

BUSTLE ON SNAPCHAT

Hannah Caldwell, Associate Social Media Editor

#Social16 @MsHannahFrazier



Bustle is the largest digital media property aimed at Millennial women, reaching over 45 million unique readers a month. Bustle delivers everything readers want to know, see, and read right now — spanning breaking news, entertainment, lifestyle, fashion + beauty, relationships and more.



11 Ways You're Sabotaging Yourself At Work

Carolyn Steber

Lifestyle



How To Order The Secret Starbucks Blue Drink

Megan Grant

Lifestyle

ENTERTAINMENT




FASHION & BEAUTY



MUST READS


Why I Often Feel Unsafe Supporting Hillary >

Emma Lord



Here's Your Weekly Horoscope For June 27-July 3 >

Megan Woods



OUR SOCIAL PRESENCE

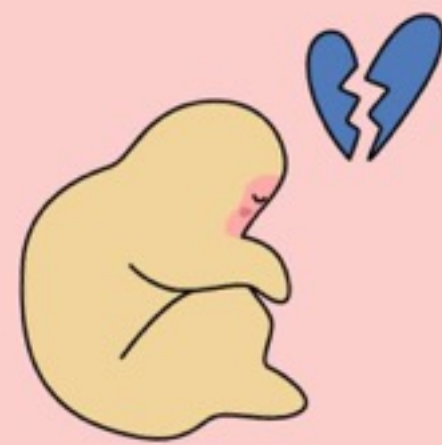
The screenshot shows the Bustle Instagram profile. The profile name is "bustle" with a verified badge, and the bio includes "Bustle", "bustledotcom", and "bustle.com". Statistics show 2,552 posts, 366k followers, and 737 following. The grid contains several posts: a meme about seeing a dog, a meme about shoes, a meme about organizing apartments, a meme about opening dishwasher doors, a comic strip about being "chill", a meme about "too" a.m., a meme about jumping to conclusions, a meme about forgetting names, a meme about Kylie's lip kit, and a meme about Emma Lord.

The screenshot shows the Bustle Twitter profile page. The header displays "Bustle" with 33.2K tweets. The navigation tabs are "Tweets", "Media", and "Likes". Three tweets are visible: 1) "7 Ways You Should Not Be Treated In A Relationship: [bsl.io/hp4](\"#\")" with 4 likes; 2) "tell me the three words I want to hear: \"I ordered pizza.\"" with 50 likes; 3) "These Comments From Your Partner Are Anti-Feminist: [bsl.io/hlz](\"#\")". The bottom navigation bar includes Home, Notifications, Moments, Messages, and Me.

