@LAURAEWILSON
#SOCIAL16
IS SNAPCHAT RIGHT FOR YOUR ORGANIZATION?

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Georgetown University

@LauraEWilson

THIS MAY NOT EXCITE YOU…

60% OF THE U.S. HIGH SCHOOL CLASS OF 2015 POLLED SAID THEY USE SNAPCHAT AT LEAST DAILY.

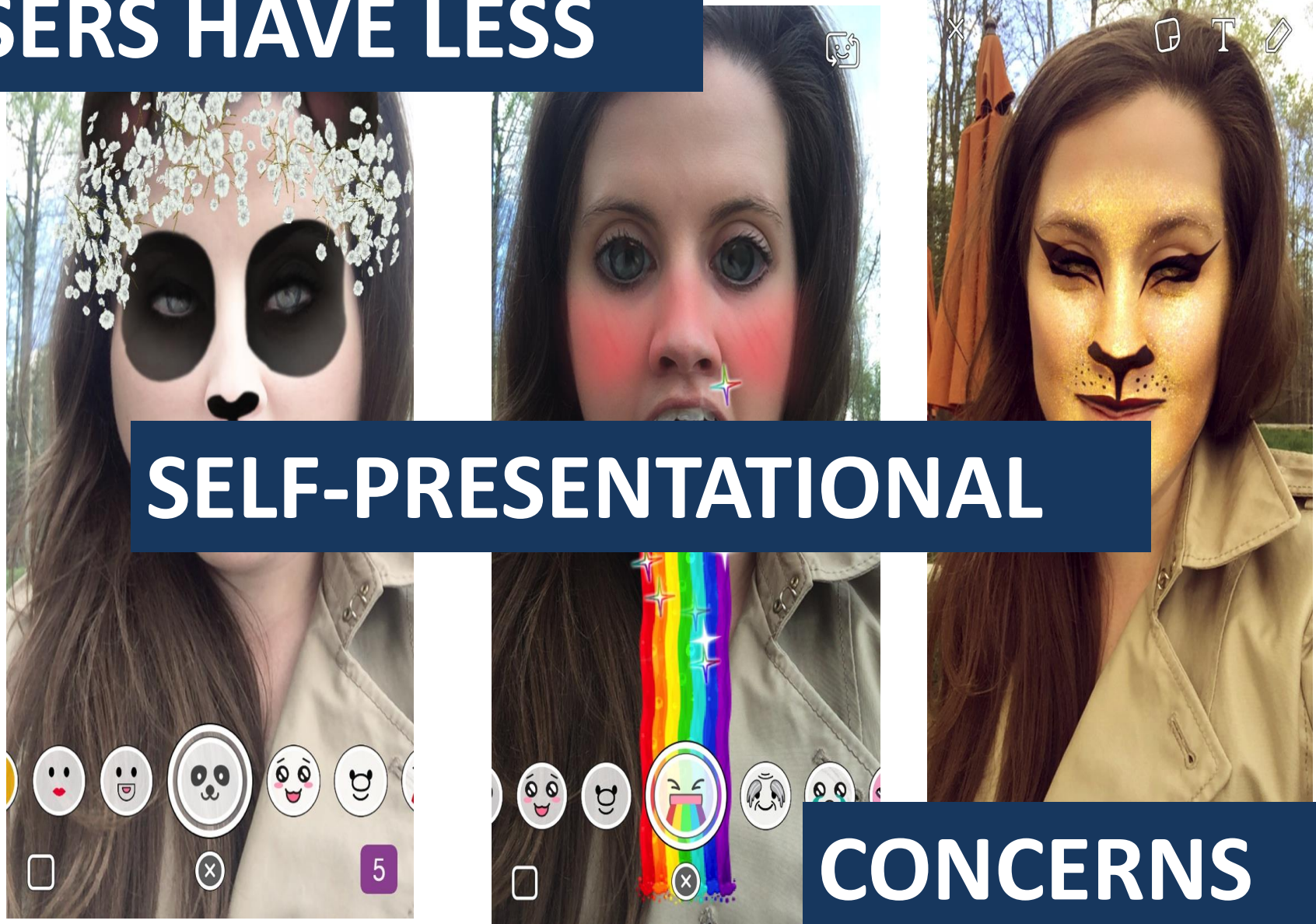
BUT THIS STAT SHOULD

SNAPCHAT USERS ARE NOW RACKING UP

10 BILLION

VIDEO VIEWS PER DAY.

