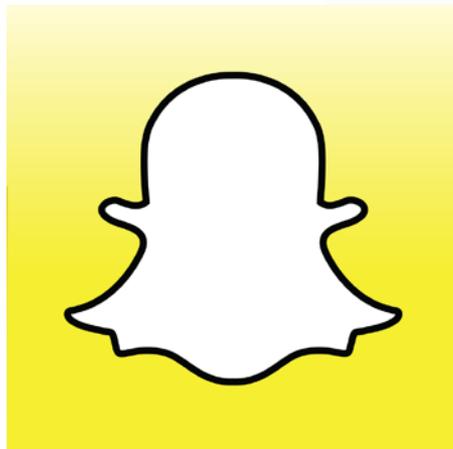
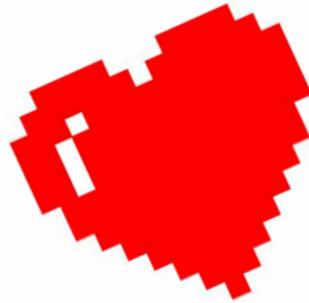


Mashable

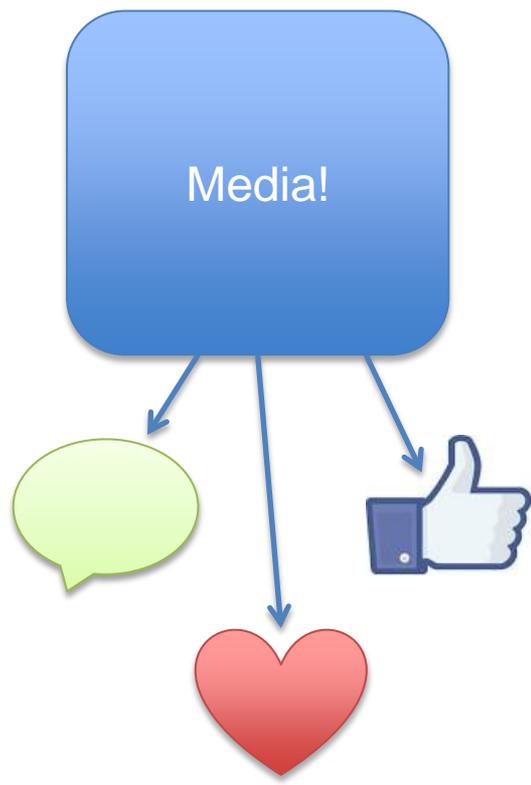




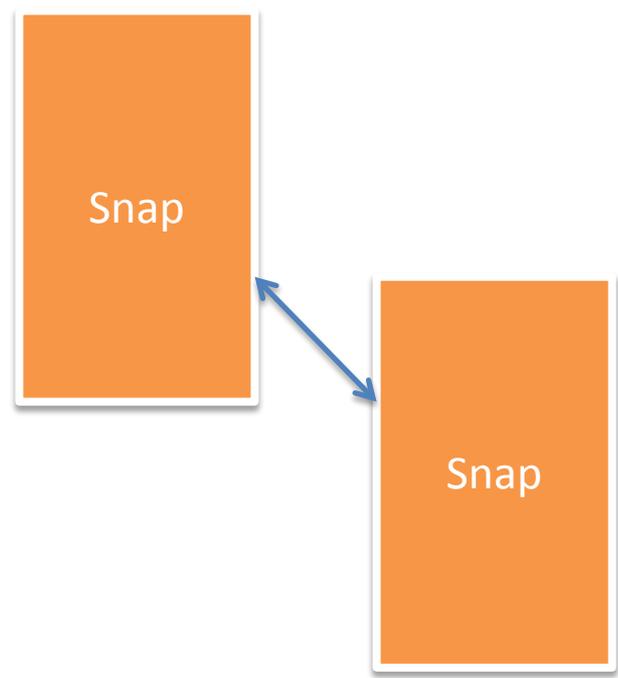
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Mashable is the leading sources of news
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Snapchat: A Focus Shift For Social Media