#Social16 @MsHannahFrazier

OUR SNAPCHAT: LISTICLES

8 Unhealthy
Mindsets
You Should
Get Rid Of:



1. believing
you're the
victim & that
you're
unable to
change your
life



2. believing
you're not
worthy of
good things



EVENTS

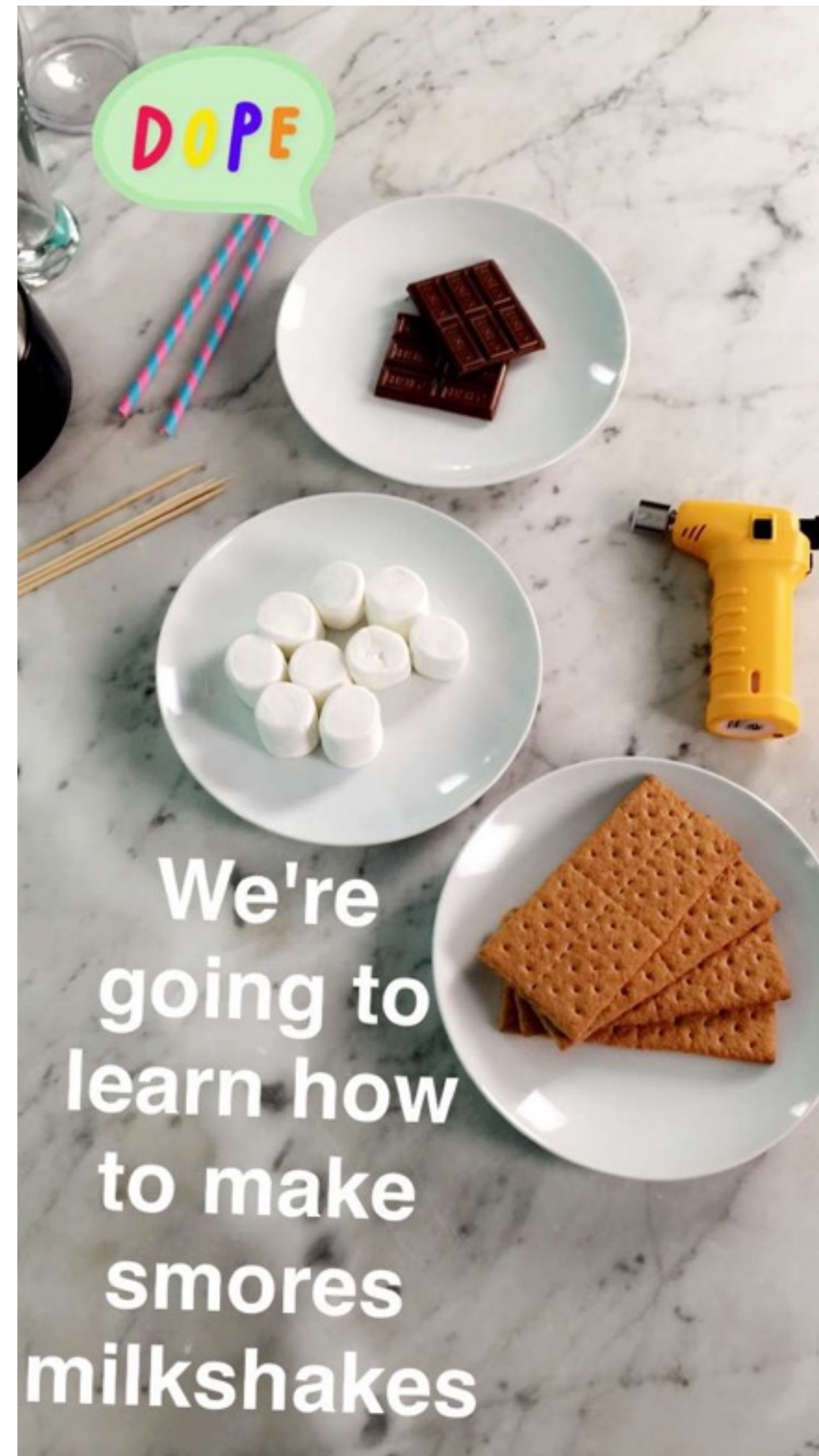
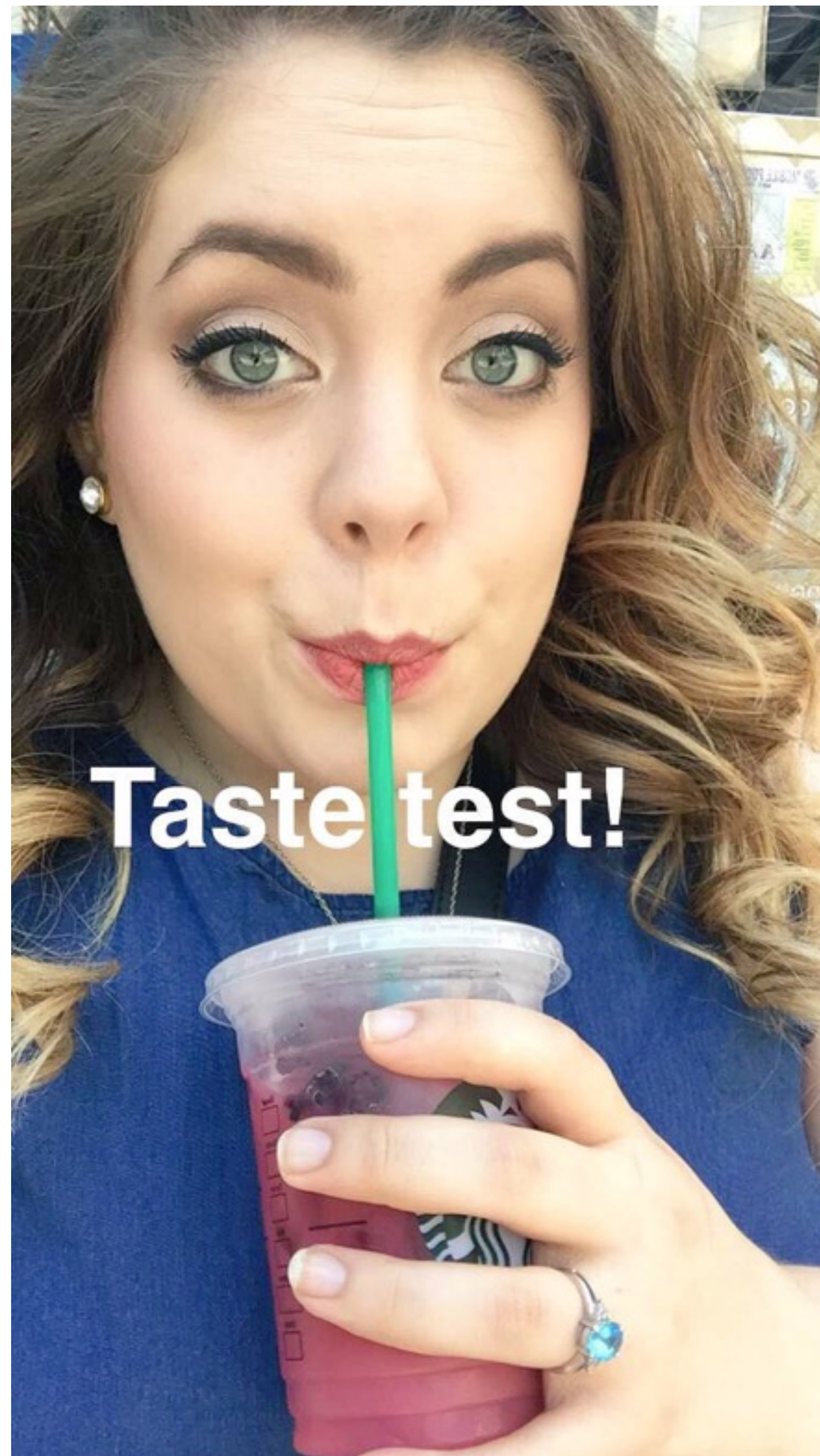