USERS HAVE LESS



SELF-PRESENTATIONAL

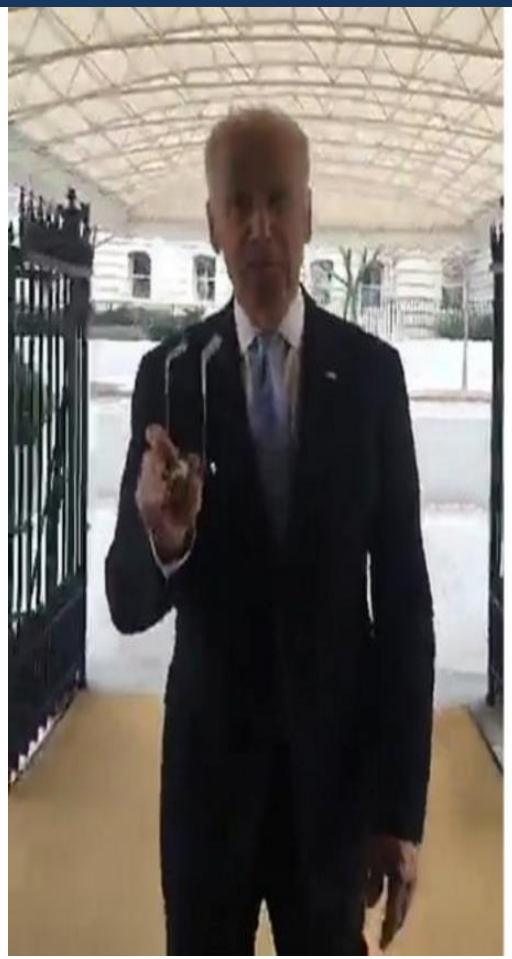
CONCERNS

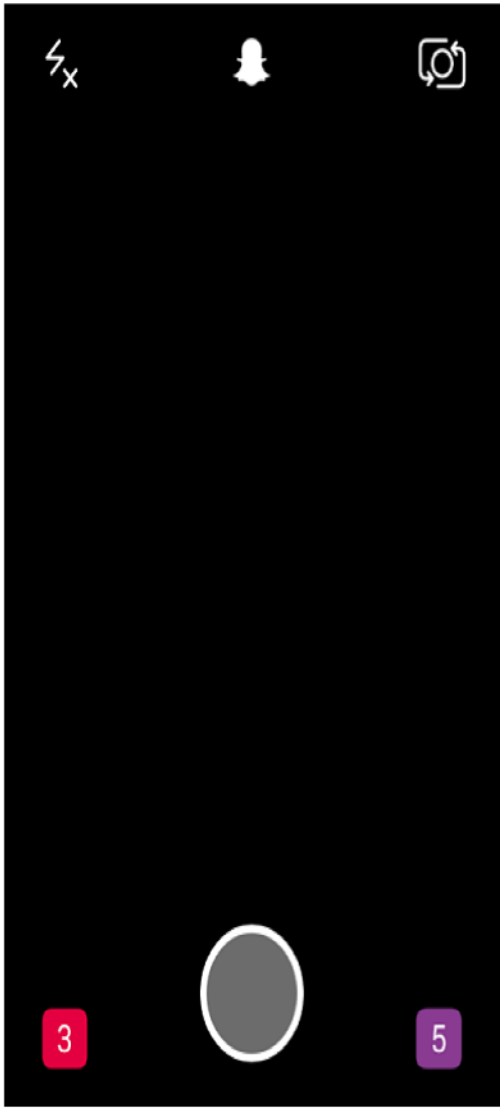
MAJOR KEYS

REGARDLESS OF

- YOUR INDUSTRY
- YOUR BRAND
- YOUR INTERNAL BS

MEETING PEOPLE WHERE THEY ARE





IT FORCES YOU TO CREATE & SHARE.

