

Welcome and Congratulations 🎉!

The community has spoken, and you've been selected to join the MuleSoft Ambassador program! We appreciate all you've done to inspire other MuleSoft Developers, Architects, Admins and Business Users, ITDMs, VPs and C-Levels through your leadership, expertise, generosity and advocacy, and we're delighted to welcome you to this amazing group of leaders who go above and beyond to help the MuleSoft Community learn, share and network together.

How did we get here? The MuleSoft Ambassador Program was created in 2018 to recognize the MuleSoft Community Leaders who go above and beyond to help the community thrive (that's you!). This year, we are bringing more structure and clarity onto the program to ensure it remains fair, transparent, and that everyone is treated equally as we expand it: hence this handbook and new terms and conditions. This year we are improving our Mentor Coaching Program led by you all, and introducing new Ambassador onboarding sessions to help our newest members easily transition into this new role.

Our Team

Each member of our Community team will work closely with you throughout the year.

Sabrina Hockett: she manages the MuleSoft Ambassador program and all related opportunities as well as will be in touch with you to promote the great work you're doing to the broader community, and inspire more developers to follow your steps.

Isabella Navarro: she focuses on product enablement across automation, Agentforce, & integration to support your product journey & learning initiatives. She also supports all major MuleSoft & Salesforce events.

Sabrina Marechal: she oversees all aspects of the MuleSoft Community programs. She will be in touch with you when it comes to special events and high-touch opportunities.

We're excited to work with you, uplift, and amplify your efforts to help the MuleSoft Community. We're always here to help! You can reach out to us via our MuleSoft Community Slack or at MuleSoftAmbassadors@salesforce.com

MuleSoft Ambassador Communication Channels

We provide several key communication channels to help MuleSoft Ambassadors stay connected with us and each other.

The MuleSoft Ambassador Slack channel

In this private channel in our MuleSoft Community Slack, you can connect with all the other MuleSoft Ambassadors, as well as our team and some members of the Product and Product Marketing teams. It's a great place to chat, ask questions, troubleshoot, collaborate on community initiatives, and share product tips and tricks. This is also a great place to ask the Community team questions where answers would benefit other MuleSoft Ambassadors. We will add you to this channel during your MuleSoft Ambassador onboarding.

The MuleSoft Community Leaders Slack channel

This private channel brings together all MuleSoft Mentors, Ambassadors, and Meetup Leaders to share weekly news and info, important updates, and ensure our team enables every MuleSoft Community Leader.

#Share-Your-Post Slack channel

This private channel brings together all members of the MuleSoft Community Slack space together to chat and share their work. This is a space to collaborate, show off your skills, and connect with other leaders.

The MuleSoft Community LinkedIn

For all major MuleSoft Community updates, special MuleSoft Ambassador features, events, and more, please follow our [MuleSoft Community LinkedIn page](#). We also recommend joining our [MuleSoft Developers group](#) to network and ask questions. Please note: While the name of the group suggests it's for developers only, this group is open to all!

Program Support

If you have any questions or need support of any kind, please email the MuleSoft Community team at MuleSoftAmbassadors@salesforce.com. Please use Slack for the fastest communication as our team monitors support through this channel closely, so this is the best way to get the fastest response.

MuleSoft Ambassador Onboarding

Beginning with the 2023 MuleSoft Ambassador Cohort, all new MuleSoft Ambassadors must undergo a 6 month onboarding period to ensure they are ready to be MuleSoft Ambassadors.

During these 6 months, we will be following up with all new MuleSoft Ambassadors about their contributions, how it's going transitioning from MuleSoft Mentor to MuleSoft Ambassador, and more. Onboarding will include self-serve & enablement sessions throughout the year. It never stops even for those who have been MuleSoft Ambassadors since 2018! We believe in constant learning.

MuleSoft Ambassador Benefits

We are happy to provide MuleSoft Ambassadors a variety of complimentary benefits to help you be your best.

Training and Support

- Free training courses (unlimited): MuleSoft, Salesforce, Slack, and Tableau now included
- Free certification exams (unlimited)
- More information on how to claim these courses coming soon.

