Paul Ford Sample Set

About These Samples
This selection presents work I created for Microsoft across employee-generated social, social enablement, and production guidance. Samples demonstrate technical translation, social judgment, and scalable content systems designed for employee and partner sharing.

Co-Created Employee-Generated Social Copy

Context: Organic social copy written to be shared by Microsoft employees in their own voice (Surface & IT audiences).

Data-led

Knock 25 minutes off device configuration times, then take another 2.5 hours off security and customization times. That's almost 3 hours saved *per device.* See how Surface with Zero-Touch does it. [PRODUCT PAGE LINK] #SurfaceForBusiness

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Ever hear of a learning tool with a 100% adoption *and* 100% approval rate? We have. We made it. Find out how the Surface Hub 2S earns universal acclaim from educators. [Link] #SurfaceForBusiness

With some attitude

Blackboards? Whiteboards? Obsolete! See how the Surface Hub 2S replaces both, frees instructors to teach from anywhere, and reduces failure rates by 50%. [Link] #SurfaceForBusiness

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For the first time, Microsoft is sharing what we're learning across People, Places, and Processes as we transition internally to hybrid work. Learn the keys to success we've discovered along the way. [LINK] #SurfaceForBusiness

Personal advice

Contrary to what you may have heard, great hybrid work isn't about cool devices. It's about how well your IT ecosystem works without a single workplace. Find out how to bring it all together and reduce IT strain. [Link] #SurfaceForBusiness

A lot of our customers would like to see their remote end-user devices better aligned to their IT operations for better operational efficiency and productivity. The new line of Surface takes care of that. DM me for more. [Link] #SurfaceForBusiness

Employee-Generated Social Copy (Voice Range Exploration)
Context: Exploration of more playful and personal voices to drive personal engagement with product benefits.

Playful

Sure they *look* like they have pants on... Watch Beneath the Surface to see how a global remote team is making below-the-waste attire optional through the Surface hub. Design, engineering, and manufacturing—all without leaving the house. [Link] #SurfaceForBusiness

[Thumbnail: Man from waste up in business attire, looking enigmatically down off-camera at his legs]

Um. Your dog has a message for you. And, no, it's not about walkies. It's about staying home—all day, every day. Let's talk about adding tools for hybrid work so you can give your fuzzy friends more all-day cuddles. [LINK] #SurfaceForBusiness

[Thumbnail: Sad dog holding a leash in it's mouth and giant Sonia head looking in the window]

Personal

Just read this piece on how to boost employee productivity by giving teams the freedom to work how and where they need to with Microsoft Surface Pro. Here's where to find out more: [PRODUCT PAGE LINK] #SurfaceForBusiness

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I'm impressed by how the new Microsoft Surface Pro Rowan is changing so many offices into super productive, hybrid workplaces. I've got some serious stories to tell. DM me and I'll forward them along. [Link] #SurfaceForBusiness

Employee Social Enablement
(Data-Led)
Designed for employee sharing; aligned to approved claims and sources.

Copy:

Image Copy:
20% lower cloud costs. 5% higher productivity.

*Ortoll, Antonio. "3 reasons to optimize your workloads with Azure Advisor,"
Azure Architecture Blog, Nov 10 2022

Post Copy (280-character max/Current total 178):
Access to the free Azure Advisor lowers cloud workload optimization costs by 20% while boosting operational productivity by 5%.* Find out how.
https://www.aka.ms/TBDs #Resilience

Post Description:
Learn more

Animation Concept:
A dashboard-like modal window populates with stat-driven infographics while arrows animate.

(**Note**: Multiple length and CTA variants were produced for enablement use.)

