**Snapchat Messaging Amid Consumer Sensitivities**

Snapchat is urging brands that use its platform to adapt communications to current consumer sensitivities in the wake of the coronavirus pandemic, including shifting from product benefits, hard-selling, calls to action and broad messaging to consumer benefits, offering assistance, brand equity and empathetic verbiage, according to a post. More specifically, marketers should communicate with users by spreading positivity, "gamifying your brand messaging" and lifting individuals "by spreading awareness of local causes."

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[***https://www.socialmediatoday.com/news/snapchat-provides-tips-for-brands-looking-to-connect-with-their-audiences-a/575476/***](https://www.socialmediatoday.com/news/snapchat-provides-tips-for-brands-looking-to-connect-with-their-audiences-a/575476/)