Exclusive Access to Product Review and Feedback Opportunities

- Regular meetings with MuleSoft Product Managers and Product Marketing Managers
- Invitation-only access to special events and opportunities
- Invitation-only previews and feedback sessions for MuleSoft products

Exclusive Access to Content and Visibility Opportunities

- Content submissions to speak at major events such as MuleSoft CONNECT, MuleSoft Summits, TDX, Dreamforce, World Tours, Deamin' events
- Content submissions to be published on MuleSoft's official blog or tutorials
- Content submissions to 3rd party events

MuleSoft and Salesforce Events

- Complimentary passes for TDX, Dreamforce, World Tours, and any other eligible MuleSoft event of your choice
- Reserved seating area at select keynotes
- MuleSoft Ambassador appreciation events including joint OneCommunity initiatives with Salesforce MVPs and Tableau Visionaries

Communication Channels

- Access to all channels in the MuleSoft Community Slack
- Access to invite-only MuleSoft Ambassador Slack channel

Swag and Branding

- MuleSoft Ambassador exclusive swag kit
- Select use of MuleSoft Ambassador logo (see brand guidelines)

Important Notes:

- Government Employees may not be eligible for certain benefits/perks.
- MuleSoft Ambassador Program benefits listed in this guide or shared in other channels by the MuleSoft Community team are subject to change at any time.

MuleSoft Ambassador Brand and Social Guidelines

The MuleSoft Ambassador logo is the symbol of this incredible program. Use this logo proudly; you've earned it! Please make sure you follow these guidelines.

MuleSoft Ambassador Logo



Whenever possible, the logo should be reproduced in its full-color form. Depending on the production capabilities and the environment in which the logo appears, a reversed version may be used.

MuleSoft Ambassador Badge



The MuleSoft Ambassador badge is used only in the context of the Ambassador program, and cannot be used without the presence of the logo on

the same material. It acts as an additional element and should not be used on its own. Whenever possible, the badge should be reproduced in its full-color form. Depending on the production capabilities and the environment in which the logo appears, a reversed version may be used.

Both the logo or the badge must not be altered. Download them [here](#).

Addressing MuleSoft Ambassador Program Use in Writing

“MuleSoft Ambassador” should be the term used whenever referring to the program or yourself. Please avoid using “Ambassador” without “MuleSoft”.

Social Media Guidelines

Always respect your audience. Do not use ethnic slurs, personal insults/attacks, or obscenity in your community participation. Additionally, do not disparage other customers, partners, prospects, or our employees.

Be Honest and Transparent. As a MuleSoft Ambassador, you are not only representing yourself, but also a voice representing MuleSoft and Salesforce. With that in mind, please keep Salesforce’s core value of Trust in mind and be honest and transparent in your community participation.

Be Encouraging and Engaging. As a MuleSoft Ambassador, your role is to enable and encourage others. Please ensure when posting or commenting on others posts you maintain a positive attitude and do not put down their work or discourage them for contributing.

MuleSoft Representation First. As a MuleSoft Ambassador, we ask that you always represent MuleSoft first including our values. Others look to you as a MuleSoft expert and role model, so please do not take advantage of this position.

Disciplinary action

Our team will be monitoring all MuleSoft Ambassadors’ social presence and will provide the following if we see any of the rules violated above:

1. We will provide a warning and reference the post/comment we see that violates our rules
2. If it happens again, we will remove you from the MuleSoft Ambassador program.

MuleSoft Ambassador Program Status & MuleSoft Ambassador Logo

The above branding guidelines apply to current MuleSoft Ambassadors. Upon leaving the program and/or becoming a member of the MuleSoft Ambassador Alumni program, you will be required to remove references to being a MuleSoft Ambassador in all forums including social media, LinkedIn, blogs, etc. You may reference your past award by using “MuleSoft Ambassador Alum, Duration” (Example: MuleSoft Ambassador Alum, 2014; or MuleSoft Ambassador Alum 2014-2019), but you must include the duration to avoid misrepresenting yourself as a current member of the MuleSoft Ambassador program.

MuleSoft Ambassador Program Expectations, Terms, & Conditions

Your participation in the MuleSoft Ambassador Program requires your acceptance of the Salesforce Program Agreement and the VIP Program Terms at the time of your onboarding. These terms and conditions will be sent to you via email and your reply via email to confirm acceptance will be required before moving forward. The Salesforce Program Agreement and the VIP Program Terms are available at <https://www.salesforce.com/company/program-agreement/>. Below are the terms and conditions specifically about being a member of the MuleSoft Ambassador program.