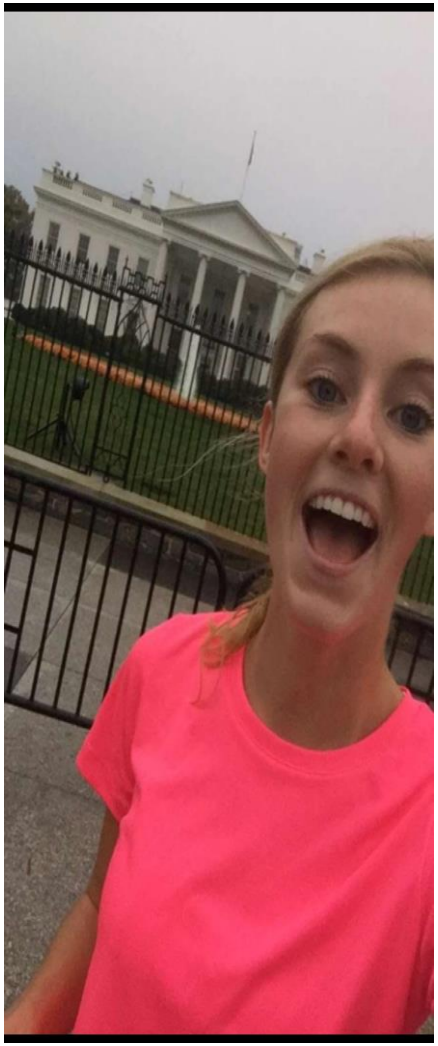
A DAY
IN
THE LIFE.
Welcome Home Alumni

GEORGETOWN STORIES

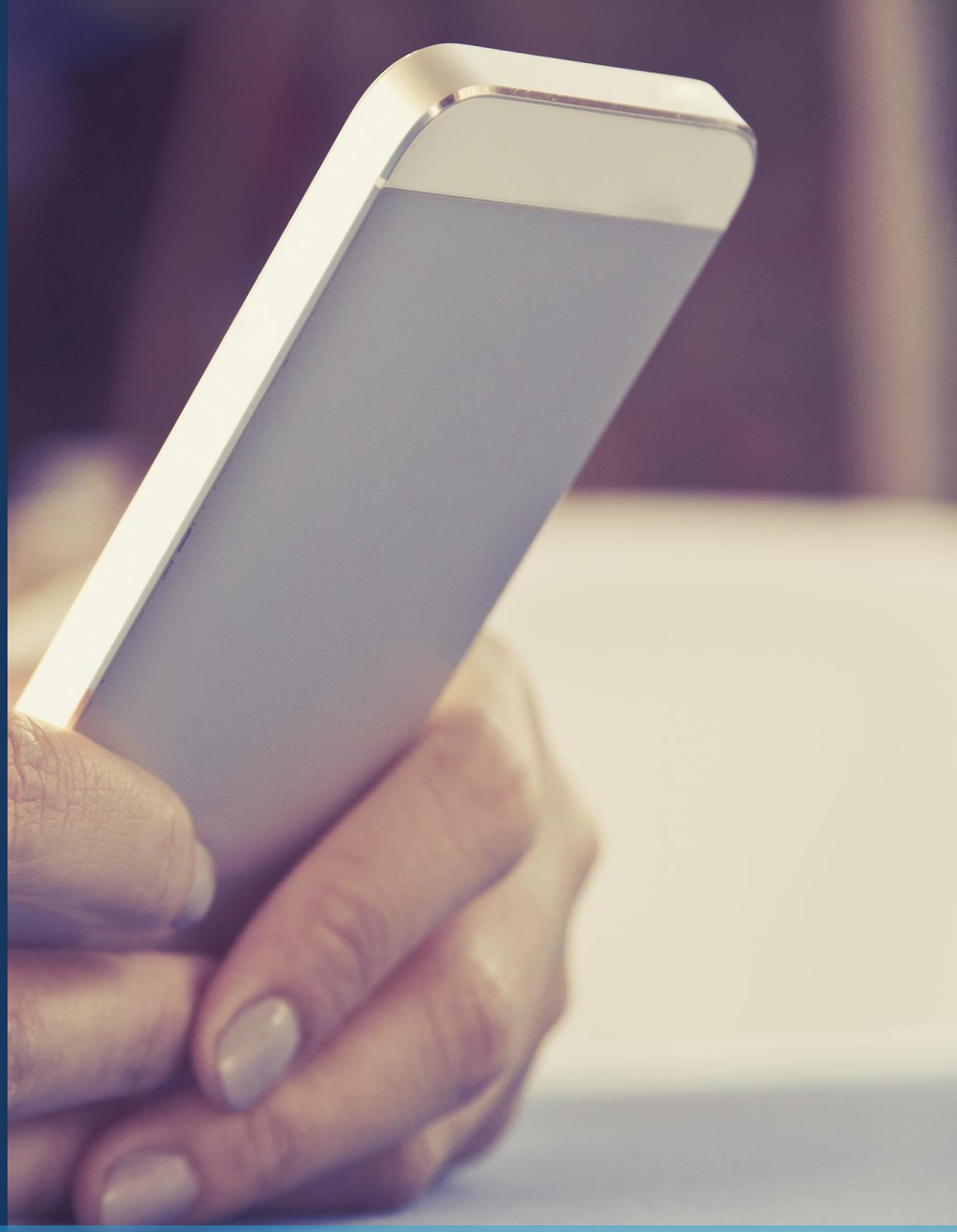
The Snaps Behind my STORY

GU

Taylor



VERTICAL CONTENT FOR VERTICAL SCREENS



INSERT VIDEO 1

https://georgetown.box.com/s/xnk40jyo0n9h9witnv8tozgg6k57no2o

John Mulaney & Nick Kroll

Lecture Fund crew is ready

John & Nick ready to roll!
WASHINGTON
DISTRICT OF COLUMBIA

Hours after the talk, Kroll goes on tour

PARTNERSHIPS

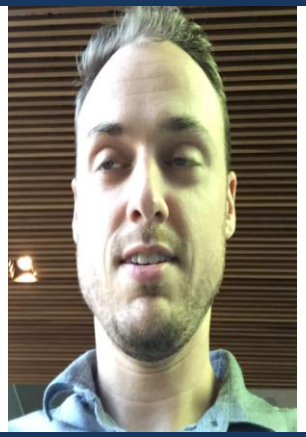
EXCLUSIVE ACCESS

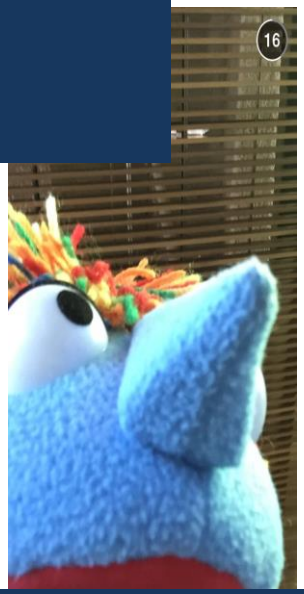
