

TOPICS I'LL BE COVERING

- ▶ Important Account Settings
- ▶ Adding friends
- ▶ Sending snaps
- ▶ Exploring Snapchat content
- ▶ Using Snapchat features
- ▶ Tools and Accessories

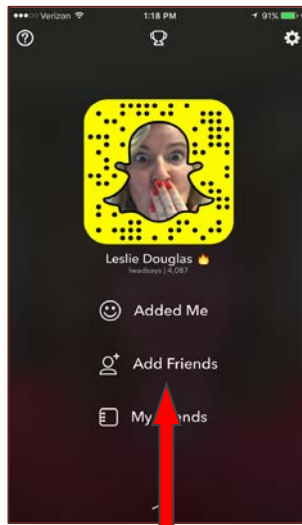
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NAVIGATING
THE
PLATFORM

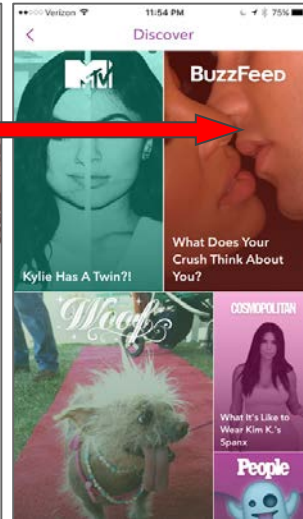
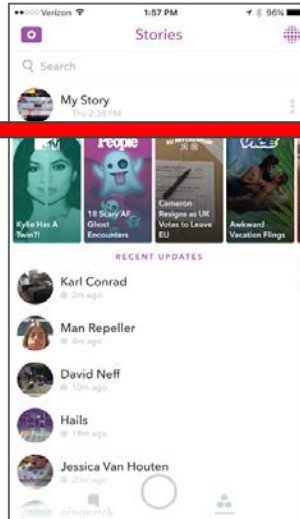
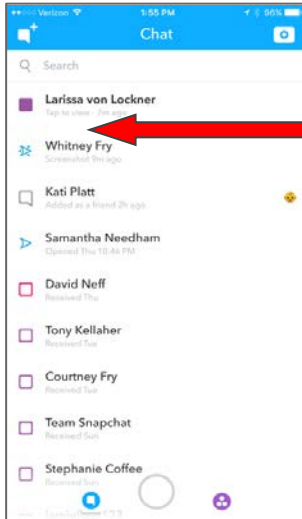