MuleSoft Ambassador Renewals

Once a year, current MuleSoft Ambassadors are reviewed for renewal. As we continue to add more and more MuleSoft Ambassadors into the program, it's important that our program remains fair for everyone as well as keeps the bar high for all MuleSoft Ambassadors. Thus, we will review and renew MuleSoft Ambassadors based on specific requirement contributions over the past twelve months.

All community contributions that count towards the MuleSoft Ambassador status must be unpaid and must take place during the one year term of being an active MuleSoft Ambassador. Paid contributions to the ecosystem are not eligible for consideration as community contributions that factor into the awarding of the MuleSoft Ambassador title.

MuleSoft Ambassadors are strongly encouraged to stay in regular contact with the MuleSoft Community team in any unclear or ambiguous circumstances. They are also highly encouraged to provide self-feedback and provide a detailed account of their contributions to the community over the last year using our self-report form.

At the minimum, we expect MuleSoft Ambassadors to contribute at least 3 items per quarter based on the list below. Each contribution listed below will allow you as a MuleSoft Ambassador to showcase your skill set while helping others learn. We will also be providing additional

opportunities to contribute quarterly. Lastly, all MuleSoft Ambassadors will be required to participate in our new MuleSoft Ambassador Mentorship Program to enable other community members to become MuleSoft experts.

Example Contributions:

- Write a blog for [Another Integration Blog](#)
- Write a MuleSoft-related piece for the Salesforce [Admin](#) blog
- Speak at a Meetup (either for MuleSoft or Salesforce)
- Lead a Meetup (either for MuleSoft or Salesforce)
- Participate in “[Trailhead Live](#)” and “[Automate This](#)” Salesforce series for joint product lines (Composer/RPA)
- Write a tutorial for [developer.mulesoft.com](#)
- Participate in a MuleSoft Community Twitch Stream, LinkedIn Live, or other video interview
- Participate in a Customer Spotlight or Webinar
- Submit a customer story to be featured on the MuleSoft blog, at a Meetup, as a quote, etc.
- Answer at least 10 questions across the [Composer](#) and/or [RPA](#) Trailblazer Forums
- Answer at least 20 questions on the [MuleSoft Forum](#)
- Participate in a MuleSoft or Salesforce webinar (must be a speaker, not just attend)
- Submit a RFP and/or speak at a 3rd party event (own company, APIDays, etc.)
- Submit a RFP and/or speak at SUMMITs/CONNECT:AI
- Submit a RFP and/or speak at TDX
- Submit a RFP and/or speak at Dreamforce
- Submit a RFP and/or speak at MuleSoft Community Leader Summits or regional conferences
- Participate in a Gartner Survey review or Submit a peer review
- Write a blog for third party platforms
- Create a YouTube tutorial for MuleSoft Community or third party channels
- Represent your company in specialty PR features for new and emerging products or enhancement
- Participate in Training Certification feedback sessions
- Lead internal enablement sessions for your company
- [Nominate](#) at least 5 team members to become MuleSoft Mentors
- Actively participate on social media
- Be an active contributor in the MuleSoft Community Slack channel
- Leading 1:1 or 1:M mentoring sessions
- Create Friday Fun Facts or other educational social material
- Other (punctual or ad hoc opportunities announced throughout the year)

MuleSoft Ambassador Coaching Program

As MuleSoft Ambassadors, you have consistently demonstrated your MuleSoft expertise as well as your ability to create amazing content for all types of platforms. Since you are the best of the best of the MuleSoft Community, we would love for your help mentoring others in our MuleSoft Community Mentors program to enable these individuals to also become the best of the best. Thus, we created the MuleSoft Ambassador Coaching Program.

Program guidelines:

- 75 MuleSoft Ambassadors selected to coach Top MuleSoft Mentors
- 10 month intensive process where you follow monthly coaching program guidelines & work with your Top MuleSoft Mentor to prepare them to become a MuleSoft Ambassador
- 2025 program begins in April.

We will provide more detailed information including all necessary resources during the onboarding process.

