



For Immediate Release

For more information, contact:
Lynn Konsbruck
773-547-0488
lkonsbruck@maxmarketing.com

Snap-on Expands its Social Media Presence with New Instagram and TikTok Channels

LINCOLNSHIRE, Ill., Oct. 27, 2026 – Snap-on® expands its social media presence with the launch of Instagram and TikTok channels, giving customers additional ways to access diagnostic training, product updates and tips and tricks for getting the most from their diagnostic scan tools.

The new [Instagram](#) and [TikTok](#) channels complement Snap-on's existing [Facebook](#) page and feature product highlights, training updates and behind-the-scenes moments.

"Adding Instagram and TikTok to our social media lineup allows us to reach new audiences who may not be active on Facebook, helping us connect with more customers, build stronger relationships and share our story in new ways," said Helen Cox, marketing and client services director, Snap-on Diagnostics. "We encourage everyone to follow Snap-on Diagnostics – no matter which social media platform is preferred."

To learn more about Snap-on, visit www.snapon.com/diagnostics or talk to a Snap-on franchisee or other Snap-on sales representative.

About Snap-on

Snap-on Incorporated is a leading global innovator, manufacturer, and marketer of tools, equipment, diagnostics, repair information and systems solutions for professional users performing critical tasks including those working in vehicle repair, aerospace, the military, natural resources, and manufacturing. From its founding in 1920, Snap-on has been recognized as the mark of the serious and the outward sign of the pride and dignity working men and women take in their professions. Products and services are sold through the company's network of widely recognized franchisee vans, as well as through direct and distributor channels, under a variety of notable brands. The company also provides financing programs to facilitate the sales of its products and to support its franchise business. Snap-on, an S&P 500 company, generated sales of \$4.7 billion in 2025, and is headquartered in Kenosha, Wisconsin.

###