



blend's **SOCIAL MEDIA MANIFESTO**

social media

(soh-shuhl mee-dee-uh)

- 1.** Ways to spread your message that cause your audience to want to go out and spread it again.
- 2.** Participative, two-way communication that is conversational rather than rhetorical.
- 3.** Exploration, discovery, and utilization of the world as your canvas without the limitations of the past and with the arsenal of imagination that is the future.
- 4.** Anything that ignites a conversation about your brand.