Microsoft Azure

Access to the free Azure Advisor lowers cloud workload optimization costs by 20% while boosting operational productivity by 5%.* Find out how. https://www.aka.ms/TBDs #Resilience
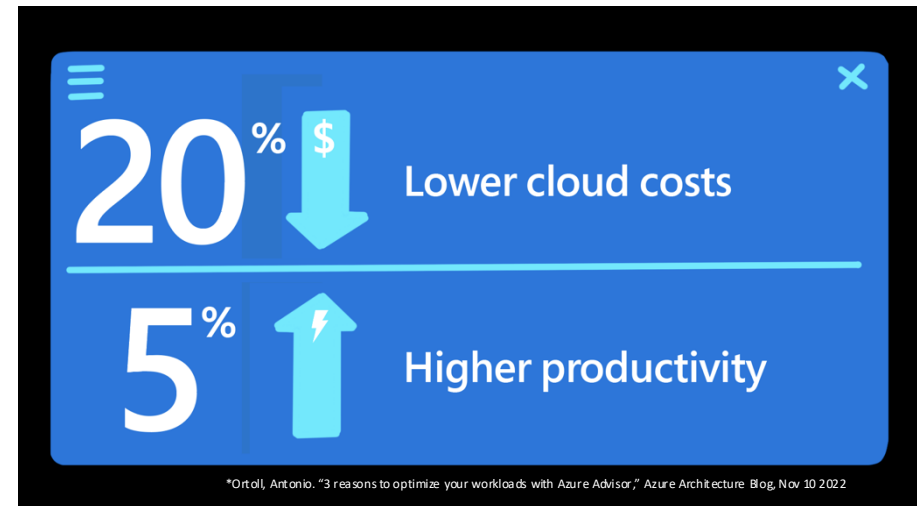
Learn more

Concepts are high-definition sketches. Selected concepts will be fully produced and designed in R2.

Employee Social Enablement
(Platform Value)

Engages reader with clear, shareable Azure value statements.