Quarterly Contribution Self-report Form

To help us keep track of your awesome contributions throughout the year, we have a few options for you to self-report and ensure you meet the requirements to keep your MuleSoft Ambassador title.

- Share links in #share-your-post on Slack as you contribute
- Fill out our easy to use [self-report form](#) at the end of each quarter

Additionally, be sure to spread the word about your amazing contributions using the following channels:

- Post your content on LinkedIn and tag [@MuleSoftCommunity](#)
- Post your contribution to the MuleSoft Ambassadors Slack channel

MuleSoft Ambassador Alumni Program

The MuleSoft Alumni program is created to thank you for your work as a MuleSoft Ambassador and celebrate your contributions. If you decide that keeping up with the contribution requirement is too much for your schedule or you are ready to “retire”, you have the opportunity to become a member of the MuleSoft Ambassador Alumni program.

As a member of the Alumni program, you will continue to receive recognition as a top MuleSoft Community member, and inclusion in MuleSoft events. You also always have the option to become an active MuleSoft Ambassador again if you decide to meet the contribution requirements for the next year.

Sensitive Information and NDA

As a member of the MuleSoft Ambassador Program, MuleSoft and Salesforce entrust you with information before it hits the public. Because of this, all MuleSoft Ambassadors are required to sign a Non-Disclosure Policy, which is included in the VIP Program Terms and Privacy Statement. Be respectful of this trust and with this information and understand that you are bound by our Non-Disclosure Policy. You cannot discuss ANY material that is not already in the public domain. Do not share company or financial secrets and avoid engaging in discussion of rumors or speculation about Salesforce, Inc. If you are ever unsure about whether or not material is already in the public domain, please reach out to the MuleSoft Community team to confirm.

Speaking Engagements

We encourage MuleSoft Ambassadors to notify the MuleSoft Community team with the details of all speaking engagements so we are aware of the breadth of your engagements and community contributions. Simply email our team (community@mulesoft.com) with the details and link to the event you will be speaking at or engagements you are involved with.

Feedback Reporting

Since MuleSoft Ambassadors are highly visible and active in the community, you are encouraged to report back key things you may see in the MuleSoft Community. Additionally, MuleSoft Ambassadors are extended the privilege to participate in many activities, events, surveys, focus groups, and private collaboration groups where you are encouraged to provide your valuable insights on product and program feedback.

MuleSoft Ambassador Program Guidelines and Code of Conduct

Overview

MuleSoft Community promise: The MuleSoft Community helps all developers, architects, business users, ITDMs, and C-levels be successful in their integration projects with Anypoint Platform, MuleSoft Composer, and MuleSoft RPA. We welcome all, and we all learn, share and network together.

MuleSoft Ambassador promise: MuleSoft Ambassadors are a close-knit group of MuleSoft trusted experts who go above and beyond to share their expertise and help the entire community succeed. We encourage each other, celebrate our successes, and work

collaboratively to make our community the best place for new and experienced integration practitioners, admins, business leaders and others to learn and grow.

The following Program Guidelines and Code of Conduct help everyone stay focused on doing well and doing good together.

Program Guidelines

Community Leadership

MuleSoft Ambassadors represent MuleSoft and Salesforce to the entire community. You proliferate our shared commitment to helping others succeed. And you represent the greater MuleSoft Community to Salesforce. The program provides exciting benefits to empower you as leaders and amplify your impact on the community (not to create an elitist group).

Teamwork

We work as a team to help the entire community do well and do good. You've been nominated and selected to join the program because of your incredible contributions, and we work to empower you. The MuleSoft Community team works with cross-functional MuleSoft teams to ensure the program helps you be your best through MuleSoft Ambassador benefits. And we rely on your ongoing feedback and contributions to optimize all aspects of the program.

Trust

Trust and transparency are fundamental to the success of the MuleSoft Ambassador program, and we take it very seriously. Empathy, respect, and constructive dialogue all help us build trust. MuleSoft Ambassadors should feel empowered to voice ideas and opinions to drive constructive change within MuleSoft, Salesforce, MuleSoft products, the MuleSoft Community, and the MuleSoft Ambassador program. We encourage open communication, feedback, and discussion and accept it without judgement or negative consequences.

