**Sports Illustrated Touts Swimsuit Edition Via Social**

Time Inc. is touting its Sports Illustrated Swimsuit Issue starring Kate Upton with more than 12 Facebook Live shows and a worldwide Snapchat Live Story featuring the models in this year's edition. The magazine is also collaborating with @WomenIRL on Instagram to encourage people to share their own videos using the hashtags #LoveYourSwimsuit and #WhatIModel.

***Mobile Marketer 2/16/17***

[***http://www.mobilemarketer.com/cms/news/social-networks/24504.html***](http://www.mobilemarketer.com/cms/news/social-networks/24504.html)