**12 carat
yellow
diamond 🙄**

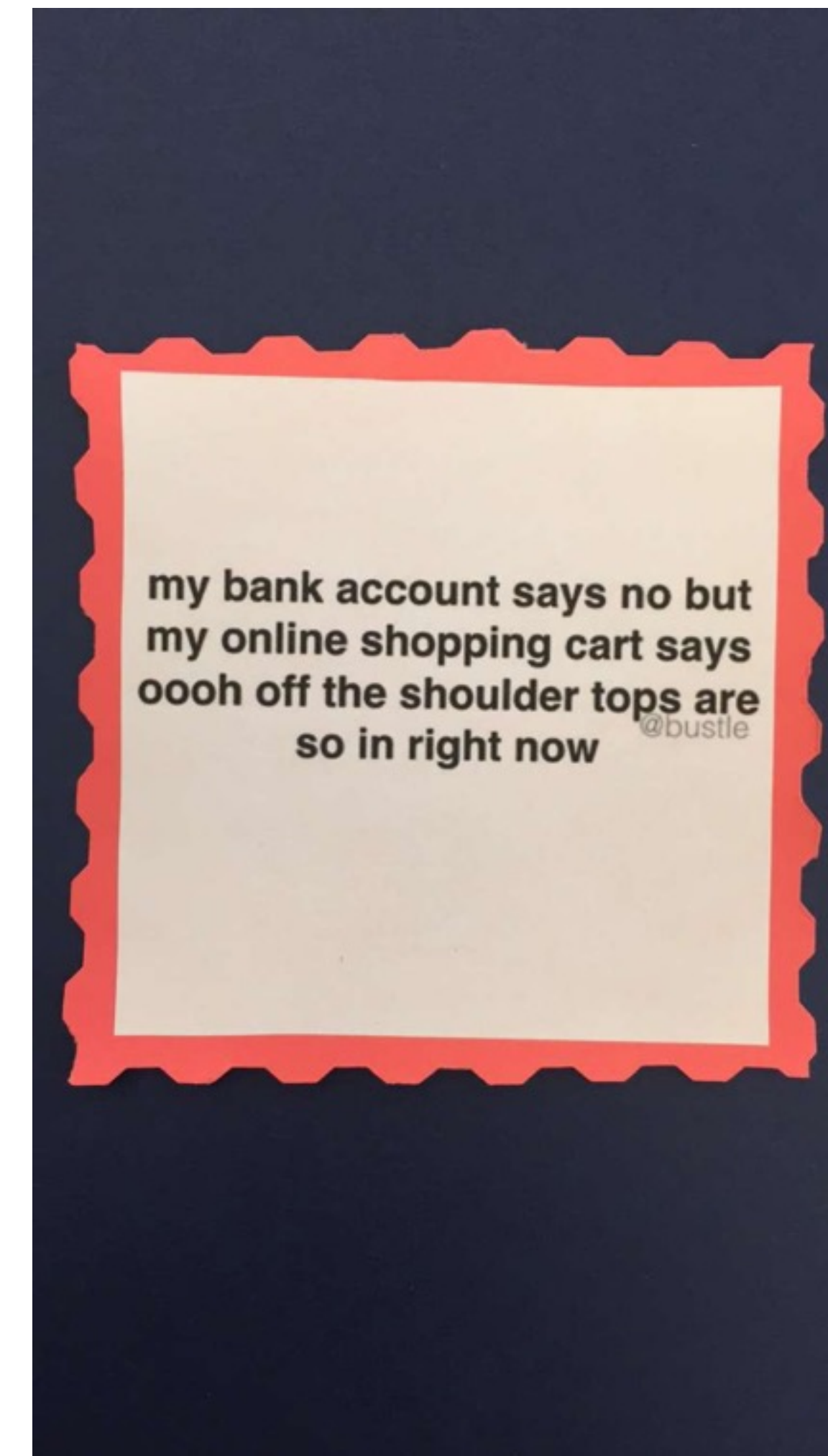
BTS: FACEBOOK LIVE



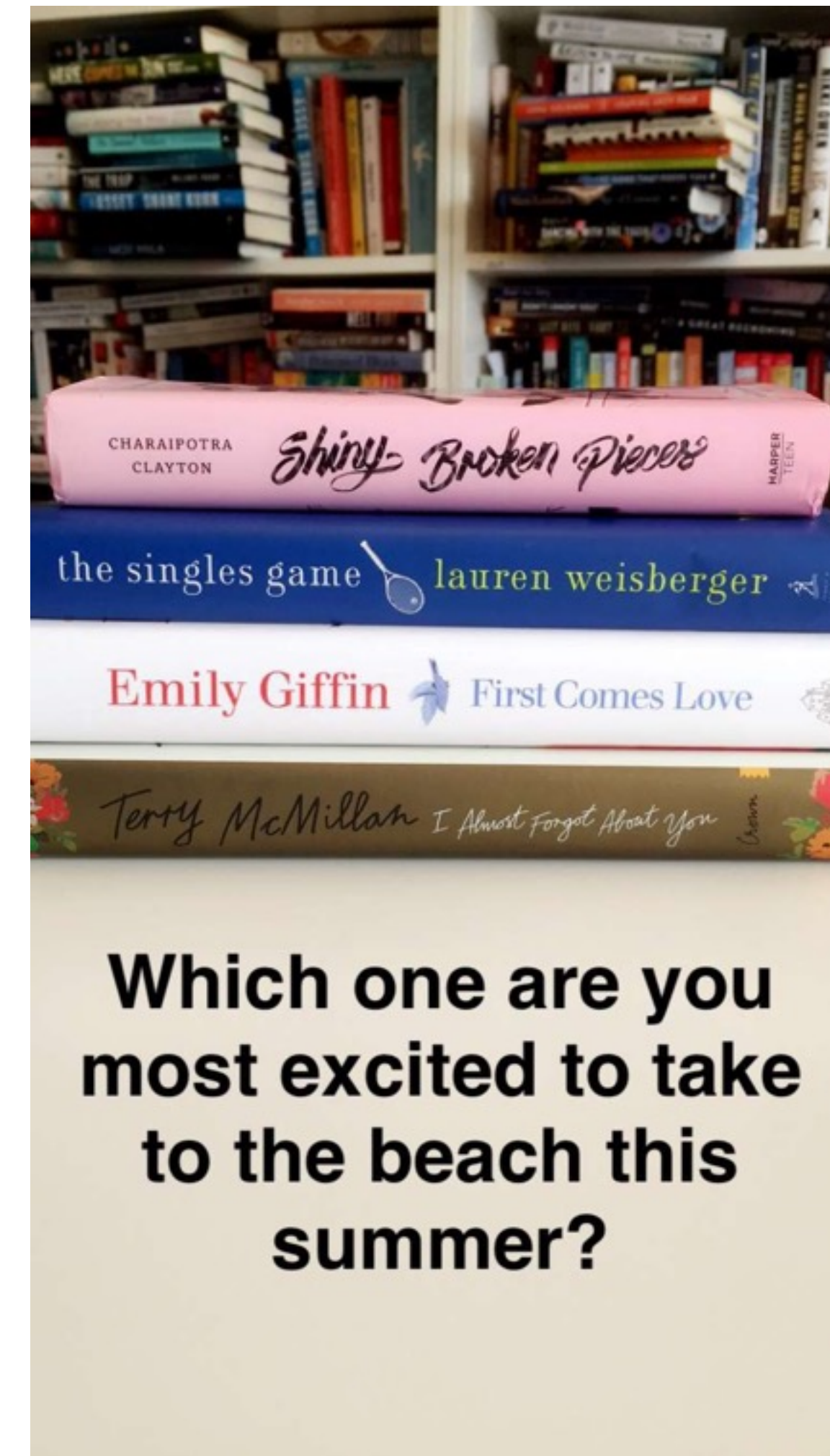
SNAP EXCLUSIVE CONTENT: EXPERIMENTS, TUTORIALS, INTERVIEWS



RECURRING FEATURES: MEME ROUNDUPS



RECURRING FEATURES: BUSTLE BOOK BREAK