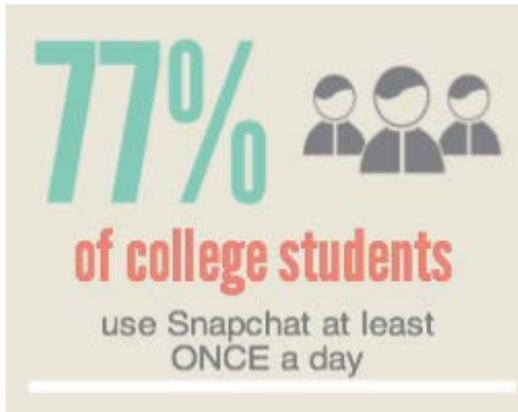


The Standard



The Snapway

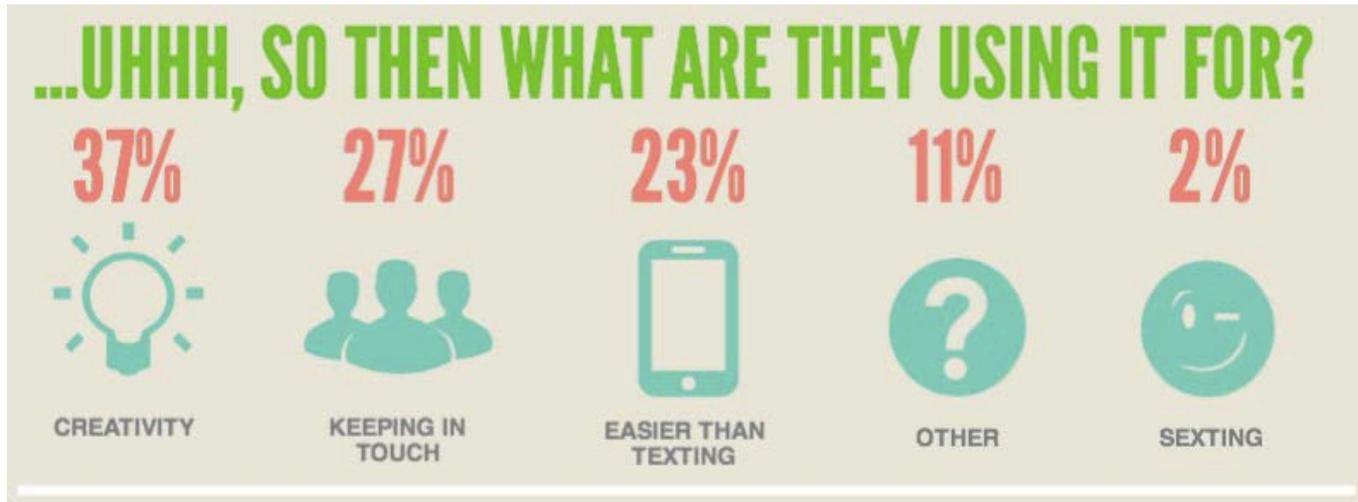
Why Snapchat Is Worth It



Demographics

Interface

Intimacy



.....Or Not



Ephemerality

Discovery

Cost

Case Study 1: Live Coverage



Access

Personality

Interaction

Case Study 2: Community



Ease of use

Creativity

Exposure

Case Study 3: Original Content



Consumable

Branded

Visual

