

# Snapchat Will Let Media Partners Curate, Monetize User Story Posts | Variety

By Todd Spangler

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[Snapchat](#) is teaming with two dozen media partners to let them package together publicly shared user posts into curated segments — and make money from them.

The initial [Snap](#)-approved partners for the Curated Our Stories program span the gamut from traditional news orgs like CNN and NBC News; digital brands like Group Nine's NowThis and The Dodo, Refinery29, and Mic; existing partners like Viacom, iHeartMedia, Vice Media and Hearst (Cosmo and Harper's Bazaar); emerging content companies like [high-school sports media startup Overtime](#) and The Infatuation; and viral-content aggregators like Jukin Media and LADbible.

Those partners will be able to stitch together publicly submitted content from [Snapchat](#) users into Stories about events, places or themes, with editorial wrapped around them. [Snap](#) plans to run ads in the partner-curated Our Stories and split that revenue for the Stories they produce. The first Curated Our Stories will begin showing up in the next few weeks.

Source: [Snapchat Will Let Media Partners Curate, Monetize User Story Posts | Variety](#)