**Snapchat Lifts Ban on Links, Adds Extra Creative Tools**

Snapchat is now letting users add links to posts and has unveiled a suite of additional creative features. Paperclip attaches a web link to Snaps, voice filters let users play with sound in their Snaps, and backdrops enable users to create a layer between the real background of their Snap and objects or people in front.

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<http://www.cnbc.com/2017/07/05/snapchat-adds-paperclip-to-link-out-to-external-websites.html>