https://www.westconcomstor.com/content/dam/wcgcom/Global/Cloud/Vendors/Microsoft/HomePage_MicrosoftLogo_FeatureVendor.png

**Azure Campaign**

How to use

Choose the content you find most appropriate. Also, you can repeat messages and/or mix and match messages, depending on the volume you feel is appropriate and in relation to your local social media message calendar.

You’ll need to reuse or create other images, videos or animated GIFs to post with your Tweet, or you can post without. We’ve also given you some ideas for your Call-to-Action (CTA). Use the one that fits your offer. Feel free to customize any of the Tweets to match your value prop and audience.

*Note that Twitter announced November 7, 2017, that its character limit was increased to 280 (including spaces) for all users. There isn’t data available yet that tells us if shorter or longer character counts are more successful, but you’ll see we have kept the tweets on the lower end of the character count. LinkedIn’s character limit is 600. Facebook’s limit is so large it’s not really relevant… 60,000-plus. Succinct is usually better. And finally, note that LinkedIn does not support #hashtags.*

Tweets:

1. Recent #AWS outage turns the tide for @Microsoft #cloud platform: <http://bit.ly/2nwxVmR> | #Azure
2. Leverage @Microsoft #Azure service, #PowerBI Embedded, to provide stunning data visualization: <https://youtu.be/ykqFrfrUsZg>
3. As a #startup you have to worry about #server workloads…#Azure can take on that burden for you: <https://youtu.be/dHFkTiVmxL0>
4. Help your #SMB grow and adapt with @Microsoft #Azure: <http://bit.ly/2nojPSb>
5. Microsoft #Azure supports multiple #OS, programming languages, and frameworks. Easily integrate with existing #IT: <http://bit.ly/2nojPSb>
6. #IT spend is top-of-mind as an #SMB. Pay for what you need with #Azure: <http://bit.ly/2nojPSb>
7. Microsoft #Azure offers a truly hybrid #cloud. Some competitors don’t support #privatecloud or #onprem #IT assets: <http://bit.ly/2nABqY7>
8. 95% of #IT professionals said they have migrated critical apps and IT Infrastructure to the #cloud: <http://tek.io/2nmrAan>
9. 59% of #IT professionals say they are receiving the expected benefits of the #cloud including #scalability and availability: <http://tek.io/2nmrAan>
10. Microsoft is serious about your #IP! The #Azure #IPadvantage program reduces IP risks to promote #innovation: <http://bit.ly/2oGfdqO>
11. Microsoft opens its portfolio of roughly 10k patents to #Azure customers to defend against patent lawsuits: <http://bit.ly/2oGfdqO>
12. Three reasons 2017 will be the year of the #HybridCloud: <http://bit.ly/2nDcRcU>
13. Scalability, Cost, and Security or three main benefits of a #HybridCloud platform: <http://bit.ly/2nDcRcU>
14. Are you having trouble finding candidates with specific #cloud skills? <http://bit.ly/2nCWhtS>
15. Make sure you have proper resources by planning your #cloud deployment strategy: <http://bit.ly/2nCWhtS>
16. 5 reasons your #SMB should leverage the power of the #Azure #cloud platform: <http://bit.ly/2oHKEAO>

Status Updates:

1. Did you know that you can integrate #PowerBI reports right into your web and mobile applications? Check out the #Azure service - Power BI Embedded <https://youtu.be/ykqFrfrUsZg>
2. Server workloads is a stressful subject for most #startup companies. Microsoft #Azure takes that stress away: <https://youtu.be/dHFkTiVmxL0>
3. Move faster and achieve more with #Azure. Choose what you need from a complete suite of #cloud-based tools and services: <http://bit.ly/2nojPSb>
4. Microsoft #Azure supports multiple operating systems, programming languages, and frameworks to easily integrate with your existing #IT environment: <http://bit.ly/2nojPSb>
5. #IT spend is top-of-mind for #SMB’s so pay for what you need. #Azure allows you to pay based on usage. It’s a cost-effective solution for accelerating innovation. <http://bit.ly/2nojPSb>
6. Microsoft's #cloud platform #Azure gains momentum with Amazon's recent outage of #AWS cloud: <http://bit.ly/2nwr3G1>
7. Microsoft #Azure offers a truly #HybridCloud platform. The competition doesn’t support #PrivateCloud or #OnPrem #IT assets: <http://bit.ly/2odVfXD>
8. SolarWinds IT Trends Reports 2017 highlights the fact the 95% of #IT professionals have migrated critical applications and IT Infrastructure to the #cloud: <http://tek.io/2nmrAan>
9. 59% of #IT professionals say they are receiving the expected benefits of the cloud such as scalability and availability: <http://tek.io/2nmrAan>
10. Microsoft is serious about your #IP! The #Azure #IPadvantage program protects your innovation in the cloud by providing the industry’s most comprehensive protection against IP risks: <http://bit.ly/2oGfdqO>
11. Microsoft to offer up its portfolio of roughly 10k patents to #Azure customers as part of the #IPadvantage program. It has been put in place to promote innovation without the fear of time and capital consuming lawsuits: <http://bit.ly/2oGfdqO>
12. Is 2017 the “Year of the #HybridCloud”? Here are three reasons why: <http://bit.ly/2nDcRcU>
13. Three main benefits of transitioning to a #HybridCloud model are Scalability, Cost, and Security. Take a deeper look: <http://bit.ly/2nDcRcU>
14. It’s understandable as to why it’s difficult to find employee’s with specific cloud skills. Plan ahead and you will be just fine: <http://bit.ly/2nCWhtS>
15. Microsoft’s small business cloud solution provides the flexibility you need. Choose….and pay for the services and capabilities you need. Here are 5 reasons you should adopt Azure: <http://bit.ly/2oHKEAO>