BEHIND THE SCENES

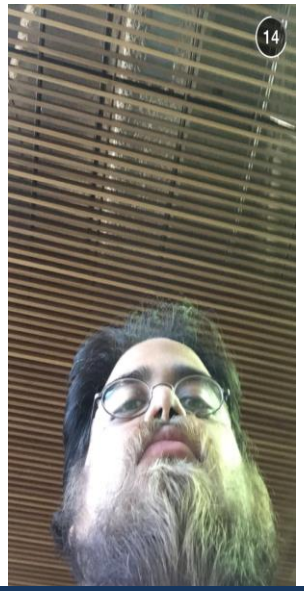
INSERT VIDEO 2

https://georgetown.box.com/s/nkquf83s3pv5gihsnt5k0sujs272o2i2

HIGHLIGHT







WORKPLACE CULTURE

INCENTIVES

52
Stick around, friends.

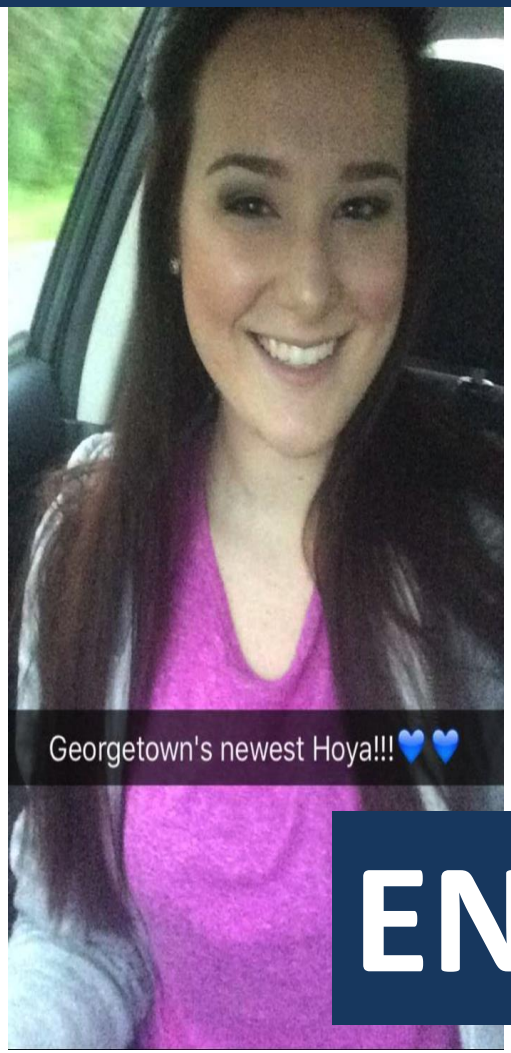
50
You just might get 15% off...

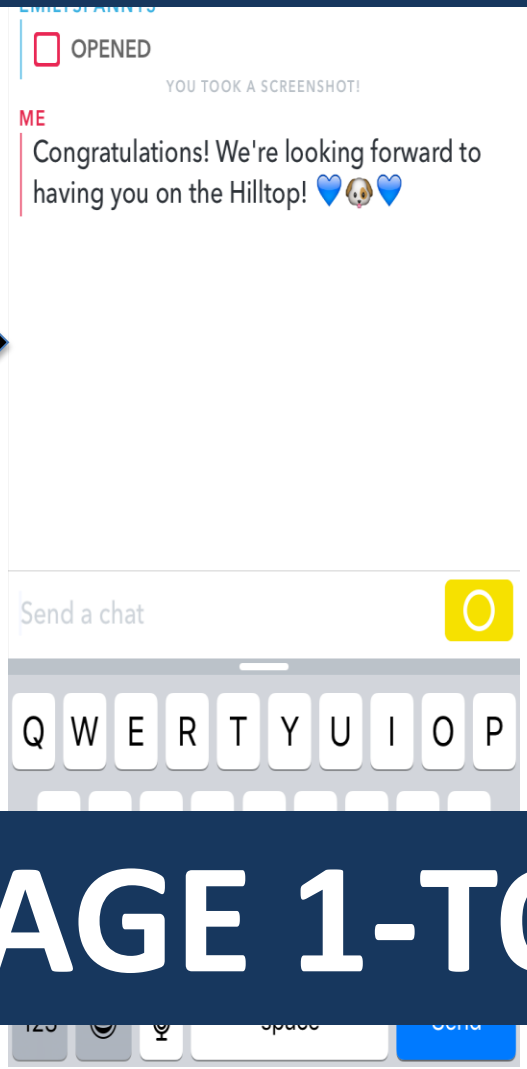
47

42

20
Use Code:

INCREASE INTERACTION

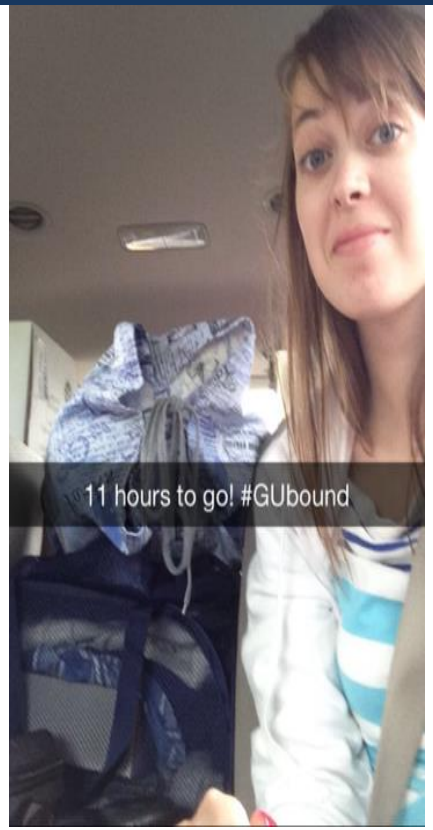




ENCOURAGE 1-TO-1

#GEORGETOWNBOUND:

SNAP-TO-SCHOOL CONTEST



CREATE A SERIES OR A RECURRING CAST OF "CHARACTERS"

