**As Social Media Gets More Visual, It's Gotten More Invisible to Marketers**

Social media keeps getting more visual, and for evidence of that, look no further than Clorox Co.'s Hidden Valley Ranch. One recent Twitter post of a photo that showed chicken wings and French Fries with Hidden Valley Ranch dressing generated 150 million retweets and an ultimate audience of nearly 44 million people, according to Brian Kim, director of product management for ad-tech startup GumGum.

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<http://adage.com/article/digital/social-media-visual-invisible/298720/?utm_source=daily_email&utm_medium=newsletter&utm_campaign=adage&ttl=1433213079>