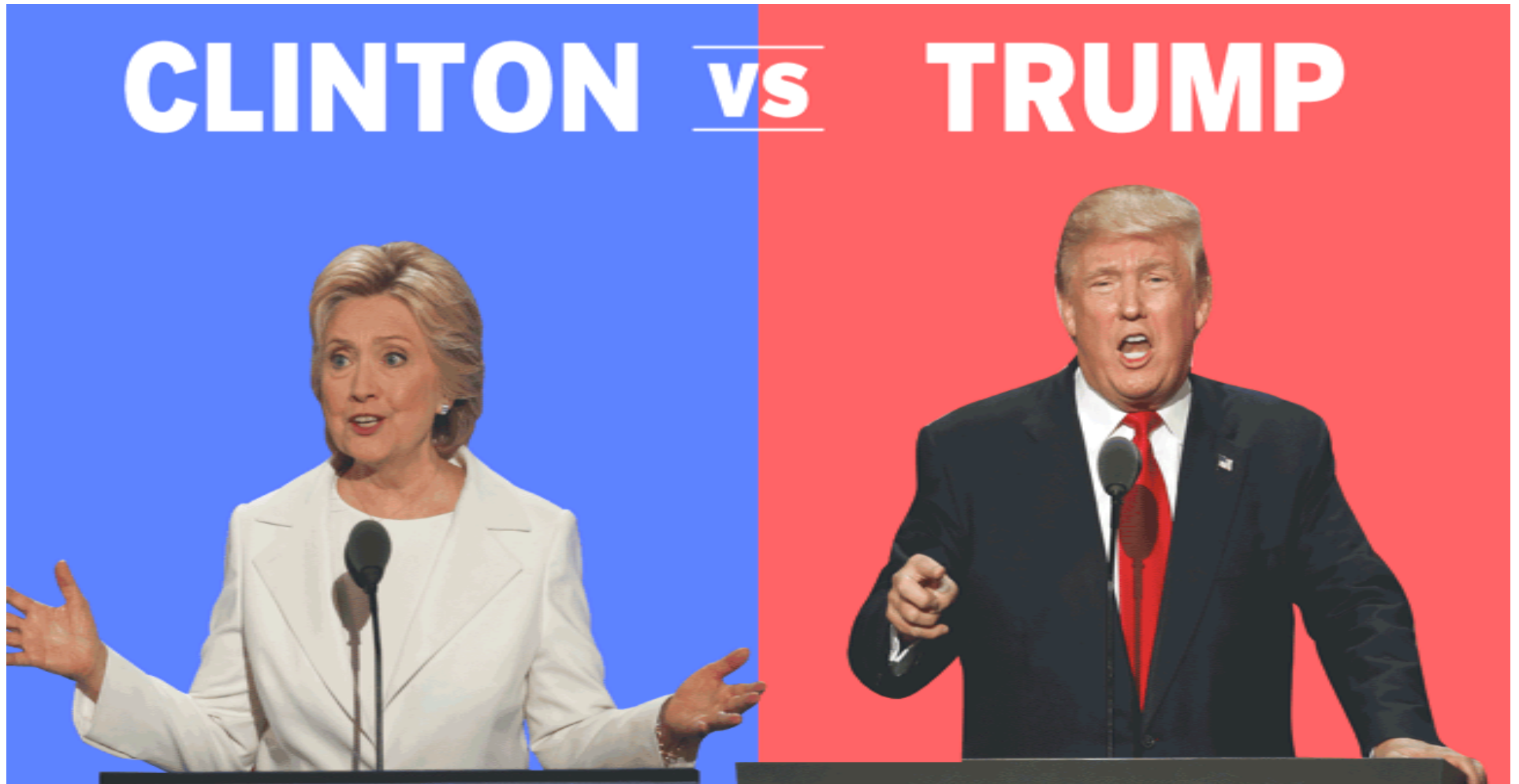


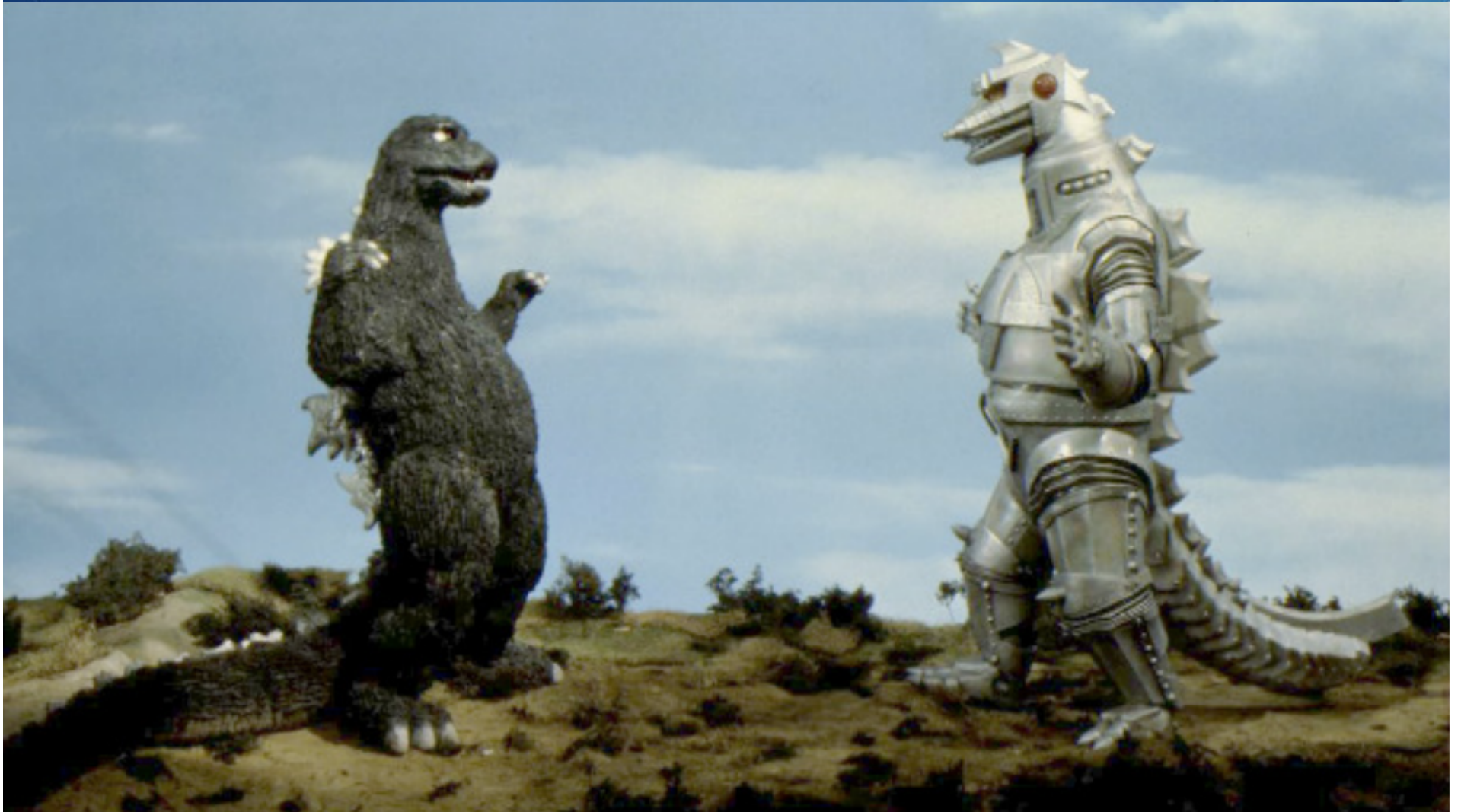
A Digital Battle Royale



America To The World:



Two Campaigns, Two VERY Different Strategies



Donald Trump's Digital Strategy



Hillary Clinton's Digital Strategy

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**He literally
said that.**

During tonight's debate,
don't let Donald Trump
run away from the truth.

See for yourself



Show Hillary you have her back during
the debate. Donate right now.

Chip in today

\$5

\$15

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\$100

For more real-time fact-checking, visit The Briefing.