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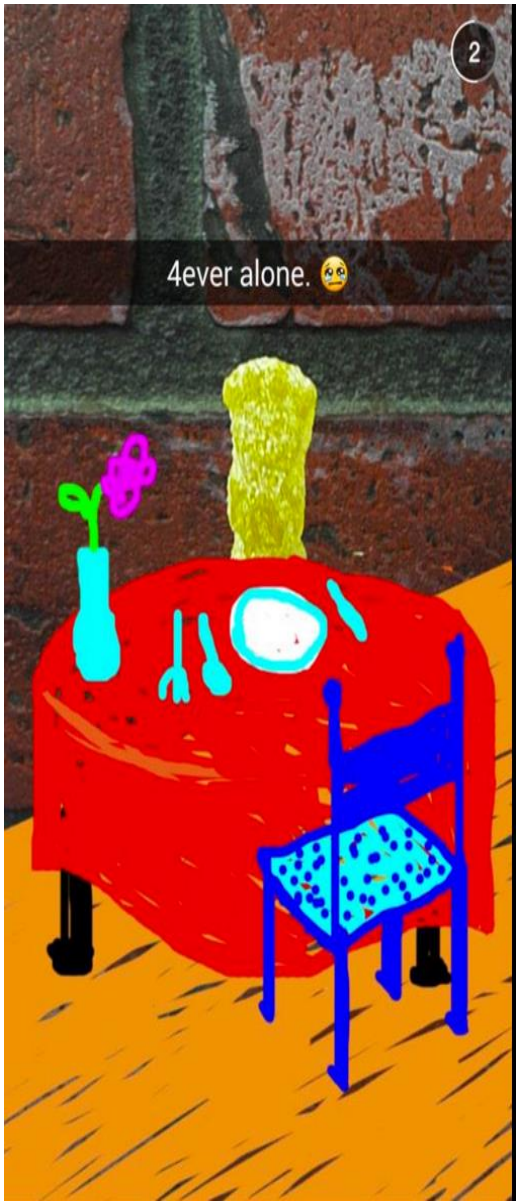
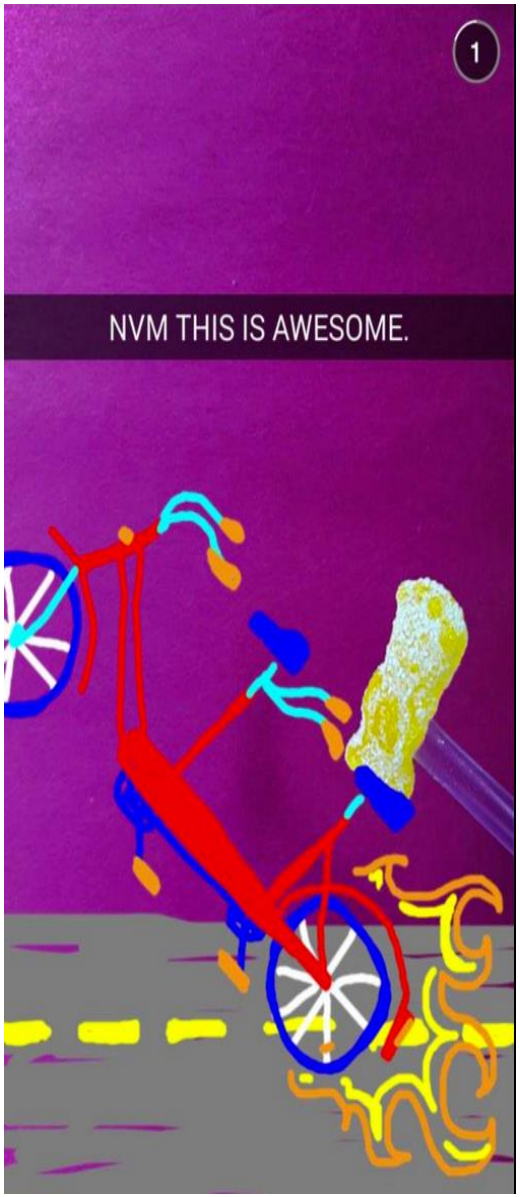
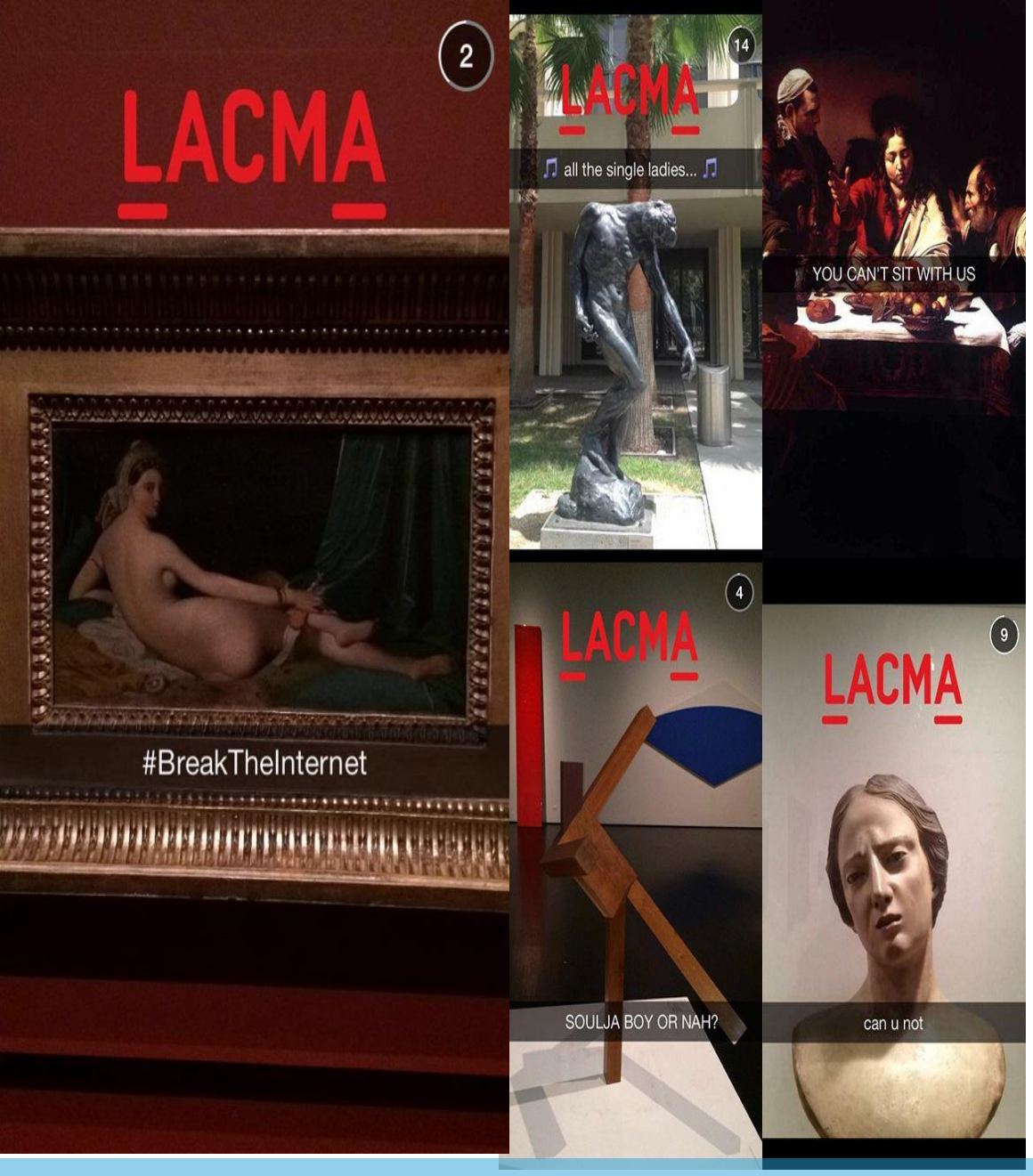
#SOCIAL16