Case Study 4: Collaborative Content



Story based

Product driven

Real-time

Some Snapchat Tools



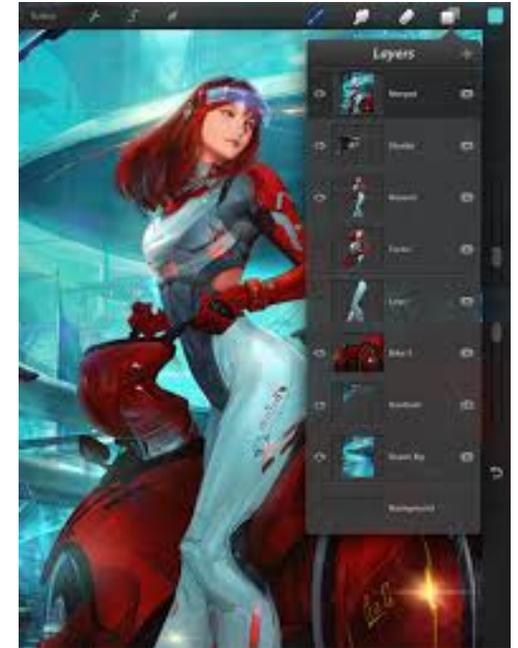
SnapRoll

Snap Chat from
Camera Roll

SnapRoll



Puku



ProCreate

Instagram Direct: How It Differs

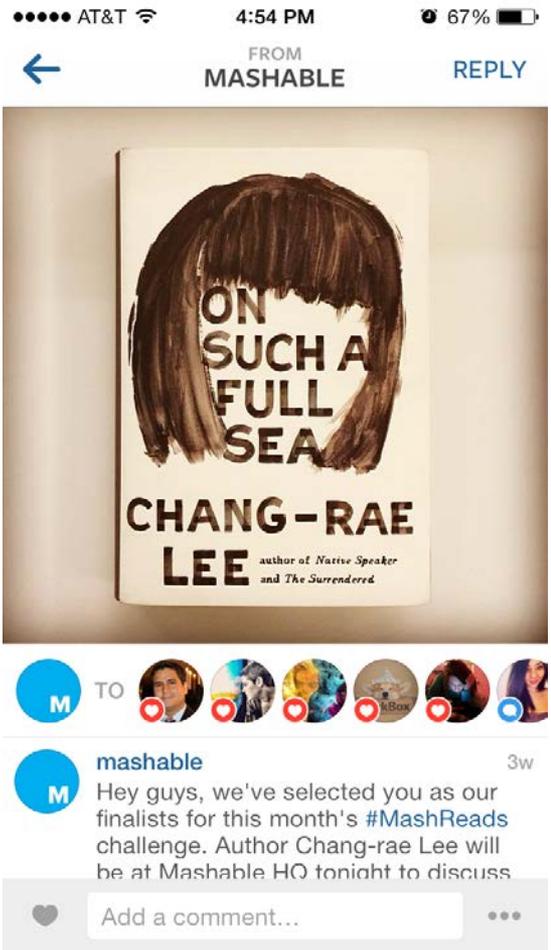
Group messaging

Visible comments & likes

Engage users outside followings



Case Study 1: Contests

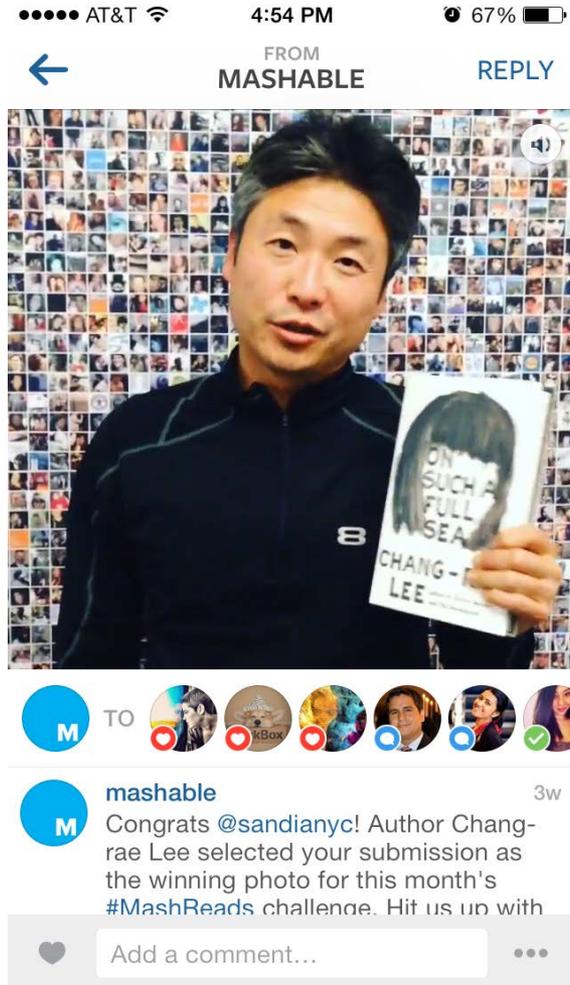