#Social16 @MsHannahFrazier

RECURRING FEATURES: BUSTLE BEAUTY BREAK



**Charcoal is
detoxifying,
oil absorbing,
cleansing, and
antibacterial**

*perfect
for oily
skin*

**There are
lots of
ways to
incorporate
charcoal
into your
skin care
routine:**

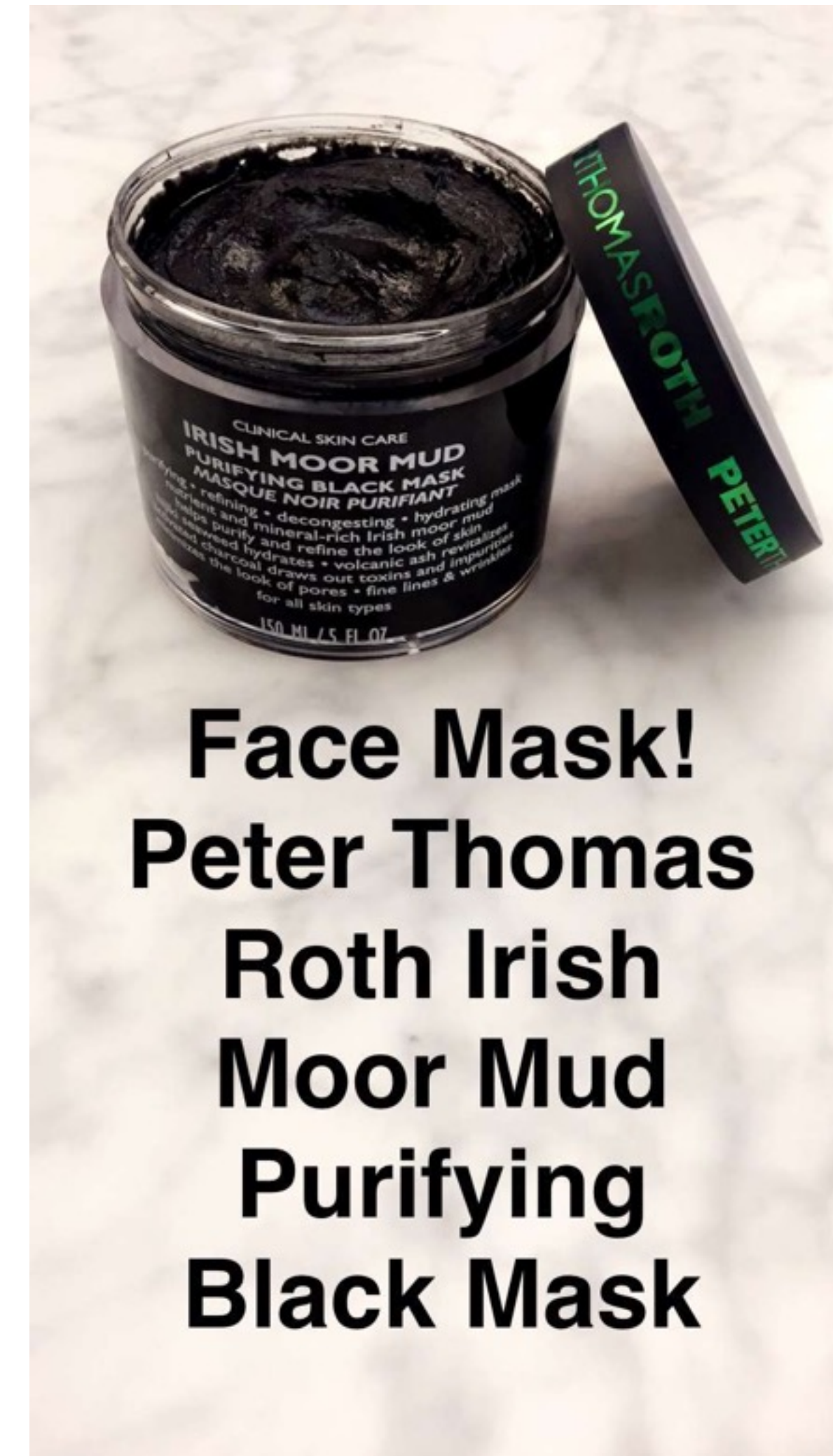
RECURRING FEATURES: BUSTLE BEAUTY BREAK



**Cleansers! Bar form
(Lush Coalface) or
paste (Lush Dark
Angels)**



**Dark
Angels is
exfoliating
and great
to use on
your body
too**



**Face Mask!
Peter Thomas
Roth Irish
Moor Mud
Purifying
Black Mask**



#Social16 @MsHannahFrazier