



## TechEd 2012 Twitter Guide

This is a quick guide to help those Twitterers at [TechEd 2012](#), particularly for those joining the 2012 Twitter Army by attending the 2<sup>nd</sup> annual TechEd Tweetup.

### Twitter Army Briefing

June 11, 2012

7:30am-8:30am

OCCC Room N230



## Twitter at TechEd 2012

Microsoft TechEd is the best community event on the planet, and this year's version, [TechEd 2012](#), will be no different. The event will be huge. There are quite a few people who have attended this conference for many years. Some have taken a year or two off here and there, but all hanker to return. Over the past 3 years at TechEd, Twitter has become a significant communication tool for the community and event organizers.

Here's some quick info on Twitter use at TechEd 2012.

First off, the official Twitter hashtag for TechEd 2012 is: **#msTechEd**

The official TechEd 2012 Twitter account is: [@TechEd\\_NA](#)

## Twitter for Sessions

When tweeting about specific sessions, use **#te** and then add-on the session indicator. For example, the following would be the complete session hashtag for the “VIR301 Top 10 Quickest, Easiest Ways to Get System Center Support for Free!” session:

**#TEVIR301**

## Keeping track of Community gatherings at TechEd 2012

Because of the number of friendships created over the years, there is always something going on somewhere. Community folks can gather just about anywhere.

This year, we’re going to make it easier to keep track of community gatherings so no one misses out, and unless you just want some downtime, there will always be somewhere to be.

This year we’re going to be utilizing a special Twitter hashtag so that folks can track the community events going on.

The hashtag is:

**#TechEdfun**

So, here’s how this works: If you attending a community gathering, Tweet the name of the location where you are either already at, or will be heading toward and then add the #TechEdfun hashtag at the end of the Tweet.

For those wanting to figure out what to do, just follow the #TechEdfun hashtag using your favorite Twitter tool and show up. That’s it!

Incidentally, if you use Foursquare or Gowalla locational services, you can also use the same hashtag to give people the exact location of the gathering. Just make sure your location activity is propagating to Twitter.

Also, feel free to use the hashtag while at the gathering for us to better record community activity this year. Things like who spilled the drink to how many Mickey Mouse sightings there were.

Please keep in mind, too, that these gatherings are for everyone! If you are a TechEd newbie, this is a great way for you to create your own friendships. This community is one of the best at welcoming new people.

## Tracking TechEd Tweets on the web

If you have access to the web at [TechEd 2012](#), and want to track special events that way, you can use [Hashtag.org](#).

Here's direct links to a couple special Hashtags:

TechEd 2012: <http://www.hashtags.org/msTechEd>

TechEdFUN: <http://www.hashtags.org/TechEdfun>

You can see how the URL is formed. Stick the hashtag at the end of the [www.hashtags.org](http://www.hashtags.org) URL.

So, if you want to track by session, stick the session's hashtag at the end of the URL.

For example, here's a made-up session URL:

<http://www.hashtags.org/msTechEdBJ02>

## Twitter Army HQ at TechEd 2012

On additional, cool feature for the Twitter Army at TechEd this year is your very own lounge called the **Twitter Army HQ**, where Twitter Army members can hang out, network, rest your feet, and recharge (charging stations will be on hand).

The Twitter Army HQ will be open (in the Expo area) from 12pm-2pm each day of [TechEd 2012](#).

## Quick Index

**Official TechEd 2012 Twitter account:** @TechEd\_NA

- Related hashtag: #msTechEd

**Official Windows Azure Twitter account:** @WindowsAzure

- Related hashtags: #Windows #Azure

**Official Windows Server Twitter account:** @windowsserver

- Related hashtag: #winserv

**Official System Center Twitter account:** @system\_center

- Related hashtag: #sysctr

**Official Cloud Twitter accounts:** @msservercloud, @mscloud

- Related hashtag: #msftprivatecloud

**Official SQL Server Twitter account:** @SQLServer

- Related hashtags: #SQLServer, #SQL2012

**Official myITforum Twitter account:** @myITforum

**TheKrewe's official Twitter account:** @TheKrewe

**Special Hashtags:**

#TechEdfun – community tracking

#teXXX## – Session hashtag. Replace the X's and the #'s with the session code for each individual session.

