

Siemens PLM Connection



Americas 2008

PLM Software

Answers for industry.

SIEMENS

Your guide to social media at Siemens PLM Connection Americas 2008

Quick Facts:

- This year's event is wired and you are a key part of making it work.
- For the latest info check out [Siemens PLM Blog](http://siemens.com/plm/blog) (<http://siemens.com/plm/blog>) and [PLM World Blog](http://www.plmworld.net/home/blog) (<http://www.plmworld.net/home/blog>) throughout the event
- Follow [@SiemensPLM](#) and [@PLMWorld](#) on twitter for updates on the go.
- If you feel like sharing anything make sure to tag it with [plmconam08](#) (#plmconam08 on twitter) and be entered to win a valuable prize during the Thursday closing session.

This year we are trying something new to help you all better connect with one another and expand the reach of our user group beyond the walls of the convention center: we are putting you in charge of covering the event for the outside world. As *Time* magazine pointed out almost 2 years ago, user generated media is now starting to get as much or more attention as the traditional mainstream media outlets.

As long as you have something to say and have access to a PC or even a mobile phone while you are here you can participate. There are several levels of participation to choose from:

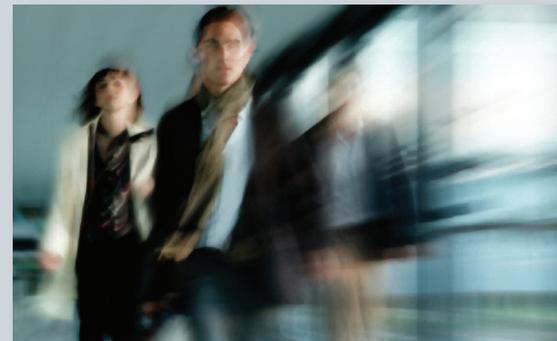
Stealth

Ever notice that there are more sessions going at once than anyone person can attend? Ever have to make a hard choice because two topics you are really interested in are going on at the same time?

If so, you will definitely want to check out the blogs sites that will be providing wall to wall coverage of the entire event as well as links to your blogs that we find through the event:

- [Siemens PLM Software Blog](#)
- [PLM World Blog](#)

Any web browser will get you there, but if you are feeling a little adventurous, you may want to try subscribing to the blogs using a feed reader like [Google reader](#) or [FeedReader](#). Feed readers use a technology called RSS or Atom to aggregate content from multiple sources. Both are free and will give you easy access to the most up to date information. For extra credit at the casual level, you might want to point your browser or feed reader at a site that will be rolling up content from the blogs listed above



as well as all the media created (posts, tweets, presentations, links) by all of your fellow users at the event: [Eventtracker](#)

Hyperconnected

If everything above seems too easy, or you're just in a giving mood, how about telling us what you think? You can start by just leaving a comment on one of the blogs listed above or any of the user blogs we link to or that you find on your own. Even if it's just to say that you like a post or found a session interesting, it all is valuable feedback. Feeling a little more giving? How about twittering the event? Don't know what twitter is – skim down to the reference section and get a quick explanation. Or you can just try it and see. There are two ways to post your comments for all to see via twitter:

- Send an email of 140 characters or less (a twitter requirement) to 3cvd28tjz@twittermail.com. Whatever you send will be posted to the PLM World blog side bar and will appear in the [plmworldcon08 twitter stream](#).
- Open your own twitter account. It's free and even if you only use it while you're here at the conference it will be worthwhile since you can get and send short updates from your mobile phone or your PC. It will also allow you to have more conversations with people since everyone will know who the comments are coming from. To get your own twitter account setup:

1. From any PC go to the [Twitter home page](#)
2. Create a username and password using the email you want to use for account communications. Your username is what everyone who gets updates from you and follows you will see.
3. From your [Twitter home page](#) you should add a few people to follow from the start:
 - [SiemensPLM](#)
 - [PLMWorld](#)
 - [PLMWorldCon08](#)
 - [SusanCinadr](#)
 - [Burhop](#)
 - [Hilby](#)
 - [Hashtags](#)
 - [Eventtrack](#)

We will post the usernames of new tweople covering the event on the two main blogs as they sign up, so check there for more folks to follow.

4. Post the first thing that comes to your mind about the event. What you had for breakfast, what session you are going to next, what you thought of the shirt the opening speaker was wearing.
5. If you want your tweets to easily be found by the group, be sure to either:
 - Include '#plmconam08' with the # but without the " in the body of your message (only works if you have follow @hashtags and you have waited long enough for a return follow)
 - Send a message "@eventtrack start*plmconam08' (again without the "). This will capture all of your tweets in the evetracker website listed in the first section. Send '@eventtrack stop*plmconam08' to stop automatically listing.

6. If you want to be able to send and receive updates, connect your twitter account with your mobile phone (standard text messaging charges apply).

7. A few useful twitter tools:

[Twhirl](#) – a desktop twitter client that runs on Adobe air
[Tweetscan](#) – the google for twitter messages
[Hashtags](#) – a site track all posts that use # tags in twitter

Social media butterfly

Are 140 characters, too confining? Want to express yourself more fully? Well then you might need your very own blog. There are a number of free services available that you can literally get up and running in 5 minutes or less. After all, you've deployed Teamcenter to 300 users, surely you can figure out blogging? If not, we will have experts available in the info desk to help you get your own started so you can tell everyone all the goings on at Siemens PLM Connection from your own personal perspective. Already have a blog? Great! All we ask is that you use the same tag (minus the #) for any content related to the conference so we can find it: plmconam08.

In fact that goes for any media you might share during the conference. Putting links on [del.icio.us](#)? Slides on [Slideshare](#)? The same tag applies to everything: plmconam08. If you use that everyone will get to see what you have to share either through one of the blogs covering the event, or the event-tracker site. Got questions about what any of those sites are, what they do or how to use them and tagging, stop by the info desk or fire up Google and do some quick searches.

Best of show

While sharing with your peers and getting the most highly viewed media from the user event should be motivation enough, we will be awarding a prize on the Thursday closing session to a randomly chosen poster of an item tagged with the plmconam08 tag.

Reference

In the spirit of a picture is worth a thousand words and a video is worth a million, here are a few links to videos that will explain some of the technologies mentioned above. You can watch them all in 15 minutes or less and they will do a better job of explaining what these things are and what they're good at than any lengthy text:

- [Blogs](#)
- [RSS](#)
- [Twitter](#)
- [Social bookmarking](#)



Siemens PLM Software

SIEMENS