

Social Media @ VMworld 2010

Tony Dunn, VMware Social Media & Communities



VMworld 2010 Theme



Virtual Roads. Actual Clouds.

VMworld 2010 is the only event where you will get unparalleled access to educational opportunities that show you how to reduce IT complexity and enable IT as a service through virtualization and cloud computing. Learn in hundreds of Breakout Sessions and cutting-edge Hands-on-Labs. Meet with Knowledge Experts or join Group Discussions to learn and share with peers and industry experts, and see the newest virtualization and cloud computing technologies in the Solutions Exchange.

Press release: <http://vmware.com/company/news/releases/vmworld10theme.html>

Press release: <http://www.vmware.com/company/news/releases/vmworld2010-keynote.html>

Collaboration for VMworld 2010

Objective:

Create a live VMworld 2010 buzz for all attendees and conference followers by leveraging the reach of social media contributors. Our goal is to increase exposure and amplify VMworld messages, key announcements, sessions, demos and overall experiences and impressions of the conference.



Share, collaborate and engage:

- Meet up at the Social Media & Blogger Lounge to network, chat and post content
- If covering VMworld, add your blog, twitter, etc: <http://vmware.com/go/vmworld-contributors>
- Post any gatherings or activities at: <http://vmware.com/go/vmworld-gatherings>
- Follow feeds and retweet announcements and resources during the conference
- Actively listen and engage with both attendees and non-attendees

VMware Social Media Contacts and URLs

Please send all social media questions for VMworld 2010 to:
vmworld-socialmedia@vmware.com (share with public for inquiries)



VMware Social Media Contacts:

- Eric Nielsen
- Tony Dunn (http://twitter.com/tony_dunn)
- John Troyer (<http://twitter.com/jtroyer>)
- Luke Kilpatrick (<http://twitter.com/lkilpatrick>)
- Alex Maier
- Corey Romero

Social Media Collaboration:

- VMworld Contributors (wiki):
<http://vmware.com/go/vmworld-contributors>
- VMworld Gatherings (wiki):
<http://vmware.com/go/vmworld-gatherings>

Key URLs:

- Conference news, announcements, tools
<http://vmworld.com>
- VMworld 2010 BUZZ (social media + highlights)
<http://vmworld.com/buzz>
- Live Video Streaming & VMworld TV
<http://vmworld.com/community/video/>
- VMworld Twitter Feeds
<http://vmworld.com/community/twitterfeeds/>

Social Media & Blogger Lounge

Join us in the Social Media & Bloggers Lounge, where we will have dedicated blogger tables, seating, internet connections, power strips and A/V equipment. Use this location to meet up with fellow bloggers to network, collaborate, blog – or just relax.



- **Location:**

- Moscone South lobby above escalators (not inside Solutions Exchange); loosely restricted to VMware community members, vExperts, VMworld bloggers and social media contributors.

- **Hours:** Mon 9am-7pm; Tues 8am-6pm; Wed 8am-6pm; Thurs 8am-2pm

- **Highlights:**

- Networking, demos, roundtables, interviews, tweetups, informal briefings
- Gathering of bloggers, vExperts, presenters, social media contributors, etc.
- Live video streaming hosted by John Furrier (SiliconAngle) & David Vallente (Wikibon)
- Scheduled live video daily (streamed on VMworld.com w/ recordings posted later)
- Talk, commentary and interviews from executives, VMworld sponsors, bloggers, community members, analysts and key customers.

VMworld 2010 Blogs

Be sure to stop by the Blogger Lounge (details in previous slide). If you will be blogging about VMworld 2010 (either at the conference or from afar), please add your blog details at: <http://vmware.com/go/vmworld-contributors>.



Follow the VMworld Blog at <http://vmworld.com/community/blogs/vmworld/>.

We will display the latest VMworld blog coverage feeds at both <http://vmworld.com/buzz> and <http://vmworld.com/community/vmworld-bloggers/>.

You can find all the latest VMware Blogs and Planet v12n industry blogs at: <http://blogs.vmware.com> or on Twitter feeds (@vmwareblogs and @planetv12n).

For questions about blogging or request for highlight of a blog, please contact vmworld-socialmedia@vmware.com.

