Participation Guidelines

The Trailblazer Community provides a trusted environment for our customers, partners, and prospects to get answers, share ideas, collaborate, and learn best practices. This is a community designed to help make our customers more successful using Salesforce. The minute one of our customers enters the community, they are gaining a network of more than two million of their peers to collaborate with!

This document is intended to serve as a definition of our participation guidelines in the Trailblazer Community and to encourage appropriate behavior so the Trailblazer Community remains a trusted environment. We want to encourage full participation from customers and employees, so this document can act as a guide to what’s inbounds, out of bounds, and who to escalate things to, if a situation requires it. By participating in the Trailblazer Community, Salesforce team members are also required to comply with the Salesforce Social Media Policy.

YOUR PARTICIPATION IN THE TRAILBLAZER COMMUNITY

Be honest and transparent. As a member of the Trailblazer Community, we ask that you do not participate or represent anonymously, or with a pseudonym. This is an enterprise business community where we encourage our members to represent themselves authentically to get the most out of the collaborative nature of the community. What you can expect when you participate in the Community is to have open, honest, and supportive discussions with a wide variety of Salesforce customers, partners, and developers. We rely on our community members to notify us of behaviors that are inconsistent with these Community Participation Guidelines.

Always respect your audience. Please do not use ethnic slurs, personal insults, or obscenity. Please do not engage in personal attacks or disparage any other participant in this community.

Do not share confidential information. While we intend this community to be open and transparent, it is not an appropriate forum for sharing confidential information of your company.

Get involved, but don’t spam. We encourage active participation from all segments of our population including partners but discourage blatant promotion of products or services. Other community members may monitor the community in order to help keep it a trusted and useful environment, free of self-promotion and spam.

Think before you post. Before you post anything, please think about how it will be perceived. With the real-time web, there is no undo button. Also, please recognize that you are legally responsible for any content you post and that you may be subject to liability if your posts are found defamatory, harassing, violation of any applicable law, or our Salesforce Customer Community Terms of Us.
TIPS FOR ENGAGING IN THE COMMUNITY

Create your Trailblazer.me profile. In order to get the most out of the Trailblazer Community and build your network, take five minutes to complete your community profile. Start by adding your picture, short bio, title, role, pronouns, relationship to Salesforce, location, and company details. Take it one step further and link your social profiles such as LinkedIn, Twitter, and Facebook.

Use the Today page. This is your customized overview to get insight into all the latest activity across the Trailblazer Community and Trailhead in one convenient view. Here you will find your Trailhead badges in progress, Trailblazer Community Feed, Trending Topics and easily access your favorite groups and badges, and more!

Build your network. The Community is filled with dynamic and knowledgeable people that you need to know. Start building your trusted community network by checking out Recommendations that the Community suggests for you. From there you can join conversations on topics that interest you and meet/follow even more members.

Use search. One of the most common ways our members find great info is through search. The search bar is located at the top of the page regardless of where you navigate in the Community. It searches across several different areas of the Community including, People, Groups, Questions, Ideas, Apps, and Documents. You can filter your search to narrow results or remove all filters to search everything.

Post information. Posting to groups and topics is a great way to connect with more of the community around shared interests. Have a great presentation you built for your users? Share it. Have a great resource that will benefit other members? Post a link.

Like and share valuable content. The best way for us to figure out what you want more of in the Community is by telling us, and it’s easier than ever to do that. Clicking “Like” will show your support of a post and clicking “Share” will allow you to post that content to your profile or to a group.

Join and/or create groups. A truly collaborative community is where customers, partners, and employees drive the content and determine what is most valuable. Groups are a perfect way to do just that. e.g. Do you want to build a network of marketing professionals? Do you want to find out more about Salesforce certifications? Are you brand new to Salesforce? Do you want to share your success stories?

Community groups enable you to search for and find information you are looking for. Check out our Featured Groups page where we spotlight groups in different categories! You can also create your own groups online group for collaboration, by clicking the new group button at the top of the groups tab. For more information on starting a regional community group, click here.