2
4ever alone.

2
I guess this isn't too bad.


1
NVM THIS IS AWESOME.



MAKE YOURSELF RELEVANT

CREATION HACKS

SNAPCHAT TOOLS

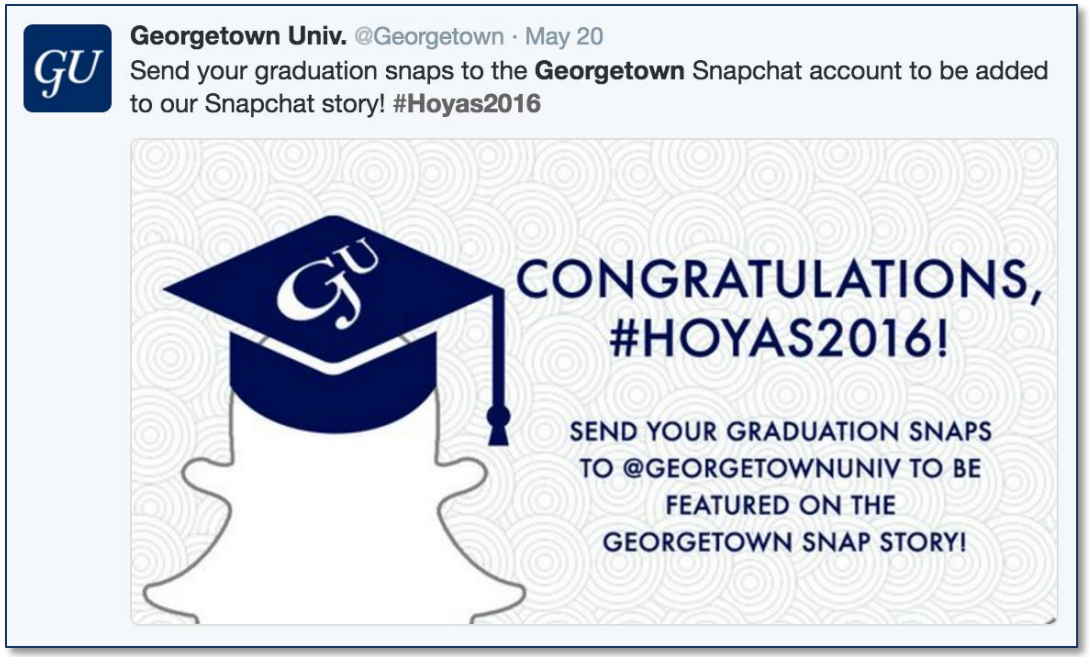
mish guru

- Upload from your own computer
- Schedule when to post
- Repost from other Snapchat users

