an innovative and visionary leader. Stay tuned to his Twitter account to experience Dreamforce through his eyes.



@lvojvodich

Salesforce Chief Marketing Officer Lynn Vojvodich is a big fan of Dreamforce – and it shows. Follow her for updates and highlights from the event.



@SFDCfoundation

Giving back is a major part of Dreamforce. Last year, Dreamforce attendees donated one million meals to people in need. Watch the Salesforce Foundation Twitter account for details on how to help give back this year.

Which Hashtag Should I Use? And What Should I Say?

Even though Dreamforce hasn't started yet, you can begin using Dreamforce hashtags to find new people to follow, share favorite Dreamforce memories, and get help planning.

#DF15

Use #DF15 on Instagram and Twitter for all general Dreamforce conversation and when you want to reach the broadest audience possible. You can even begin looking through the hashtag a few weeks before Dreamforce and consider following those who use it or adding them to a Dreamforce Twitter list.

#salesforcelive

During Dreamforce, use this hashtag to discuss anything that's happening on the livestream.

#awesomeadmin

This is the perfect hashtag for Salesforce admins to network and discuss not only Dreamforce, but all things Salesforce admin. During Dreamforce, the hashtag will be extra busy.

#roadtoDF15

Use this hashtag to discuss the Road to Dreamforce video series that broadcasts every Tuesday. Check out [new and past episodes now](#).

Use these writing prompts:

Want to contribute to the pre-Dreamforce conversation, but not sure what to say? Answer these questions or ask your network.

- I'm most excited for X at #DF15.
- Can't wait to learn X at #DF15.
- This is my (first, second, tenth) Dreamforce.



Gear Up!

Avoid scrambling for the tech you need at the last minute. Take time before Dreamforce to finalize your gear gameplan.

Download...

- The Dreamforce app (Search for Dreamforce in your preferred app store! This will be available mid-August.)
- LinkedIn
- Twitter
- Instagram
- A powerful map app, like Google Maps
- Medium
- Periscope

Remember to pack...

- An extra battery pack for your smartphone
- An extra wall charger



[#Winning at Social: 4 Steps to Enhance Your Social Media Strategy](#) covers the four primary steps that will help your company reach its full potential on social media. Start by identifying which of the four steps best represents your current social approach, then follow the suggested next steps to take your strategy to the next level.

Who Ya Gonna Follow?

Thousands of people are tweeting about Dreamforce – and that number increases every day as the conference gets closer! In fact, in 2014, we tracked 150,000+ mentions of Dreamforce during the event alone. How can you make sense of it all and follow the best accounts? Here's how to decide.

Browse Twitter lists.

Twitter lists are user-curated collections of Twitter accounts. For example, someone might create a list of sales leaders attending Dreamforce, or folks they'd like to meet for coffee. You can find them by going to a relevant Twitter user's profile and clicking lists (you'll see both lists they've created and lists of which they're a member).

Follow speakers.

Start by following the [big-name speakers](#) like @satyanadella and @jessicaalba. Then follow those who will be presenting the [sessions](#) you're most excited to attend. With more than 1,500 sessions at Dreamforce, you're bound to find niche speakers who share valuable content on their social media accounts.

Pay attention to personal details.

Dreamforce is an incredible opportunity to network. In one location, you can find customers, establish new business partnerships, and learn firsthand from leaders you admire. As you're forming a list of who you want to meet at Dreamforce, use social media beforehand to see if you have anything in common. For example, maybe you're both into Crossfit, have twin three-year-olds, or love to cook.

Let others know you're attending.

Put yourself out there. Use #DF15 and one of our [Dreamforce buttons](#) and tell others that you'll be attending with a bit more info about yourself. Follow anyone who replies and looks interesting.

Pre-Dreamforce Prep on LinkedIn vs. Twitter

Both LinkedIn and Twitter are useful pre-Dreamforce, but for different purposes. Remember that LinkedIn is ideal for research and Twitter is best for communicating. You can tweet anyone with a public account, but you can only send messages on LinkedIn if you're already connected with someone or have LinkedIn Premium. On the other hand, Twitter gives you a quick, 140-character view of someone, whereas LinkedIn shows his or her alma mater, work history, favorite projects and portfolio pieces, and more. Here's how to maximize each channel before Dreamforce. And don't forget the [Success Community](#), which is a great place to connect with fellow conference-goers. It's open to all registered attendees and is perfect for networking and sharing ideas.

LinkedIn

- Join relevant LinkedIn groups.
- Mention in your LinkedIn groups that you'll be attending Dreamforce.
- Do a deep dive on fellow attendees' backgrounds on LinkedIn.
- Publish a blog post on LinkedIn explaining what you're hoping to learn at Dreamforce and what you're most looking forward to.

Twitter

- Create and browse Twitter lists of Dreamforce attendees you're hoping to meet.
- Contribute to the broader conversation by using Dreamforce hashtags.
- Tweet both publicly and one-to-one (using @-replies) with individuals.

