



**Event Hashtag:** The official Connect(); 2017 hashtag is **#MSFTConnect**

#### **Editorial Calendar and Key Moments in Time:**

Below is a list of projected dates for messages the Visual Studio channels will be pushing. It would be great if you could share and/or RT them once they go live. Here is our approximate schedule:

- 19-Oct - Keynote Highlights Post
- 26-Oct - Session Highlights Post
- 31-Oct - T-2 Weeks (Paid Promo)
- 7-Nov - T-1 Week (Viral Videos)
- 14-Nov - T-1 Day Reminder
- 15-Nov - Live Retweets
- 15-Nov - Keynote / Session Ed Cal
- 15-Nov - Curate Tagboard
- 15-Nov - Periscope / Facebook Live (Live Feed)
- 16-Nov - Begin Day 2 Session Reminders
- 17-Nov - Begin Day 3 Session Reminders
- 20-Nov - Begin slow release of promotion of sessions on demand

#### **Video push:**

In addition to our organic and paid media efforts centered around #MSFTConnect, we are creating 2 videos to build anticipation to the event and 1 video that we hope to spin up increased viral engagements.

#### **TiB (Tweets in a Box)**

Use our **#MSFTConnect** when posting about Connect(); on Social Networks in order to 'Orchestrate for Global Impact'. Leverage these 12 key, ready-to-use Social Posts below:

- Save the Date for #MSFTConnect - you won't want to miss it. Add it to your calendar here:  
<https://connectevent.microsoft.com/>
- Streaming live to your desktop. Click here to add it to your calendar: <https://connectevent.microsoft.com/#MSFTConnect>
- Join us for Connect(); 2017! Hear from @ScottGu & @SHanselman alongside leading industry innovators  
<http://connectevent.microsoft.com> #MSFTConnect
- Back for a 4th year. Save the date for what promises to be the best Connect(); yet. #MSFTConnect  
<http://connectevent.microsoft.com>

- T-Minus 2 weeks to #MSFTConnect! Learn 1st hand w/ live Q&A & 70+ on-demand sessions.  
<http://connectevent.microsoft.com> #MSFTConnect
- Save the date! We're getting ready for something big! Nov 15-17, #MSFTConnect - Streaming live  
<http://connectevent.microsoft.com>
- Happening tomorrow, #MSFTConnect w/ @ScottGu keynote full of fantastic demos. Tune in:  
<http://connectevent.microsoft.com>
- Executive VP @ScottGu, Principal PM @SHanselman & other industry innovators streaming live at #MSFTConnect  
<https://connectevent.microsoft.com/>
- We'll be watching - <https://connectevent.microsoft.com/>, Streaming Live: #MSFTConnect w/ keynotes, deep tech sessions, & industry innovators.
- Happening now @ #MSFTConnect - Live Q&A w/ @ScottGu, ask your questions and hear more details on the most exciting keynote announcements...
- LIVE! from NY, it's #MSFTConnect. Keynotes by @ScottGu & @SHanselman. PLUS deep dive technical sessions. Tune in: <https://connectevent.microsoft.com/>
- Also, new this year: The Virtual Event Page <http://connectevent.microsoft.com> is Opengraph-ready. When posting on social media using our URL, your posts will automatically show our official image & copy, creating a more engaging post.