SNAPCHAT'S LAYOUT



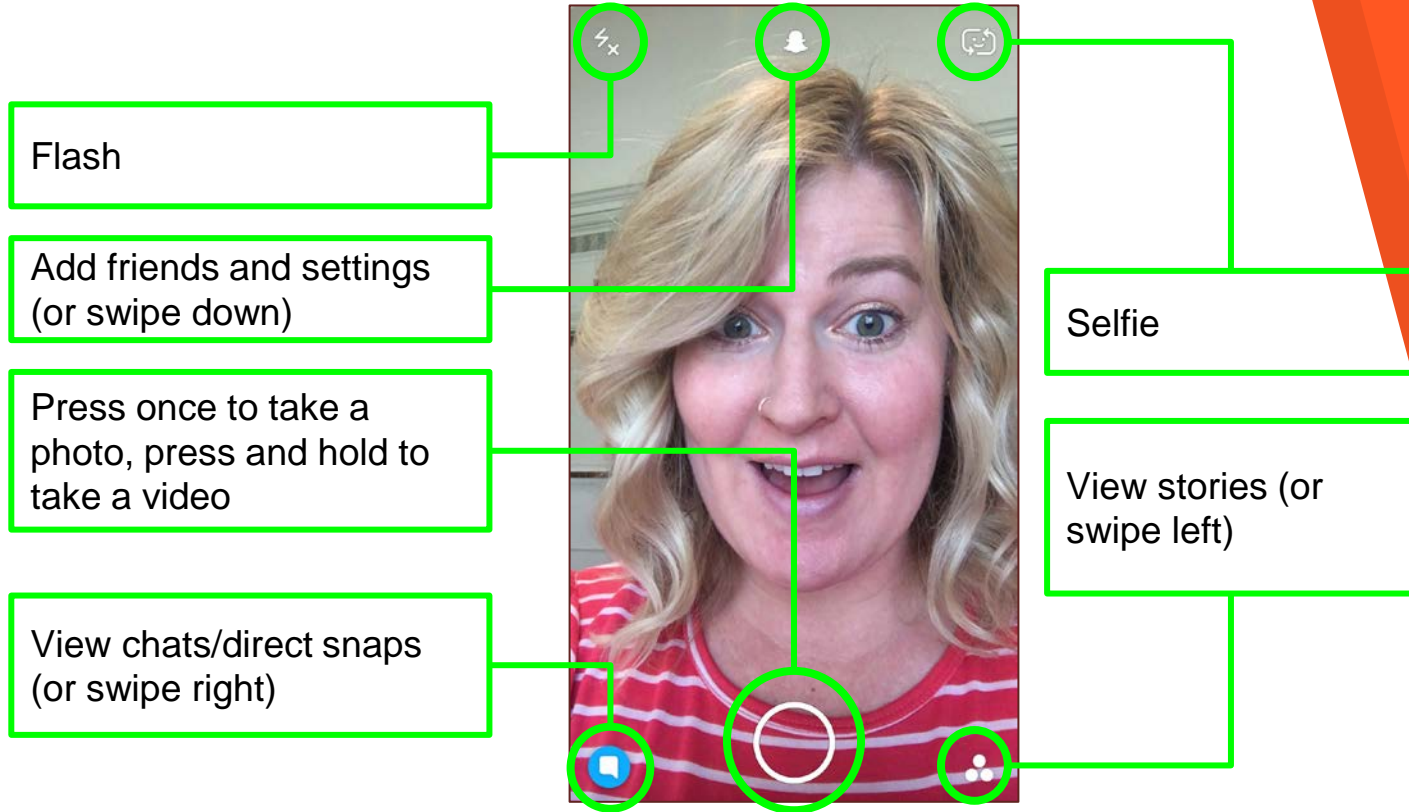
SWIPE

**NEW!!!
MEMORIES**





NAVIGATING THE PLATFORM



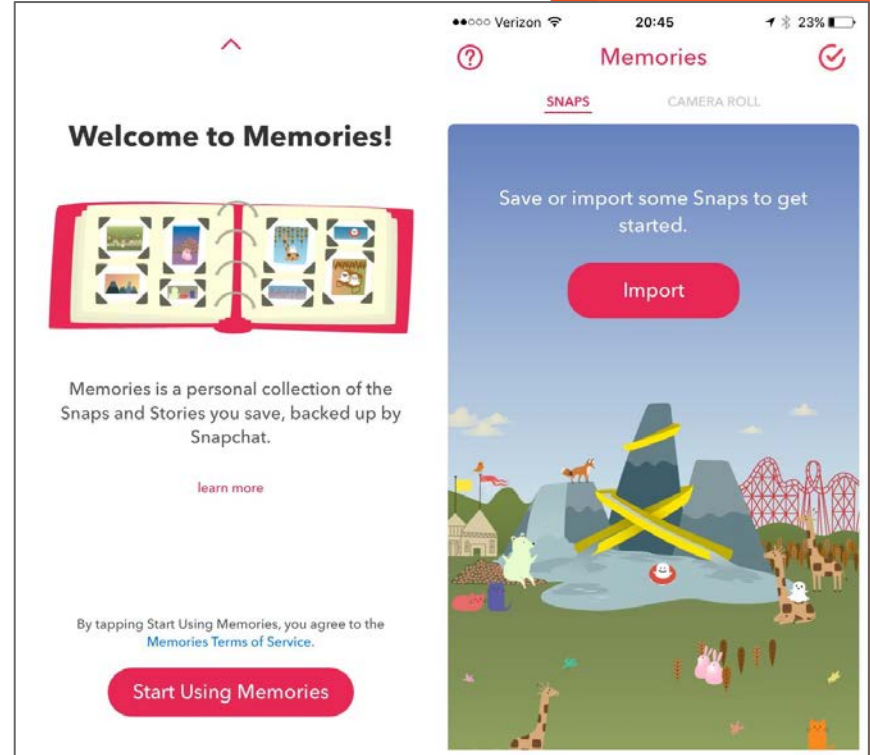
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SNAPCHAT MEMORIES