Community-building

Engaging

Spotlighting

Case Study 2: Exclusive Content

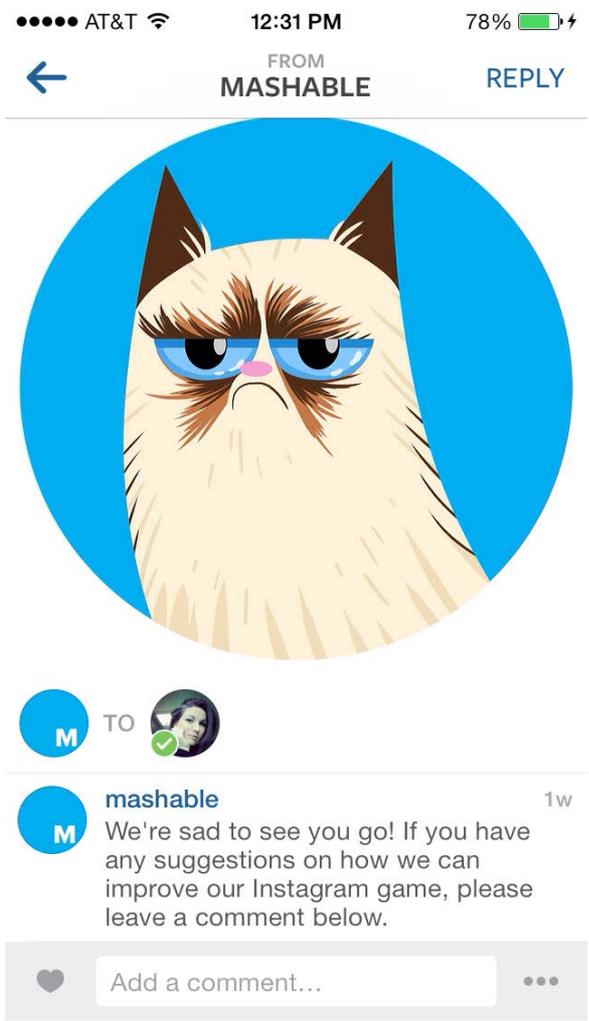


Surprising

Premium

Target-focused

Case Study 3: Feedback



Experimental

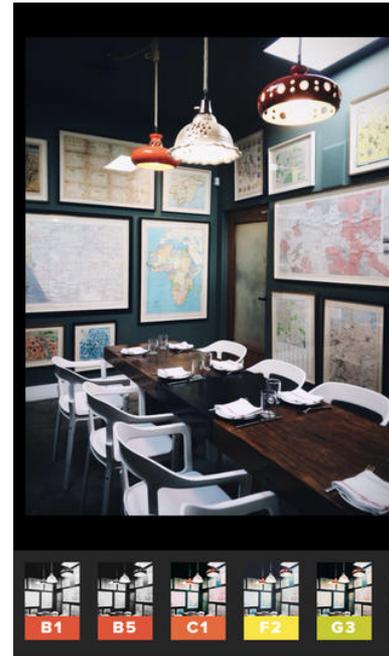
Opt-in

Informative

Some Instagram Tools



Snapseed



VSCO Cam



Tagg.ly



Post consistently

Respond!



Spend time on visuals

Jeff Petriello – jeff@mashable.com - @thebeff

@thebeff
#PRNews