SNAPLYTICS
Don't snap in the dark

DELMONDO

CURATION CAMPAIGNS

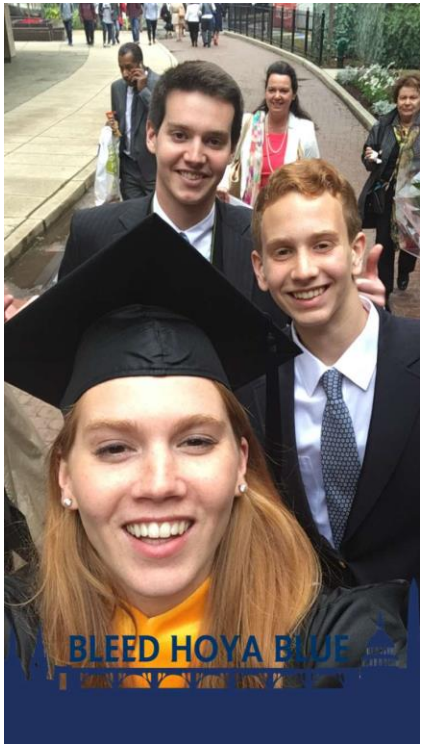


SOLICIT USER GENERATED CONTENT FROM OTHER SNAPCHAT USERS

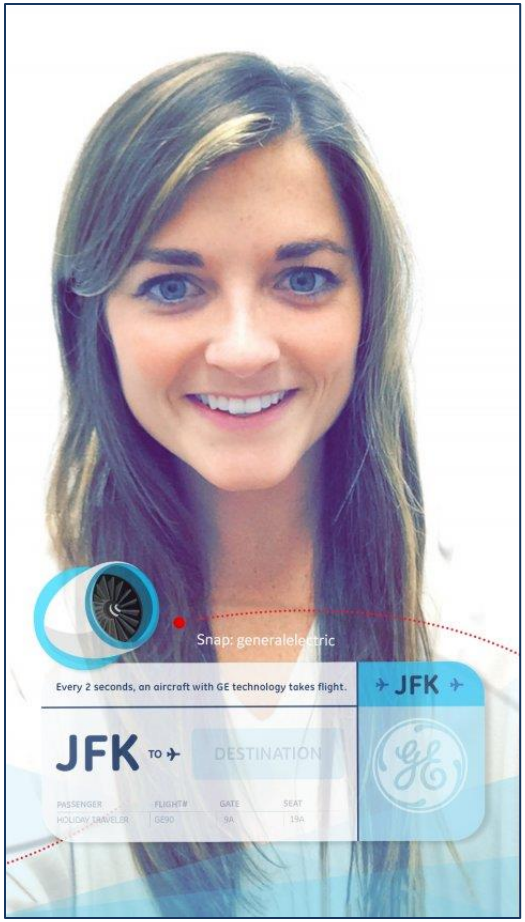
CURATION CAMPAIGNS

SEND YOUR SNAPS TO @GEORGETOWNUNIV TO BE FEATURED ON THE GEORGETOWN SNAP STORY

GU



ON-DEMAND GEO FILTERS

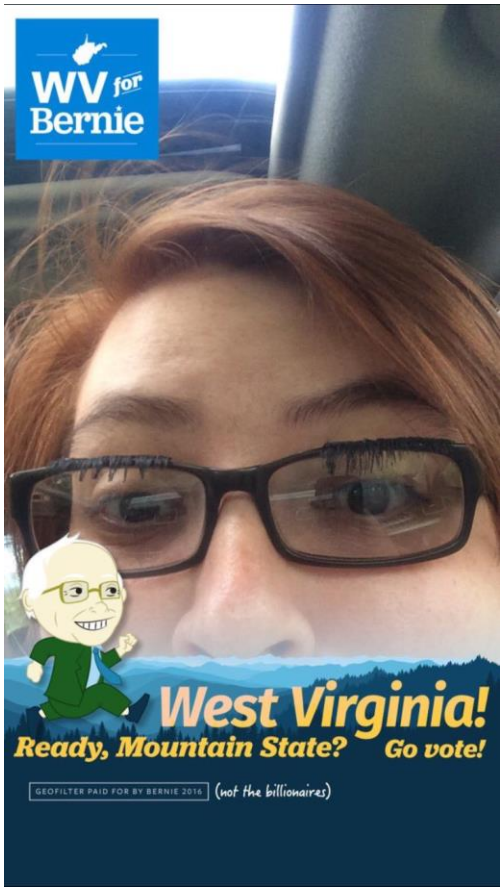


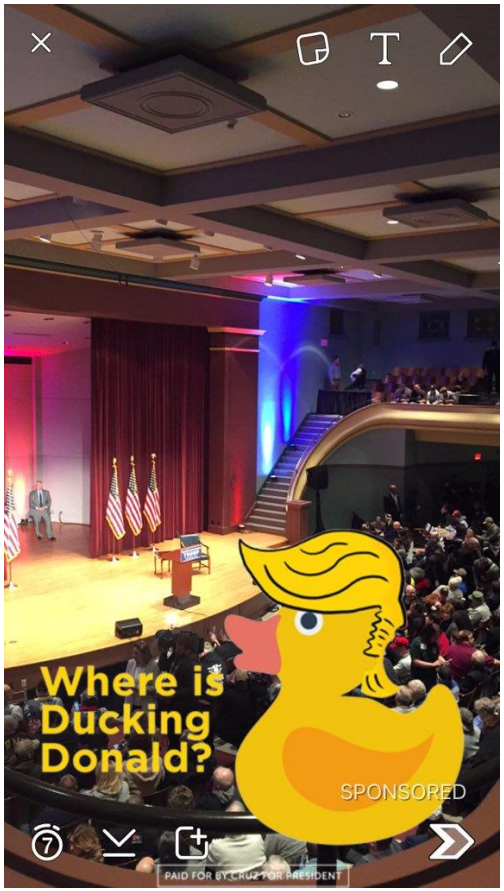
COMMUNICATES THE "WHERE" AND "WHEN" OF A SNAP