VMware Twitter Accounts

Follow these accounts and watch for messages to Retweet:

<http://twitter.com/vmworld> (VMworld news, announcements, highlights)

<http://twitter.com/vmwareevents> (General session, activities, event resources)

<http://twitter.com/vmware> (VMware specific news, blogs, messages)

http://twitter.com/vmware_partners (Partner Day + partner highlights)

<http://twitter.com/vmdeveloperday> (Tech Exchange/Dev Day)

<http://twitter.com/vcloud> (vCloud and private cloud)

<http://twitter.com/vmwareblogs> (VMware blog rollup)

<http://twitter.com/planetv12n> (Industry blog rollup)

<http://twitter.com/vmwarecares> (VMware support)



Main hashtag:

#vmworld

Please include in all your tweets for maximum exposure/reach

Other hashtags:

#vmware

#cloud

#vcloud

#vsphere

Follow our VMware social media team: [@jtroyer](#), [@tony_dunn](#), [@lkilpatrick](#)

Follow official feeds for VMworld 2010 at: <http://vmworld.com/community/twitterfeeds>

If you are tweeting on VMworld, add yourself at: <http://vmware.com/go/vmworld-contributors> (wiki)

To request a retweet or ask Twitter questions, please email: vmworld-socialmedia@vmware.com

VMware Facebook Pages

<http://facebook.com/vmworld/> (main conference page)

<http://facebook.com/vmware/>

<http://facebook.com/vmwareamericasevents/>

<http://facebook.com/vmwarepartnernetwork/>

<http://facebook.com/vmwarevcloud/>

<http://facebook.com/vmwarevsphere/>

<http://facebook.com/vmwareview/>

<http://facebook.com/vmwarefusion/>

<http://facebook.com/vmwareworkstation/>



Please post photos and videos you take at VMworld 2010 on: <http://facebook.com/vmworld>
Ask attendees to share their comments, photos and videos on this page.

We will highlight photos and videos submitted on Facebook and VMworld.com. Watch for a most “Liked” photo or video contest.

For any Facebook questions, please email: vmworld-socialmedia@vmware.com

Video & Photos

Post VMworld 2010 videos and photos to either:

<http://vmworld.com/community/video/> (link/embed your videos to discussion posts here)

<http://vmworld.com/community/photo/> (insert/attach your photo(s) to discussion posts here)

<http://facebook.com/vmworld/> (post photos or videos to the VMworld Facebook Wall)

VMware YouTube channels:

VMworld TV: <http://youtube.com/VMworldTV>

(sessions, presentations, demos, interviews & highlights)

VMware TV: <http://youtube.com/VMwareTV>

(How to, cloud, products, developers, partners and fun)

VMware KB TV: <http://youtube.com/VMwareKB>

(VMware product installation, troubleshooting, support and tips)



Live Video (streaming + recordings) taking place at the Social Media & Blogger Lounge

Video stream will be embedded at: <http://vmworld.com/community/video/>

Discussions, Documents & Presentations

VMworld Discussions & Documents

Discussions:

Post questions, discussions and comments related to VMworld 2010

Documents:

Post VMworld 2010 papers & presentations or create wiki documents to collaborate

<http://vmworld.com/community/discussion-document>



VMware (VMTN) Discussions & Documents

Discussions:

Post questions and discussions related to VMware products, solutions and support

Documents:

Post white papers & presentations or create wiki documents to collaborate

<http://communities.vmware.com/community/vmtn>

Other Social Media at VMworld 2010

Foursquare

We will be using Foursquare at VMworld 2010 which you can Access by mobile devices or laptops. Check in at VMworld 2010 at <http://foursquare.com/venue/6595319>. You will find top sponsors booths as locations you can check-in and collect valuable tips from (check them all out). Or find spots with check-ins around Moscone Center or the local area. Be sure you create a Foursquare account and add VMworld as a friend: <http://foursquare.com/user/vmwareevents>. To inquire, please contact: vmworld-socialmedia@vmware.com.



Virtual Exhibitor Booths

Virtual Exhibitor Booths offer a “year-round” location on VMworld.com for exhibitors and visitors to share live chat, discussion threads, twitter feeds, blogs, documents, wikis, videos, photos, community polls, company info and events. Visit the virtual exhibitor booths from our VMworld Diamond, Platinum & Gold sponsors at: <http://vmworld.com/community/exhibitors/>



Tweetups, Gatherings, Promos & Contests

Our social media team can help to promote any tweetups, gatherings, parties or activities. Please share these details using our wiki at <http://vmware.com/go/vmworld-gatherings> and we can all help spread the word.

Enjoy VMworld 2010!

Be sure to share your VMworld 2010 experiences by posting photos, videos, blogs and Twitter/Facebook messages to our VMworld channels or by sending us links to your content.

Visit VMworld.com after the conference for highlights and opportunities to stay connected. All sessions will be made available online for attendees and subscription owners after the conference.

Don't forget – VMworld 2010 (Copenhagen) will take place October 12-14th.