- ▶ NEW opt-in feature announced last week, rolling out to users over the next month
- ▶ Allows users to save snaps and stories to their Memories section
- ▶ Inside Memories, you can import photos and videos from your camera roll
- ▶ Will fundamentally change how users and organizations share on Snapchat



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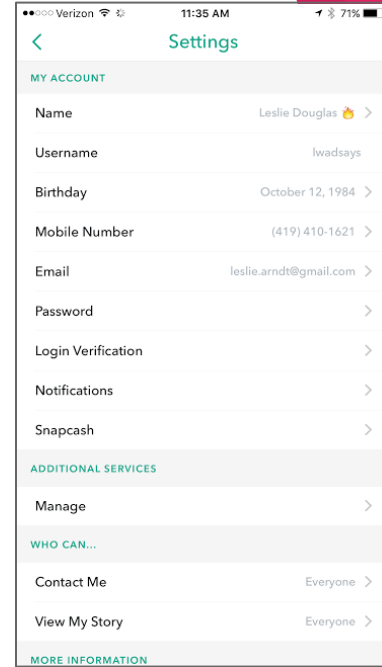
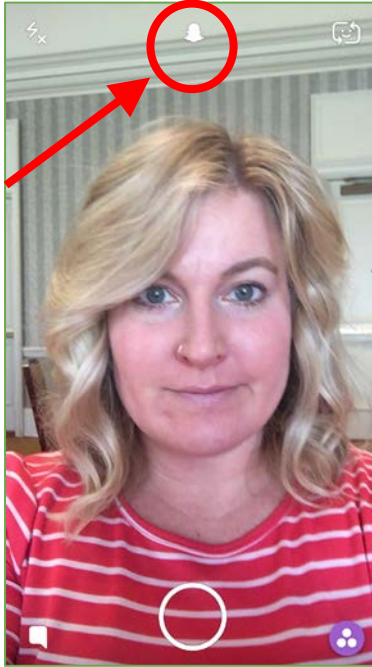
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ACCOUNT SETTINGS





IMPORTANT ACCOUNT SETTINGS



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IMPORTANT ACCOUNT SETTINGS

MY ACCOUNT

Name

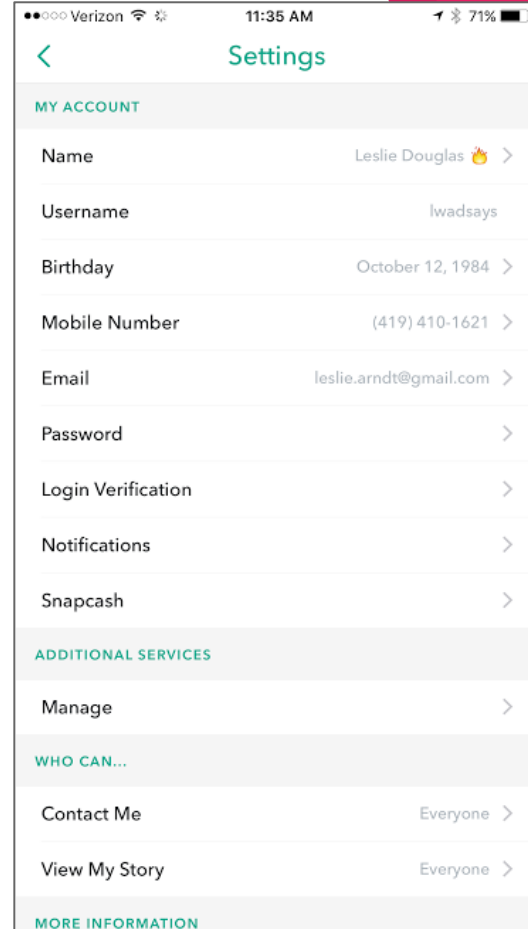
Username -> NOT EDITABLE

ADDITIONAL SERVICES

Manage

>Travel Mode

>Friend Emojis



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IMPORTANT ACCOUNT SETTINGS

WHO CAN...

