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About Citrix Synergy

Citrix Synergy is our annual conference that brings together our experts, industry leaders and businesses from around the world to talk about what's next for the future of work. At Synergy, customers, prospects and partners get the tools to unlock potential in people and within an organization, and the confidence to pursue the future of work—one that is secure, productive and engaged.

The Role You Play

Your voice is important. You can help raise awareness of all that is happening at Citrix Synergy and increase excitement and interest in your communities. Your attendance at Citrix Synergy will open you up to a wealth of content, data and sources that can be shared and amplified through your personal channels to your own network to demonstrate Citrix and you as thought leaders.

General Guidelines

- Please engage with the Citrix social media handles on:
- Citrix Canada twitter: [@CitrixCanada](#)
- Citrix Synergy hastag: [#CitrixSynergy](#)
- Global Citrix Twitter, Facebook, Instagram, LinkedIn: [@Citrix](#)
- Leverage content available through Everyone Social. [Register](#) if you have not already and download the app on your phone.
- Engage with your colleagues on your social channels and use those channels to connect with new peers you meet at the conference to generate discussion, conversation and engagement.
- Comment, Like or Repost content from official Citrix channels (see above).
- Ensure you are tagging content with the appropriate hashtags – especially [@CitrixCanada](#) and [#citrixsynergy](#) – but consider hashtags like [#cloud](#), [#security](#), [#CitrixLife](#), etc.
- Do not post any inappropriate content or images such as offensive language, negative comments or images that do not position yourself or the company in the best light.

- If in doubt, please follow posting guidelines as part of Citrix Corporate Social Media Guidelines.