



Thank you for your interest in the RethinkIE Blogger Network! For this program, we are looking to spread the word about the new Internet Explorer in a unique, visual way, which is where you come in! We'd love to collaborate with you and have outlined the details of this program below, followed by a list of frequently asked questions.

If you are interested in participating in this program, please email gregg.hanano@socialchorus.com with the following information:

- Your sponsored post rate
- The date you can publish your post
- The general topic for your post – no need to send a complete draft!

With this information, we can then create a contract for you to read over and sign, followed by program access where you will see cool social content, the complete blog post prompt, and all required blog assets.

Requirements

- Blog Post – For this blog action, we'll want you to talk about the new Internet Explorer browsing experience from your perspective! You can either center your post on the RethinkIE program in its **entirety** or on one of its **specific partnerships**. These are the partnerships you can write about (if you choose not to write about the entire program): ESPN FC World Cup, Assassin's Creed Pirates Demo, 22Tracks, Everest Rivers of Ice, Atari Arcade, and Hover. We'd really love for you to make this post your own and talk about either RethinkIE or the partnerships and how they relate to you. We'd love to see original imagery and hear your personal viewpoints on the new browsing experience! Please note that you will be provided with the required assets to embed in your post, as well as more details on each partnership, once your contract is signed.
- Social Shares – Share your post or related photos with our hashtag (#IEbloggers) on 2 to 3 social networks (Instagram, Facebook, or Twitter). If you would like to share on Pinterest or Google+, please email gregg.hanano@socialchorus.com with the corresponding links.
- Hub Shares – Please feel free to also share content directly from our hub once you are provided with the link (this will happen after the contract is signed). There will be a lot of great content that you can directly share to your social channels and there may even be fun opportunities for doing so!

Due Date

- Please publish your post no later than July 10th
- Once your post is live, you can submit it in our hub. We also ask that you email gregg.hanano@socialchorus.com with the link so we can be sure it was received.

Compensation

- This will be a sponsored post opportunity and payment will be made out via check.
- Please send an email to gregg.hanano@socialchorus.com with the amount you typically charge

for sponsored post opportunities.

Payment Process

- When your blog post and corresponding social shares are live, please create an invoice that contains the following information:
 - Your full name
 - Your mailing address
 - A link to your blog post URL
- You may send this invoice to gregg.hanano@socialchorus.com
- Upon receipt of the invoice, you will be paid the agreed amount within 60 days via check. We unfortunately cannot expedite this process on a case-by-case basis.

For More Information

Please visit www.rethinkie.com for more information and feel free to email gregg.hanano@socialchorus.com with any other questions you may have.

Frequently Asked Questions

How do I submit my completed links (blog posts and social media shares)?

You can submit your completed links on the page within our hub where you found the blog post prompt. There will be a submission box on the far right side. Please also email any social shares on Pinterest and Google+ to your program manager.

How do I receive my reward for participating in this program?

You will receive your reward for participating in this program within 4-6 weeks of the program end date. In order to ensure timely delivery of your reward, please email your program manager with an invoice for your blog post that includes your full name, your mailing address, and a link to your post URL.

I don't want to participate in this program, but I'm still interested in working with this brand. How do I remain on your mailing list?

To be considered for other opportunities, please sign up for our database. A SocialChorus program manager will reach out to you when we have other opportunities with the brand. Invitations to SocialChorus programs are subject to approval.

I would like to work on other opportunities with SocialChorus. How do I get to work with other brands?

To be considered for other opportunities, please sign up for our database. A SocialChorus program manager will reach out to you when we have other opportunities with the brand. Invitations to SocialChorus programs are subject to approval.

Can I recommend friends who would be good fits for your programs?

Have your friends sign up for our database! We will reach out to them when we have a relevant opportunity. Invitations to SocialChorus programs are subject to approval.

What are the requirements for my blog post? Do I need to include links or a logo? How do I properly disclose?

For every blog post you complete on behalf of a SocialChorus program, you must include a logo for the brand and disclosure code. These codes can be found on the blogger hub for the program you are participating in. Once you include this code, you do not need to include any further disclosures.

Can I remove the pre-populated text on social media shares on the SocialChorus platform and use my own language?

Yes! We welcome your own thoughts and creativity on our links. We ask you keep your thoughts family-friendly and free of attacks.

What is SocialChorus?

SocialChorus is the leading advocate marketing solution for brands people love! For more information, check out socialchorus.com.

If I authenticate my channels, will you be able to see my password and other private information?

At SocialChorus, we value your privacy. We will never post on your behalf without your permission and we are not able to see your password or private information.

How did you find my blog?

We use a variety of third-party tools in order to find influencers for our programs.

I'm having problems with the product I received for review. What do I do?

Contact your program manager for further instructions.



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