Adjust your global email settings. If you navigate to Settings on your profile in Email Preferences, you can see your current email settings. You can receive email notifications for different activities and adjust your email settings for groups that you’re a part of.
Additionally, you can edit email settings for groups under the icon while in the group to adjust the frequency in which you will receive notifications.

Ask and answer questions. Post your Salesforce question to a groups or topic feeds, where there are customer, partner, and Salesforce experts who can help you. Whether you have a quick reporting question or a tough workflow rule to build, use the questions features to reach subject matter experts by topic or group. While typing in your question, you will automatically see related questions that you can navigate to find existing answers. Try your hand at answering a few questions as well if you gained a great nugget of wisdom and you want to share it with your fellow community members.

Tip: Make sure to mark your questions as “Best Answer” if you got the response you were looking for! Doing so ensures that others with similar questions will get the answer they need as well. Spread the love!
COLLABORATION TERMINOLOGY

Here some terms that will help you get the most out of the community:

Groups
Groups let you collaborate with a specific group of people. Within groups, group owners and managers can post group announcements to highlight important messages. There are three types of collaboration groups:

● Public: Anyone can see the group's posts, comments, and files, but only members can post, comment, and add files. Anyone can join a public group.
● Private: Only members can see and add posts, comments, and files. People must ask to join or be added by the group's owner or managers.
● Unlisted: Group is hidden from lists, feeds, and search. Only members and users with the Manage Unlisted Groups permission can see updates.
● Broadcast only: Only group owners and managers can create new posts and group members can comment on the post.

Tip: Don’t know which groups to join? Check out Featured Groups! You can sort by product, region, role or interest, Featured Groups is a great way to get familiar with the Community.

Topics
When you post in the Collaboration tab, you can associate your update with all other posts and comments on the same subject by adding a topic. A topic is a way to tag your update so people can find it easily. Topics are similar to hashtags used on other social networks. Create a topic by typing a hash sign # and a word e.g. #Trailhead. Search for topics by entering (#) followed by the topic.

Tip: Use the Knowledgeable People section on a topic’s detail page to discover who is knowledgeable about that topic. You can also endorse people you think are knowledgeable about a topic.
Mention
When you post an update, you can mention a person or group name to make sure they see your update. Mentioning a person is a way to keep them informed when you're discussing something relevant to their job. Enter @ followed by the first few letters of the person's name and you'll see names start to appear. Choose the person or group you want, finish your message, and post it!

Tip: When sharing content, please only share with relevant people and/or groups. Tagging multiple people or popular groups that are not relevant to the post will take away from the message you are trying to get across. When tagged directly in the post, they will get notifications from all subsequent activity on that post which in turn lead to spam-like behavior. Instead consider mentioning people and/or groups in the comments, posting directly in the page/group, or sharing on the page/group.

Follow
Click the plus sign next to a member's name or topic to start following them. The Community uses dynamic logic to recommend relevant people and topics in the Community to follow and important groups you may want to join.

Favorite
When you come across an important post or question that you want to stay up-to-date on or want to easily find again, you can favorite it by clicking the star on the upper right corner of the post. You can find all your favorites in the Trailblazer Community Feed by selecting My Favorites. You can also unfavorite a post by clicking on the star again.

Like
By liking a post, you're automatically connected to that conversation and receive notifications when someone adds a new comment. Liking can help you easily keep track of the posts in your feed that are most important to you.

Private Messages
Private messages let you have secure, private conversations with other Community members. Use
messages to send a question privately or to communicate with a few select people when a discussion isn't relevant to more than a few people. Messages are also used to notify people when a file has been shared with them. Messages don't appear in your feed, your profile, global search results, or any other part of the Trailblazer Community that's publicly visible. Send a private message to another member by going to their profile and clicking on Send a message.

Tip: You can reply to private messages via email. Simply reply to the message notification in your email inbox!

THE FINE PRINT

Please review our Salesforce Customer Community Terms of Use