Hackathon Social Media Guidance

- Goals:
    - Promote Azure for Students #Azure4Students
    - Inform about the Azure Champ hackathon challenge and prizes #AzureChamp
    - Promote Imagine Cup #ImagineCup
    - Create a robust, inclusive and diverse student dev community

- Follow MSFT Imagine and tag @MSFTImagine in your posts on Twitter and Facebook and leverage hashtags such as: #Azure, #Azure4Students, #AzureChamp, #Hack, *#insertHackName*. We'll be looking for good content to retweet on our MSFTImagine channels.

- Make sure that you get permission for photos to be taken and posted if you're specifically featuring individuals in the picture. Some students may be minors, so this is a legal obligation. Use it as an opportunity to ask them for details like their names, countries, team name, etc. Otherwise opt for pictures of a broader crowd with a more generic focus.

- Example posts:
    - Excited to see teams at {insert hack} creating amazing Azure projects that *can {what does it do}*. #emp
    - Congratulations to *{team}* for winning *#AzureChamp at {insert hack}*. Great to see amazing feats of coding all in one day using #Azure! #emp

Note: if featuring a specific team in your social post, make sure they are using Azure in their hack!

- Review the latest social media guidelines for Microsoft employees and be sure to indicate that you're a Microsoft employee - you can do this at the end of your post with "#emp" or "I work at Microsoft".

Posts for Hackathon channels to share (usually part of sponsorship):

Need a social post to submit to Hack organizers as part of our sponsorship? Use #1 below as your first choice (change service mentions, such as IoT Hub, as needed to align with any hack themes), and use others if more posts are available.

Questions on which to use or need something custom? Ping Cristina (crbren) for help.

Facebook

1. Use Microsoft #Azure services to power your hack - enter the #AzureChamp challenge and see where the cloud can take you with resources like Cognitive Services and IoT Hub. aka.ms/Azure4Students
2. Stop by Microsoft's booth and pick up swag plus tips on using #Azure services for your *#insertHackName* project! Learn how you could win a spot in the 2019 Imagine Cup plus an Xbox One X! aka.ms/Azure4Students
3. Learn about Cognitive Services at the Microsoft workshop! See you at *[time, location]* to get started and take your project to the next level with #Azure.

Twitter

1. Use Microsoft #Azure services to power your *#insertHackName* project - enter the #AzureChamp challenge and see where the cloud can take you with resources like Cognitive Services and IoT Hub. aka.ms/Azure4Students
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