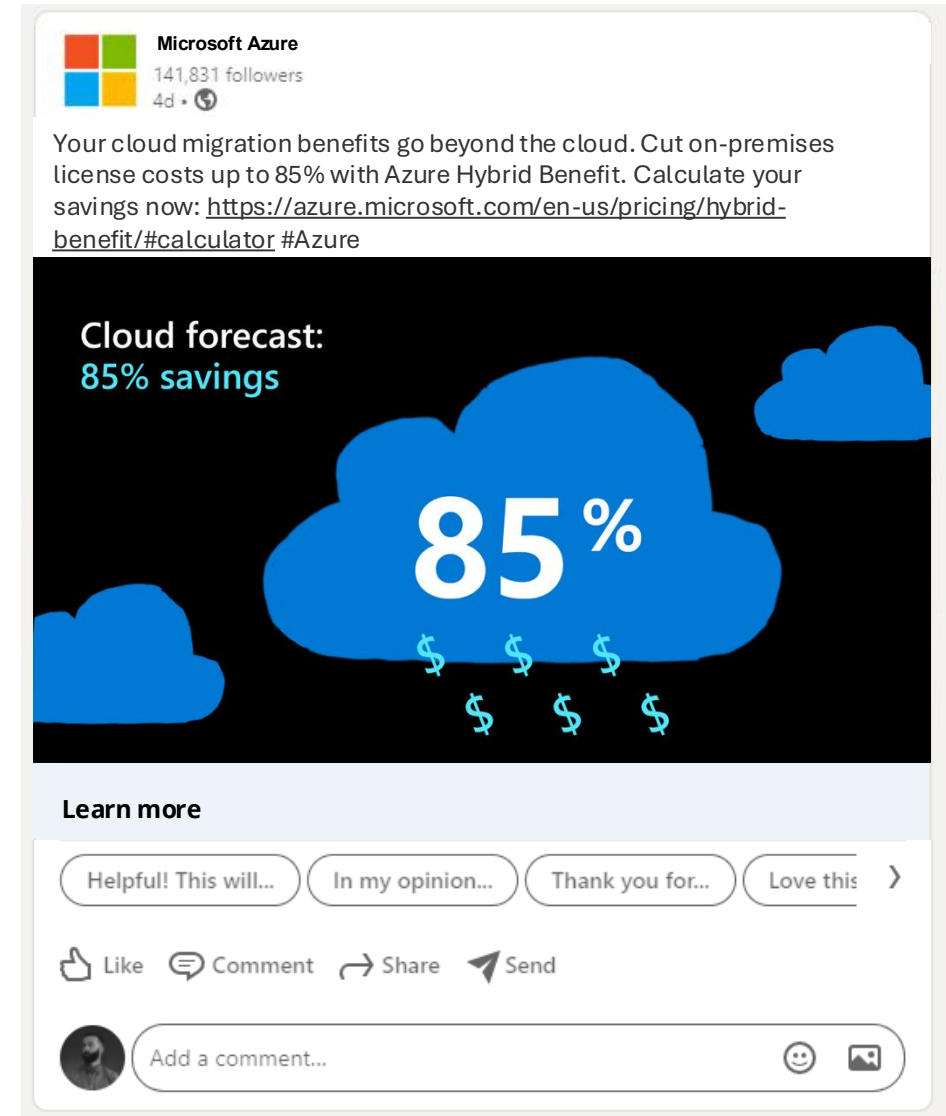**Copy:**

Image Copy:
Cloud forecast: 85% savings

Alt 1 Post Copy (Short: 152 Char./280 Char. Max):
Your cloud migration benefits go beyond the cloud. Cut on-premises license costs up to 85% with Azure Hybrid Benefit. Calculate your savings now: https://azure.microsoft.com/en-us/pricing/hybrid-benefit/#calculator #Azure

Animation Concept:
Magnifying glass flies in from bottom. Migration lines draw in from left to right.

(**Note**: Multiple length and CTA variants were produced for enablement use.)

Concepts are high-definition sketches. Selected concepts will be fully produced and designed in R2.

Employee Social Enablement
(Technical Storytelling)

Helps employees sell complex multi-cloud benefits.

Copy:

Image Copy:
Shift your center of gravity to the cloud

Post Copy (280-character max/Current total 243):
Span the on-prem and multi-cloud environment. Find out how to create an adaptive cloud journey on your terms and at your pace—on premises, in the multi cloud and at the edge. See what the experts say now. https://www.aka.ms/TBDs #HybridCloud

Post Description:
Watch now
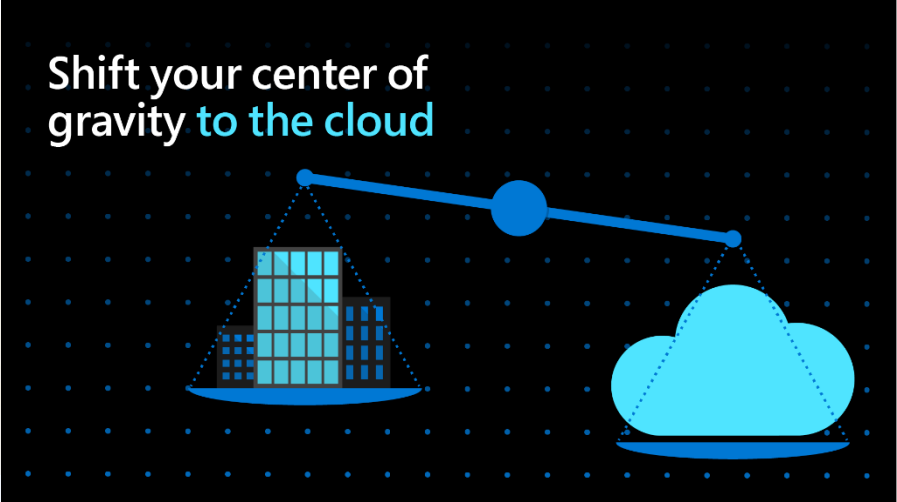
Animation Concept:
Scales will come up from the bottom of screen and move into place. Then will teeter totter for a bit and settle with a slight weight towards the cloud.

(Note: Multiple length and CTA variants were produced for enablement use.)

Employee Social Enablement
(Developer Audience)

Translates advanced Azure engineering concepts in to accessible, accurate, and employee-shareable language.

Copy:

Image Copy:
Make chaos your friend

[Alt 1:]
Put chaos on your side

Post Copy (*148 Char./150 Char. Max*) :
See how chaos engineering can prepare applications for unpredictable latency, outages, or even full datacenter failure. #AzureChaosStudio Aka.ms/

Animation note:
Screen UI animates in, with iconography and check bubbles animating in to represent a successful analysis against the failures listed