Contact Me -> EVERYONE

View My Story -> EVERYONE

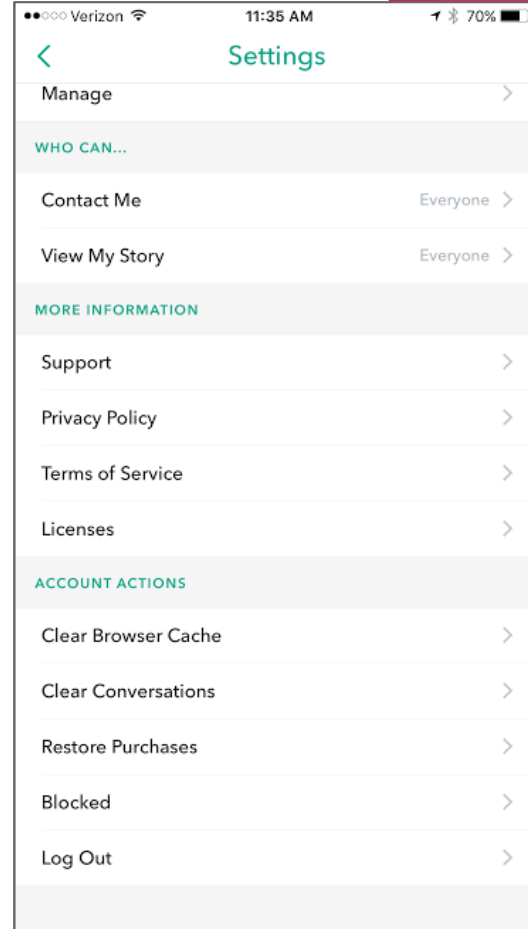
MORE INFORMATION

Support

ACCOUNT ACTIONS

Blocked

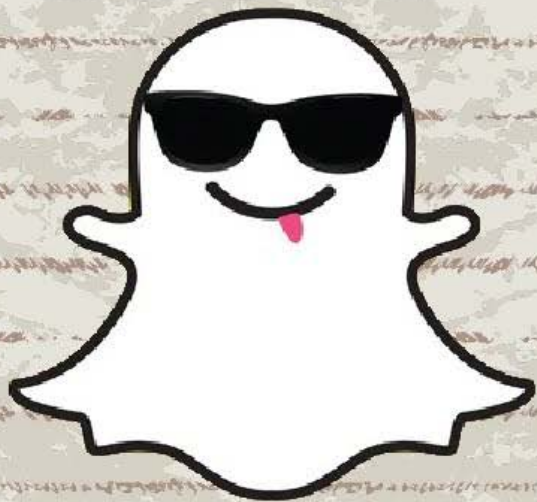
Log Out



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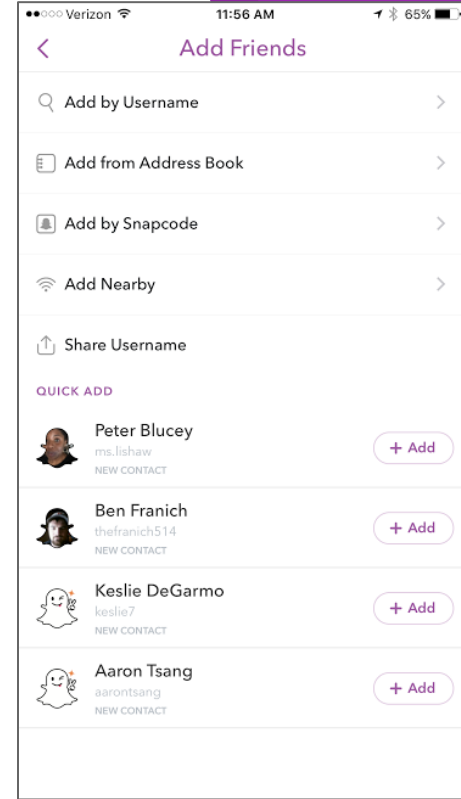
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GOOD FRIENDS