Spruce Up Your Social Profiles

Want to grow your social media following during Dreamforce? It's possible to get hundreds of new followers and social connections during the event, but you need to start preparing your social profiles in advance. Here's how.

Update your social profiles. Out of all the social channels, LinkedIn and Twitter are the most popular for business purposes. Make sure these two profiles are updated with a current photo so people can recognize you during Dreamforce. Also make sure your current job title and company are listed.

Begin sharing useful industry-related content. People are more likely to follow you if they see an established cadence of helpful content. Few will follow an account that rarely tweets or only tweets personal details. Use your time pre-Dreamforce to start sharing relevant [blog posts](#) and industry articles. Retweet popular thought leaders and Dreamforce speakers.

Do a quick scan for questionable content.

If you really want to grow your social presence during Dreamforce, consider deleting any controversial content from your accounts. Personal opinions are fine – no one wants to follow a robot (more on that in the next point). But realize that broadcasting controversial opinions may make it more difficult to network.

Add some personality to your accounts. If you talk all business, your social profiles won't have any dimension. Make it easier for people to relate with you on a personal level by injecting some of your own personality into the messages you send.

Share your take, not just headlines. People can follow news accounts for headlines and links. Instead, many prefer to follow people who offer a unique and valuable take, and that means sharing your own ideas, not something people can see on other accounts.



During Dreamforce

You've planned your week, you're checked into your hotel room, and coworkers are inviting you to happy hour as we speak. Dreamforce is here! For many business leaders, it's one of the most exciting and educational weeks of the year. Here's how to make the most of your time on social media during this jam-packed event.

A large, white, inflatable character resembling a ghost or a spirit, with a red and white striped circular sign on its chest that says "NO AWARE" in bold black letters. The character has large white gloves and is waving with its right hand. To the right of the character, a man with glasses and a blue t-shirt with a white logo and the text "HAY 'ALL THE BERS" is walking. The background shows a modern building with glass windows and a blue sky.

NO AWARE

Where Should I Post This?

Learning, witnessing, or experiencing something awesome at Dreamforce? Of course you are – and you will be hundreds of times throughout the week. But do you know where and how to share that notable moment on social media? Here's your checklist for channel-appropriate social sharing.

LinkedIn

During Dreamforce, LinkedIn is the perfect spot for longer-form idea-sharing, not up-to-the-minute information. You may live-tweet a session, for example, but then sit down and write a wrap-up post later on LinkedIn.

Twitter

Use Twitter to participate in the live experience. You can ask questions, offer real-time updates, and tap into the community on the ground.

Facebook

For many people, Facebook is reserved for personal use. Think about who your friends on Facebook are, and let that inform your post. You'll likely want to use Facebook only for a few high-level posts that are more personal to you – like a photo of you with your coworkers or your favorite author who you were lucky enough to meet at Dreamforce.

Instagram

Pop open Instagram (or IG, as the kids say) for curated visuals. Did you snag an up-close shot of a celeb walking through the expo hall or take an artsy shot of your Blue Bottle latte? Post it here. And don't forget to check out the #DF15 hashtag on Instagram.

How Often Should I Post?

You're hoping to grow your social media following, not decrease it, during Dreamforce. Here's how to communicate the right amount and avoid extremes of posting too little or too much.

Post for value.

Try to offer unique insights in your posts and avoid sharing a play-by-play that would be unnecessary to the 10,000 other people in the room or millions of online viewers. What can you add to the conversation?

Space it out.

There's no one-size-fits-all approach to the number of social posts that your followers will find appropriate. But one rule of thumb is to post 10 or fewer tweets for a single 40-minute session. More than that, and many followers might consider pressing the "mute" button.

Use social to be social.

The purpose of social media is making connections and relating to others, not taking notes. Consider Evernote or a similar note-taking app to transcribe sessions word for word.



Dreamforce Photography 101

Photos make your social posts stand out. Dreamforce offers plenty of excellent photography opportunities, from the Dreamboat to celebrity speakers to lovely San Francisco. For better and more shareable photos, remember these tips.

Don't over-shoot. When taking photos of panels or speakers onstage, realize that any photos you take during a 40-minute session will look very similar. Take a few shots at the beginning, and then listen or start taking notes.

Turn off the flash. In sessions, flash can be distracting to the speakers and those around you. At the gala, flash will illuminate fellow audience members instead of the band. Keep off the flash – after all, that's what Instagram filters are for.

Take a picture before the food arrives. As a rule of thumb, photos of groups at a restaurant are more attractive when the table is clean. Now, if your goal is a close-up photo of a perfectly plated dish for your Instagram, that's different.

Share your personal Dreamforce experience. Your photos will be the most shareable and interesting when you capture images that no one else can. Show the world what Dreamforce is like through your eyes. And if you see our mascot Saasy, don't forget to snap a selfie!

