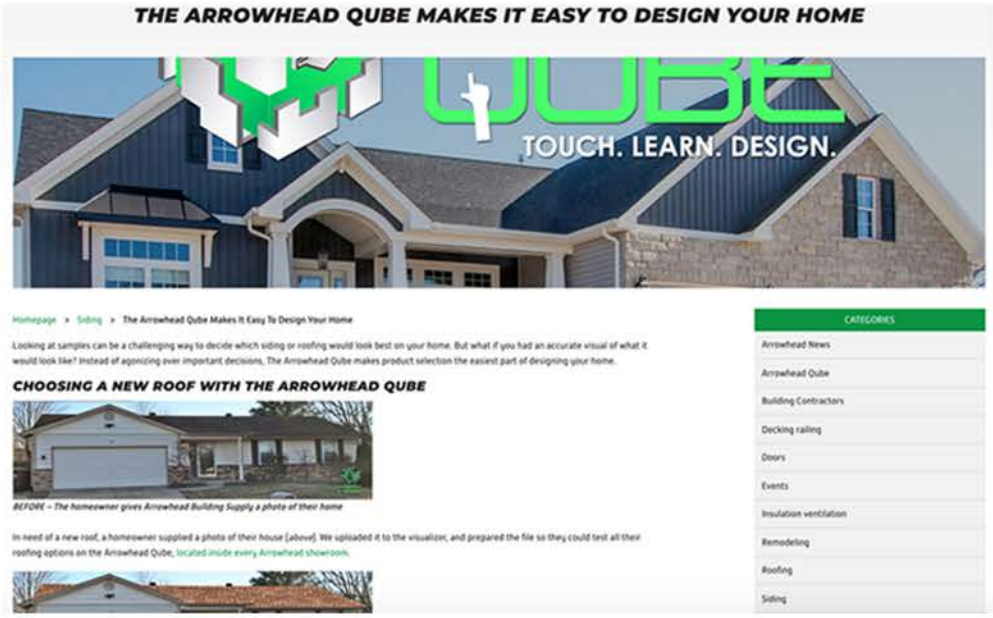
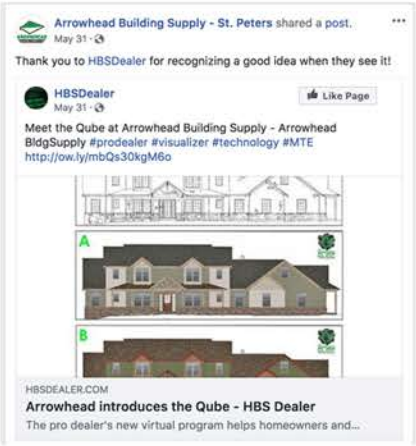
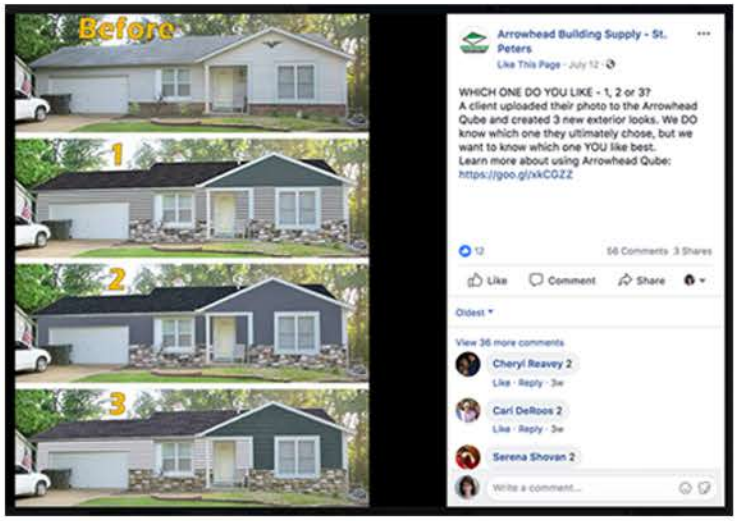
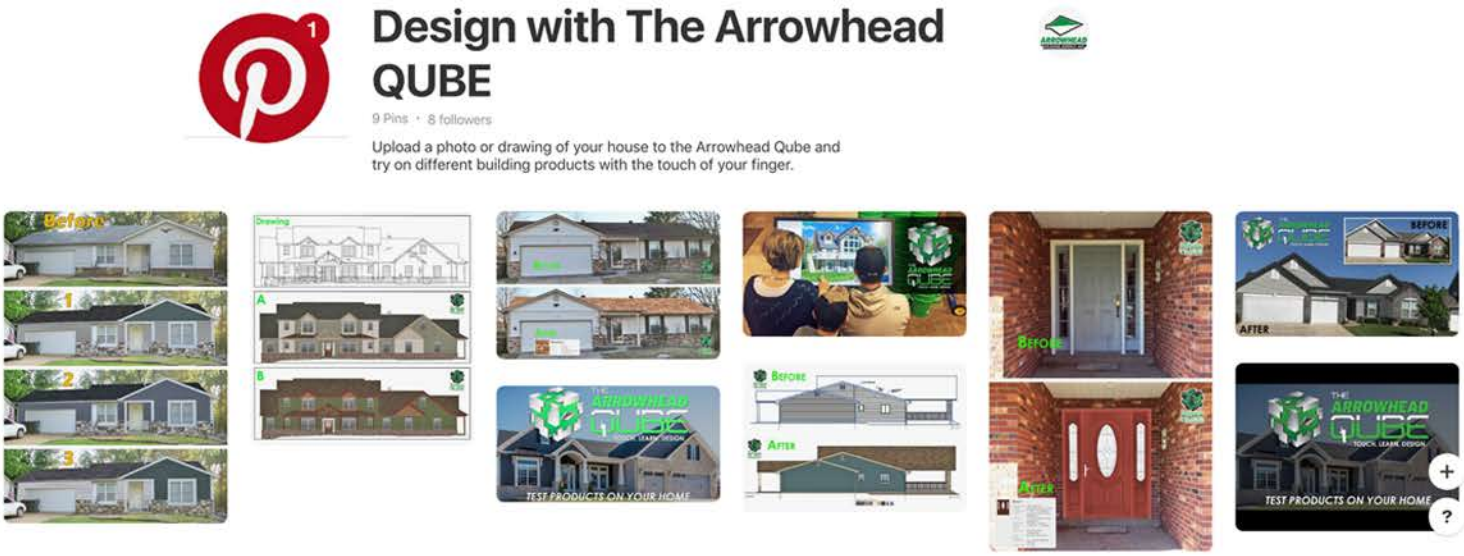
Social - Write it once, use it multiple ways

The Blog



Creating engagement for the service



The Press Sharing