

From: Wesley Donehue <blast=pushdigital.com@cmail19.com>  
To: Veldran, KatherineKatherineVeldran@gov.sc.gov  
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Subject: Gobble til we wobble ☐☐

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Are you ready to gobble til you wobble? We're just a matter of days from turkey dinners and college football, but first a pick work week.

Here's the latest from digital, Push, beer and politics:

## **News From Push Digital**

### **This is The Formula For Awesome Content**

What we think we are the absolute best at is pumping out creative content based on data and pushing to targeted audiences using data, all with the purpose of getting people to take an action.

### **It's All About Content, Lots of It**

Why we pump out a lot of content, and you should too.

### **We've Been There**

Our team members have experience in a number of different industries. Maybe we can help you.

## **Wesley's Personal Blog**

### **America Is NOT A Democracy**

Here's a little clip from my TEDx talk that explains exactly why America is not a democracy.

### **Three Halves Equal 1 1/2**

I ran a half-marathon for the third straight Saturday. And I crushed it with a PR of 01:41:32

## **News From Frothy Beard**

### **Are Mermaids Real?**

Of course they are. You haven't seen one? Maybe you don't know where to look.

### **You Can Hold An Albatross In Your Hand**

And you should! Our new brew has flown in and landed

### **Introducing Holy Water—the Beer With the Taste of Charleston**

Frothy Beard is in the Holy City, and we will soon move into our new brewery, which used to be a church. So you understand the desire to create a special beer that captures our excitement!

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

### **How an Indian firm predicted a Trump victory when every American pollster got it wrong**

Using an artificial intelligence algorithm that mined social media, MogIA predicted Trump would win when almost no one else did.

## **Facebook and the Digital Virus Called Fake News**

This year, the adage that “falsehood flies and the truth comes limping after it” doesn’t begin to describe the problem. That idea assumes that the truth eventually catches up.

## **Mark Zuckerberg outlines Facebook’s ideas to battle fake news**

A week after trying to reassure the public that it was “extremely unlikely hoaxes changed the outcome of this election,” Facebook founder Mark Zuckerberg outlined several ways the company might try to stop the spread of fake news on the platform in the future.

## **Social media causes some users to rethink their views on an issue**

In an election season marked by partisan animosity, a recent Pew Research Center report found that many social media users describe their political encounters online as stressful and frustrating, and nearly four-in-ten have taken steps to block or minimize the political content they see from other users.

## **Facebook, Snapchat and Twitter played a bigger role than ever in the election**

Social media has been the ultimate water cooler over a long campaign season, and the destination for sharing, discussing and complaining about the latest headlines.

## **This Analysis Shows How Fake Election News Stories Outperformed Real News On Facebook**

In the final three months of the US presidential campaign, the top-performing fake election news stories on Facebook generated more engagement than the top stories from major news outlets.

## **For the ‘new yellow journalists,’ opportunity comes in clicks and bucks**

At their apartment in Long Beach, Calif., Paris Wade and Ben Goldman work on their pro-Donald Trump website, LibertyWritersNews.com, which has gotten tens of millions of page views.

Until next week,

*Wesley Donehue*

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