Respect for All

The MuleSoft Ambassador program is made up of people from a wide range of backgrounds, and every member of the program has a right to feel welcome, valued, and respected. Fostering an environment of respect is everyone's responsibility.

Code of Conduct

MuleSoft and Salesforce place a great emphasis on the trust we give our MuleSoft Ambassadors. We expect our MuleSoft Ambassadors to follow a clear and strict code of conduct.

We welcome all: The MuleSoft Ambassador community welcomes and supports people of all backgrounds and identities. This includes, but is not limited to members of any race, ethnicity, culture, national origin, color, immigration status, social and economic class, educational level,

sex, sexual orientation, gender identity and expression, age, size, family status, political belief, religion, and mental and physical ability.

We interact respectfully: Not all of us will agree all the time, but disagreement is no excuse for poor behavior and poor manners. We all experience occasional frustration, but we cannot allow that frustration to turn into personal attacks. It's important to remember that a community where people feel uncomfortable or threatened is not a productive one. Be respectful when dealing with fellow MuleSoft Ambassadors, members of the community, the MuleSoft Community team, and MuleSoft and Salesforce employees.

We behave professionally: MuleSoft Ambassadors conduct themselves professionally. Be kind to others. Do not insult or put down other participants. Avoid harassment and other exclusionary behavior. This includes, but is not limited to:

- Discriminatory and language in any form.
- Personal insults, especially those using racist or sexist terms.
- Unwelcome sexual attention.
- Repeated harassment of others. In general, if someone asks you to stop, then stop.
- Inappropriate or unprofessional public behavior.
- Advocating for, or encouraging, any of the above behavior.

We keep the community safe: MuleSoft Ambassadors help keep the community a safe and welcoming place. We trust our MuleSoft Ambassadors to use your best judgment in escalating issues of concern that arise in the community. In the case that one of these issues arises, please contact the MuleSoft Community team at community@mulesoft.com.

Program Removal

Behaving in a way that is inconsistent with these guidelines may result in removal from the program. Should you be removed from the program, you will be required to remove references to being a MuleSoft Ambassador in all forums including social media, LinkedIn, blogs, etc.

MuleSoft employees: Because this is a community program, MuleSoft employees are not allowed to be MuleSoft Ambassadors. If a current MuleSoft Ambassador becomes a full or part-time employee of MuleSoft or Salesforce, the MuleSoft Ambassador will be removed from the MuleSoft Ambassador program.

MuleSoft Ambassador Program by Persona

As a MuleSoft Ambassador, no matter what persona you identify with, you represent the very best of the entire MuleSoft and broader Salesforce ecosystem. As such, we strongly encourage

you to take the time to become well versed in all the MuleSoft product offerings. While we don't expect you to be an expert in every product, we do expect that you will be able to speak confidently and accurately about our products at a high level.

Developers

As our technical, hands-on MuleSoft Ambassadors, our goal is to provide you with a program that enhances your developer skills, product enablement, and soft skill development. Check out the specialized opportunities, requirements, and benefits for you below:

Opportunities

These are 5 opportunities we prioritize for all MuleSoft Developers:

- Writing technical how-to blogs for MuleSoft and MuleSoft Community
- Writing technical tutorials with the MuleSoft Developer Advocates
- Participating in Twitch live stream tutorial walkthroughs
- Speaking at TDX (our primary developer conference)
- Becoming 1:1 or 1:M mentors for new MuleSoft users/learners

Requirements

As a MuleSoft Developer, we expect you to be knowledgeable with Anypoint Platform as such, we require:

- At least 3+ years of experience with Anypoint Platform
- Hold a valid MCD - Level 1 or Level 2 certification
- Expectation that you will continue to upskill and stay up to date with new MuleSoft product offerings

Benefits

To enable you to meet our requirements as a MuleSoft Ambassador, we also provide relevant benefits including:

- Product enablement and feedback sessions with early access to Betas as well as special access to Anypoint Platform through your training account
- Direct access to product managers and product marketing managers
- Soft skill training to enhance career development including blog writing, persona brand, video creation, and speaking training offerings

Architects

As our strategy and API-Led connectivity visionary MuleSoft Ambassadors, our goal is to provide you with a program that enhances your architect skills, product enablement, and soft

skill development. Check out the specialized opportunities, requirements, and benefits for you below:

Opportunities

These are 5 opportunities we prioritize for all MuleSoft Architects:

- Writing strategic architecture and API-led thought leadership blogs for MuleSoft and MuleSoft Community
- Participating in Twitch live streams to discuss organization architectural strategies
- Becoming MuleSoft Delivery Champions (recognition as experts in MuleSoft architecture)
- Speaking at TDX (our primary developer/architect conference)
- Becoming 1:1 or 1:M mentors for organizations looking to transition to API-led architectures

Requirements

As a MuleSoft Architect, we expect you to be knowledgeable with Anypoint Platform as such, we require:

- At least 1+ experience with Anypoint Platform
- Hold a valid MCIA and/or MCPA
- Expectation that you will continue to upskill and stay up to date with new MuleSoft product offerings

Benefits

- Product enablement and feedback sessions with early access to Betas as well as special access to Anypoint Platform through your free training account
- Direct access to product managers and product marketing managers
- Soft skill training to enhance career development including blog writing, persona brand, video creation, and speaking training offerings

Business Users/Admins

As our Ambassadors at the heart of solving complex business processes, our goal is to provide you with a program that sharpens your organizational and technical skills, further allowing you to build bridges and strengthen ties not only across your business but across the community as well.

Opportunities

These are 5 opportunities we prioritize for all MuleSoft Business Users/Admins:

- Writing how-to pieces for the MuleSoft Community and Salesforce Admin Blogs
- Participating in How I Solved It!, Automate This!, or other Admin series specials
- Participating in company and personal PR features for new and emerging products
- Speaking at World Tours/Dreamforce (our primary business user/admin conferences)
- Becoming 1:1 or 1:M mentors for new MuleSoft users/learners

Requirements

- Eager to learn more about our new and emerging automation products
- Willingness to evangelize automation products - get your team involved!
- Inclination to be seen as leading expert in the MuleSoft Automation field

Benefits

- Coveted speaking/presentation spots on highly visible channels and platforms
- Product enablement and feedback sessions with early access to Betas
- Direct access to product managers and product marketing managers
- Soft skill training to enhance career development including blog writing, persona brand, video creation, and speaking training offerings

IT Decision Makers

As our IT decision maker MuleSoft Ambassadors, our goal is to provide you with a program that enhances your ability to manage teams using MuleSoft, evangelize MuleSoft to other ITDMs, and build out your personal brand. Check out the specialized opportunities, requirements, and benefits for you below:

Opportunities

- Speaking in high-profile events like CONNECT, World Tours, and Dreamforce
- Direct access to product roadmaps and insider feedback sessions
- Opportunities to engage your entire team to create a cohesive and strong organization
- Access to over 500 Leaders in the integration sphere
- Platforms to share your learnings, thought leadership, and influence others beyond the MuleSoft ecosystem

Requirements

- Eagerness to get your team involved! Nominate them to become Mentors alongside you, get them certified, speak at events or encourage your team to participate
- If you are a MuleSoft Partner, we highly recommend becoming a Go-To-Market Champion

Benefits

- Access to exec listening sessions as part of MuleSoft and Salesforce events
- Earn recognition as an expert in your field
- Product enablement to propel your organization to success

C-Levels

As our organization executives and team leads for other MuleSoft Ambassadors, our goal is to provide you with a program that enhances your team's use of MuleSoft, achieving your organization's goals, and building strong networks. Check out the specialized opportunities, requirements, and benefits for you below:

Opportunities

- Speaking in high-profile events like CONNECT, World Tours, and Dreamforce
- Direct access to product roadmaps and insider feedback sessions
- Opportunities to engage your entire team to create a cohesive and strong organization
- Access to over 500 Leaders in the integration sphere
- Platforms to share your learnings, thought leadership, and influence others beyond the MuleSoft ecosystem

Requirements

- Eagerness to get your team involved! Nominate them to become Mentors alongside you, get them certified, speak at events or encourage your team to participate
- If you are a MuleSoft Partner, we highly recommend becoming a Go-To-Market Champions or Industry Champions

Benefits

- Access to exec listening sessions as part of MuleSoft and Salesforce events
- Earn recognition as an expert in your field
- Product enablement to propel your organization to success