



PR News' Social Media Summit and Visual Storytelling Bootcamp Case Studies

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Ask yourself, if everything is content, how do you make it magnetic – attracting and lifting audiences?

Magnetic Content is:

- ✓ Story Driven
- ✓ Useful Findable
- ✓ Current Engaging
- ✓ Flexible Sharable

“People will pay attention if it enhances their lives.” —John Lavine,
Director Media Management Center Northwestern University
Professor

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Instagram in Motion
Info-Vines

Speeches
Key Remarks



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#SecDef Arrives for Worldwide Troop Talk

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- 546 Live Views
- 50,654 Replay Views
- 169,178 Hearts
- **+12,157 Followers**



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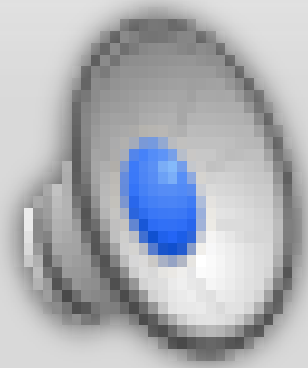
Secretary of Defense Ash Carter is speaking now at U.S. Army Fort Campbell.
Watch it live here.

Facebook Live



YouTube Live





Remembering Pearl Harbor
3.5 Million Views
22 Million Reach

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Research shows people will spend time with content that:

- Makes them smarter
- Gives them something to talk about
- Looks out for their interests
- Has an element of surprise or humor
- Inspires