



**Greater Austin Hispanic  
Chamber of Commerce**  
*Your Resource Your Future Your Voice*

# Social Media Ambassador Manifesto

We, the **Social Media Ambassadors for the Greater Austin Hispanic Chamber of Commerce (GAHCC)**, believe that:

- The Hispanic population will soon become the majority in the State of Texas
- The Hispanic population in the U.S. is a true force to be reckoned with
- The Hispanic population, both in the U.S. and internationally, has one of the highest rates of social media penetration of any group

That the GAHCC, as a representative of the Hispanic business community in Texas:

- Will become the largest and most practical source of online education for small businesses in Austin
- Will be known as the most web-savvy, cutting edge Chamber in the Greater Austin area, and in Texas as a whole

As such, we take the stance that the Social Media Ambassadors of the GAHCC, who are made up of a diverse group of individuals, both Hispanic and non-Hispanic, **will lead the charge for the above vision.**

The GAHCC's Social Media Ambassadors have the privilege and honor of serving the Hispanic and non-Hispanic small business community of Austin, by providing leadership in the following areas:

- Social Media and Online Education for marketing, customer service, retention and recruiting
- Representing the GAHCC through online media to the outside world
- Becoming examples to the staff, board members and members of the GAHCC, and to the community as a whole, by becoming model citizens who leverage the new digital technologies to improve our lives and businesses, and the lives and businesses of those we are in daily contact with

The Social Media Ambassadors of the GAHCC are:

**The Cream of the Digital Crop:** Innovative users of the digital technologies who have shown leadership and creativity in their use of interactive tools to move their businesses and their clients' businesses forward.

**Committed and Passionate:** Community leaders who are passionate and committed, and believe in the mission of the Chamber and of the Social Media Ambassadors.



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**Willing to Give Freely:** We all believe in growing our own businesses, but we also believe that giving is the highest art - that when we freely give our best, we are creating art, forwarding a cause and making every body's lives better.

**Not Afraid To Call It Like It Is:** The Social Media Ambassadors of the GAHCC take on responsibilities above and beyond their daily work activities, but they're also not afraid to say "no" as well. We can give feedback, and we can take feedback. And we're willing to take a stand when a stand is needed.

**Above all, We're Team Players:** We believe in giving credit where credit is due, in proactively taking responsibility and volunteering, even when nobody else is stepping up to the plate, and we support each other when we get busy with our everyday lives or with family.

## Will you join us?