

**From:** Wesley Donehue <wesleydonehue=pushdigital.com@cmail19.com>  
**To:** Veldran, KatherineKatherineVeldran@gov.sc.gov  
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The dog days of summer are here, but that's not going to slow us down a bit. See what's been going on with Push, Frothy and learn a little something new today.

## News From Push Digital

### **A Day At Push Episode 2: Launching A Campaign**

Ever wonder what it's like to work at a digital agency and launch a major statewide campaign? You don't have to wonder anymore. Watch this to find out.

### **Authenticity In Social Media Politics**

What can you do to make your candidate's social media presence effective? Be authentic.

### **Here's The Real Problem With Snapchat**

Now we get to the part where people will ask – does Snapchat really matter? Does it move numbers? My only answer is that I don't friggin' know.

### **Frothy Beard: Best Facebook Presence In The Country**

We were named by craftbeer.com as having the best Facebook presence in the nation, beating out not just the big dogs, but every other craft brewery in the nation.

## Wesley's Personal Blog

### **Things That Drive Me Crazy**

You won't hear me bitching too often. But I'm making an exception. That's right—I'm complaining about...complaining.

### **The Gates Dropped And We Stormed Omaha Beach**

We were giddy as we arrived back at Omaha Beach for the last five hours of our journey. The Light is supposed to have a 100% pass rate. It's not easy, but we knew we were in the clear now.

### **Judging My GORUCK Normandy HTL Performance**

I don't think any HTL is easy and this was certainly the hardest thing I've ever done. However, I do believe the historical aspect gave us a lot more to think about rather than just the pain.

### **Will You Join Me And Do Something Badass in 2016?**

The year isn't over yet and there's a lot more to do. So, again, I'm inviting you to join me. Hit me up and let's start training.

## News From Frothy Beard

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### **That's Using Your Melon!**

Please welcome: Melon Collie and the Infinite Seedless Watermelon Wheat (ABV 5.5%) An American Wheat made with South Carolina watermelons.

### **NEW Limited Edition T-Shirts**

These are going FAST. Order yours today.

### **Meet Macey**

A new behind-the-bar video featuring our favorite Brewster, Macey!

## **Important Links, Stories And Other Fun Stuff From This Week**

### **Need To Know Network**

A sweet new aggregation website by badass oppo guy Joe Pounder and friends.

### **Facebook Gets Strong Majority of World's Social Ad Spending**

More than two-thirds of net ad revenues at social sites go to the US-based giant.

### **Two Months In: Four Things NPR Has Learned Using Facebook Live**

At the end of the day, it's all about engagement.

### **Snapchat Is Moving Further And Further Away From Disappearing Messages**

Snapchat has moved well beyond its initial appeal to users, which was that you could send photo and video messages to friends that disappeared after they were viewed.

Until next week,

*Wesley Donehue*

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