Snapchat Is Kicking Its Election Day Efforts Into High Gear

With Election Day fast approaching in the U.S., Snapchat is ramping up its efforts to get people to the polls and keep them informed. The messaging application announced a deep integration with TurboVote in September, in support of National Voter Registration Day, and it revealed last week that more than 600,000 users signed up for… https://www.adweek.com/digital/snapchat-is-kicking-its-election-day-efforts-into-high-gear/