Sit back and relax. When it comes to the major speakers and biggest sights, know that it's okay to sit back and enjoy the show – professional photographers will be capturing every important moment. On the other hand, if you have a great seat in Moscone and want to be the first to tweet a photo of the opening keynote, go for it.

Best Practices for Engaging with Fellow Attendees

Take five minutes at different points throughout each day to browse #DF15 on Twitter and follow people using the hashtag. Don't take too much time to research every account. If someone's profile looks interesting and their tweets are well-crafted, follow. It goes both ways, as others will follow you, too. You'll get a much better follow-back rate at Dreamforce than the rest of the year.

Consider making LinkedIn requests during Dreamforce for the most important connections you meet, while you're still fresh in their minds.

During Dreamforce, prime time to keep up with social is when you're waiting in lines or for sessions to start. You could also introduce yourself to the people next to you and see who they are on social media.

Not sure what to tweet? Start by quoting the speakers' best points. Just remember to leave five characters for #DF15, no matter what you say.

Top 3 Things to Keep With You All Week

- An extra phone battery or charger. Don't underestimate how much juice you'll use while keeping up with #DF15!
- Your Dreamforce badge. This is required for entry into practically everything, and ideally, you included your Twitter handle when registering.
- Business cards with your social media handles.



[The Business Leader's Guide to Becoming a Social Business](#) explains social media's functions in an organization and how better positioning social for success will dramatically impact the customer experience. If you'd like to get better business results and reach more customers with social media, get the e-book now.

A woman with long dark hair is smiling broadly and clapping her hands. She is wearing a dark jacket. In the background, other people are visible, some also clapping, suggesting a social event or conference. The lighting is warm and slightly dim, typical of an indoor evening event.

After Dreamforce

The volume of #DF15 tweets may have slowed, and most of your social media activity for Dreamforce will take place before and during the event. But you can still find plenty of ways to engage with others on social after it's over.

After you've retired your badge and left the Dreamboat in your rearview mirror, focus your Dreamforce-related social efforts on reflection and connection. Consider these ways to keep the Dreamforce conversation going.

Post-Dreamforce Social Media Checklist

Write a LinkedIn post of your biggest takeaways.

With thousands of Dreamforce attendees, everyone has different adventures and learnings. Take a look at what others have to say about the event, making sure to leave comments if something inspired you. Then write a post of your own top takeaways, favorite lessons learned, or action items you're taking back to the office.

Offer short-form reflections on what you have learned.

In addition to longer-form blog posts, offer quick snippets of top takeaways. Fill in the blank: "The #1 thing I'm doing at work today based on what I learned at #DF15 is...", "My favorite #DF15 quote is...", and so on.

Follow up with business connections.

Did you meet someone at Dreamforce who could be a potential partner, customer, employee, or employer? Take time to craft a thoughtful follow-up reminding them of your connection and indicating appropriate next steps.

Thank the best industry speakers you saw.

If you learned from a highly relevant speaker in your industry, Google him or her and find a way to reach out and say thanks. Now that the event has died down, you'll put a smile on the speaker's face when you explain that you're still benefiting from the shared insights. This could lead to a great business connection.

Keep conversations going.

Recall those with whom you exchanged 1-to-1 tweets or messages during Dreamforce, and reach out to ask how they're settling back into real life, what their biggest takeaway from the event was, and so on.

Check out what you missed.

You can't be everywhere at once at Dreamforce (although you wish you could be). Ask around on social for people's favorite Dreamforce moments, then catch up on anything you missed [via video](#).

Share post-Dreamforce content.

Many will continue using the #DF15 hashtag even after the event to share relevant content and reminisce. You'll find keynote videos to share at salesforce.com/live and wrap-up content on the [Salesforce blog](#) and [Salesforce on Medium](#).

#TBT or #FBF to #DF15.

Weeks or even months after Dreamforce, you can use the #TBT (Throwback Thursday) or #FBF (Flashback Friday) hashtags to recall your top Dreamforce moments.

Stay tuned to @salesforce and @dreamforce.

We'll keep the Dreamforce spirit alive all year long with helpful, inspiring content – and you can bet that when registration for #DF16 is live, we'll be the first to share it!

Conclusion

Dreamforce can be the perfect time to increase your visibility on social media and make valuable new connections. As with any public-facing communications, remember to keep your audience in mind and to share the type of content that you'd enjoy reading and seeing yourself.

We at Salesforce are looking forward to seeing you in San Francisco or on the [Dreamforce livestream!](#) Whether you're joining us in San Francisco or from around the world, stay in touch using #DF15.



Resources you might also like:



Salesforce Live

[Watch Now](#)



The Business Leader's Guide to
Becoming a Social Business

[Download](#)



The Dreamforce Agenda

[Check It Out](#)



THE CUSTOMER SUCCESS PLATFORM
SALES SERVICE MARKETING COMMUNITY ANALYTICS APPS