(Note: Multiple length and CTA variants were produced for enablement use.)
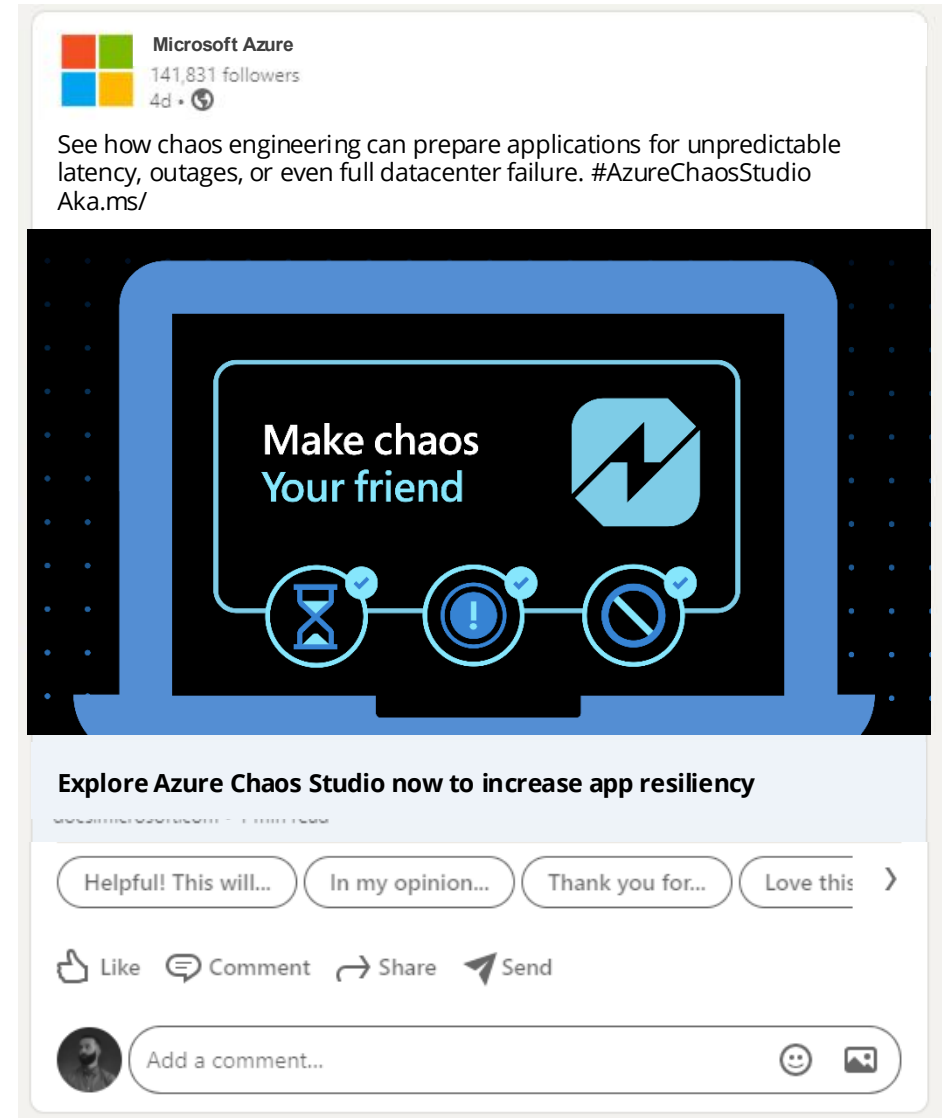
Co-Created Executive Social Copy

Drafted in collaboration with Microsoft and partner executives for organic social sharing.

Jessica Hawk

This deeper partnership is so exciting! A personal thank you to @Denise Persson for a fascinating discussion about where the #AI adventure is taking us in 2024.

Jullie Sanford

This is why the next 12 months of our partnership are going to be so interesting. The urgency around #AI is well-warranted.
[LINK] #SurfaceForBusiness

Microsoft

Employee Social Enablement – Production Guidance
Template and best-practice guidance created to help employees and partners produce compliant social content at scale.

Social media: Instructions to create an ad

Best practices

- Headlines should highlight the goal or certification your audience is looking to achieve.

- CTAs should prompt the audience to act on a step that will allow them to achieve the headline's goal.

- The illustration and photography used in select templates should not be changed or used outside of these assets.

- While these templates are targeted towards some of the specific WWL Through-Partner Azure messages currently available, they can be edited to better suit the specific that you are promoting.

Sample

[Headline:]
Take on the next digital transformation. Start with an Azure certification.

[CTA:]
Grow your skills >