GET HYPERLOCAL

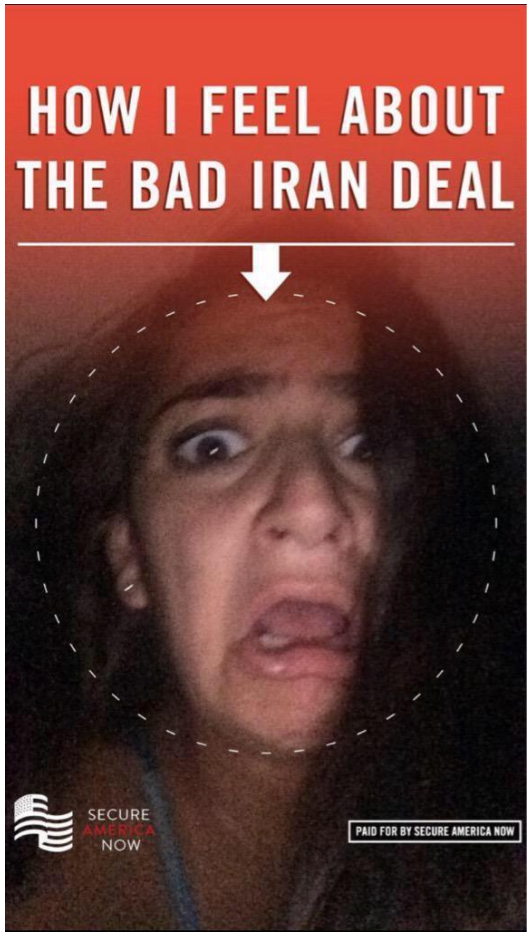
GET HYPERLOCAL WITH GEOFILTERS (AND SAVE $$$)

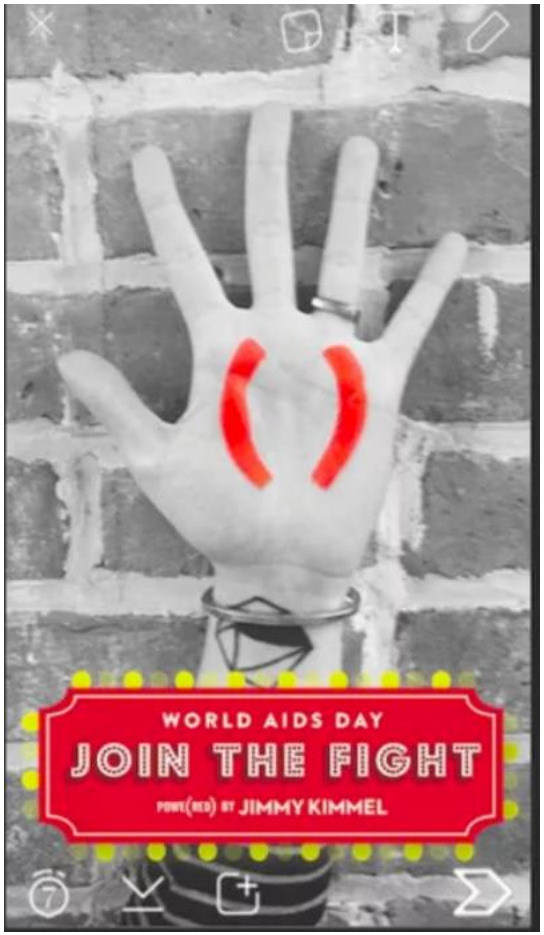
STRATEGIC TIMING & LOCATION





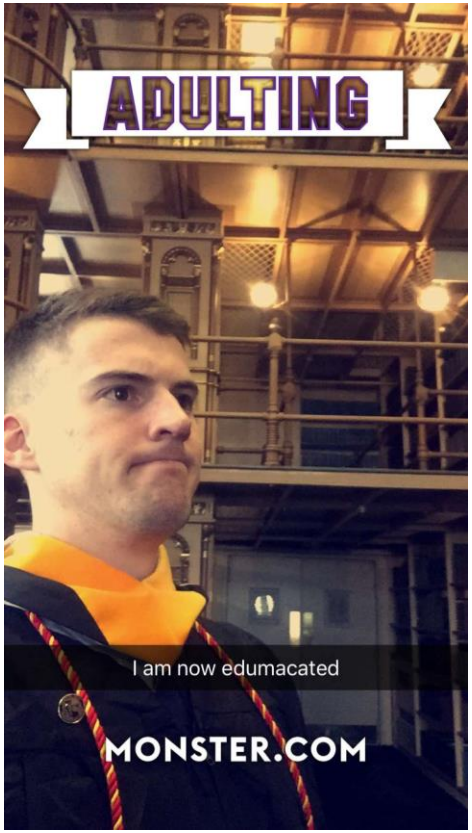
SPARK CONVERSATION





RAISE AWARENESS OF ISSUES AND CAUSES

ACTIVE PRESENCE IS OPTIONAL



REACH TARGET AUDIENCE WITHOUT BEING ACTIVE ON THE PLATFORM

MEASURING SUCCESS

- Followers
- Views
- Total Story Completions
- Screenshots
- Opened Snaps
- Received Snaps
- Conversions on Trackable CTAs

An analytics tool *really* helps!

MAJOR KEYS RECAP :

- Leverage client, customer, or employee stories to show **“day-in-the-life”** content
- Use **incentives** and unique codes to track Snapchat community to track actual sales or sign-ups
- Simple, low cost **contests** can significantly increase engagement and followership on the platform
- Launch **hyperlocal geofilter campaigns** to reach highly targeted audiences
- Use **creation hacks and invest in scheduling tools** to up-level your presence on Snapchat and measure with ease

QUESTIONS?

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