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Digitally Comprehensive



49 53

SEPTEMBER 26, 2014
Charlotte
IS BORN



from hillaryclinton.com



Hillary Clinton
Newest (and Best) Job: Grandmother



Hillary Clinton ✓
@HillaryClinton

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Delete your account. [twitter.com/realDonaldTrump...](https://twitter.com/realDonaldTrump)

2:27 PM - 9 Jun 2016



573,600



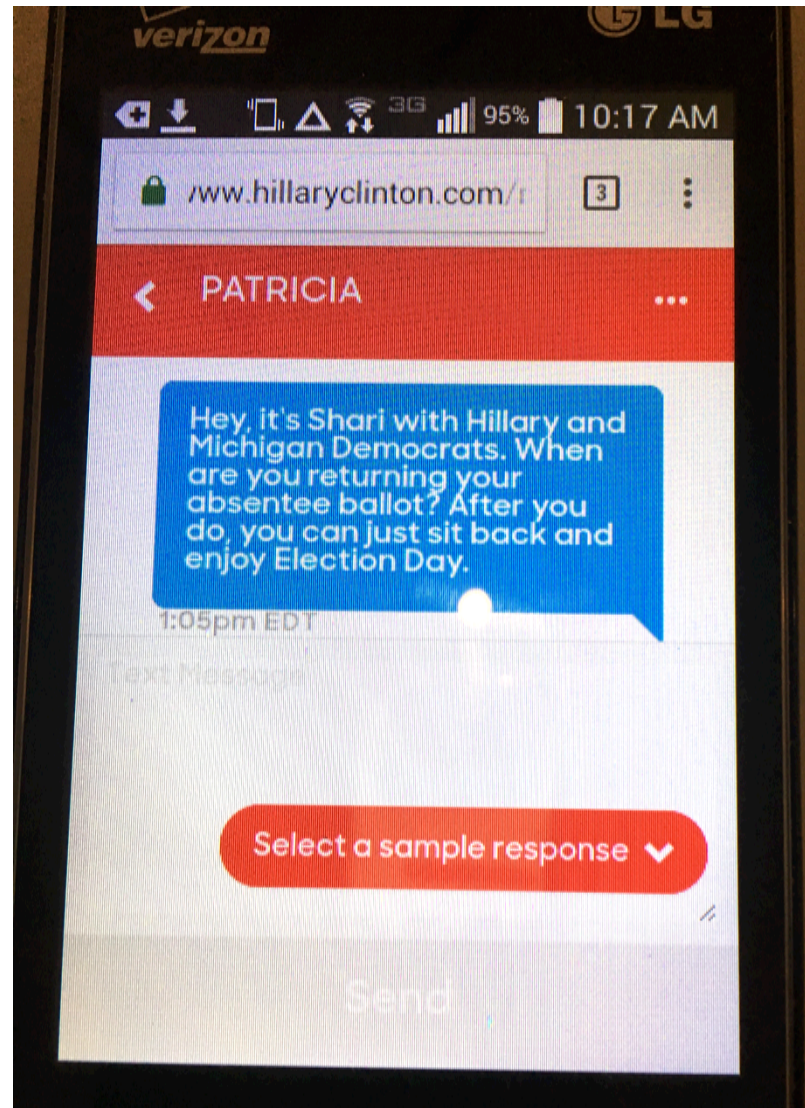
728,264

Brave | Hillary Clinton



Elianne Ramos | World Communications Forum | Geneva | March 14, 2017

Tools & Techniques



Human Capital



Who REALLY Won?



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POLITICS

It looks like Russia hired internet trolls to pose as pro-Trump Americans

theguardian

Social media

Invasion of the troll armies: from Russian Trump supporters to Turkish state stooges

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Palmer Luckey is funding Donald Trump's internet trolls with his Oculus money

by Rich McCormick | Sep 23, 2016, 12:02am EDT

You Have Got to Be Kidding Me...

SEARCH

The New York Times

Donald Trump Completes Final Lap, Electoral College, to White House

By RICHARD PÉREZ-PEÑA DEC. 19, 2016



RIGHT NOW The Electoral College has affirmed [Donald J. Trump](#) as the nation's 45th president, pushing him past the 270-vote threshold for election, with scant evidence of the anti-Trump revolt among electors that some of his critics had hoped would occur.

Really, America?



Take-Aways

Messages must be fun, relevant, useful

Never underestimate your competition

Question everything

Build for the future

What now?



still
I'm with her.