ADDING
FRIENDS +
SNAPCODES

ADDING FRIENDS



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EDITING YOUR SNAPCODE



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SHARING YOUR SNAPCODE

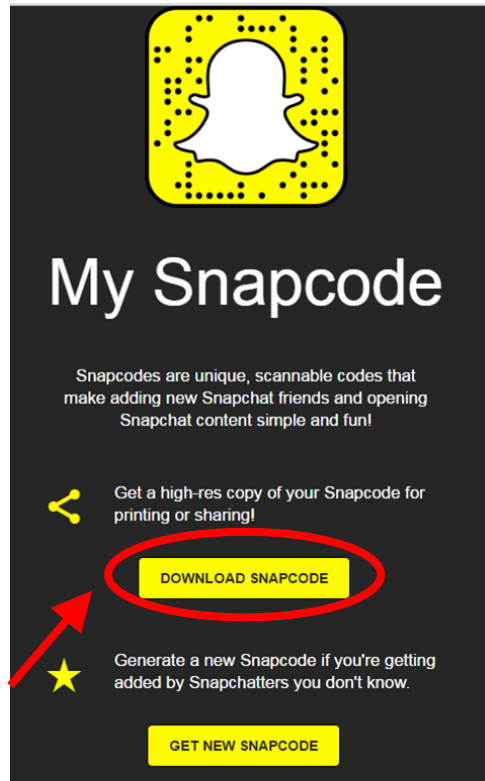
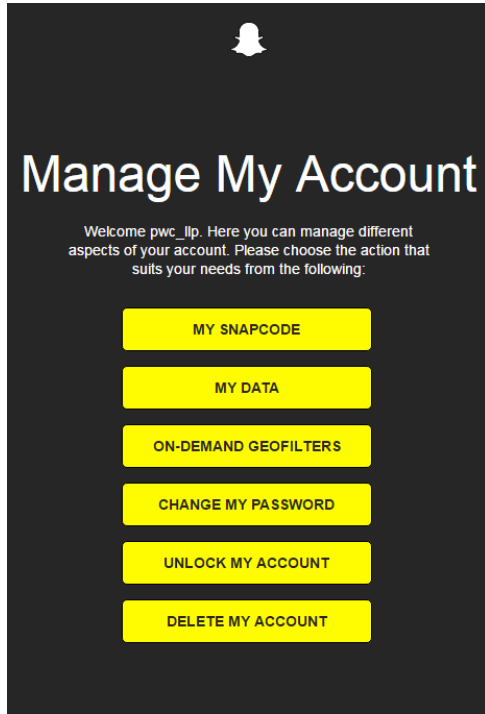


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EDITING YOUR SNAPCODE FOR BRANDS

DESKTOP - Log into your Snapchat account: <https://accounts.snapchat.com/>



Download
Snapcode
.zip file that
includes:

- ▶ Editable PNG file
- ▶ Snapcode Guidelines

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HuffPostEnt @HuffPostEnt

TWEETS	FOLLOWING	FOLLOWERS	FAVORITES	LISTS
81.6K	650	116K	649	4

Tweets Tweets & replies Photos & videos

Who to follow · Refresh · View all

LA Film Critics @LAFilmCrit

BIGGEST STORY EVER

Taco Bell @tacobell

The Blind Pre-Order Bash starts now and you're invited. Join the party on our @Snapchat. snapchat.com/add/tacobell

Follow

Home Notifications Moments Messages

Search Twitter

Airbnb @Airbnb

TWEETS	FOLLOWING	FOLLOWERS	FAVORITES	LISTS
29.3K	21.7K	426K	16K	3

Follow

General Electric @generalelectric · Jan 29

On Snapchat? Follow us at the drop of a tap! Just update the app, point the camera at this image, and tap the screen.

generalelectric

Liked 28 times

PwC LLP @PwC_LLP · Jun 16

Tomorrow is #PwCPromotionDay and we'll be celebrating on @Snapchat. Follow username **pw_c_llp** for the fun!

pw_c_llp

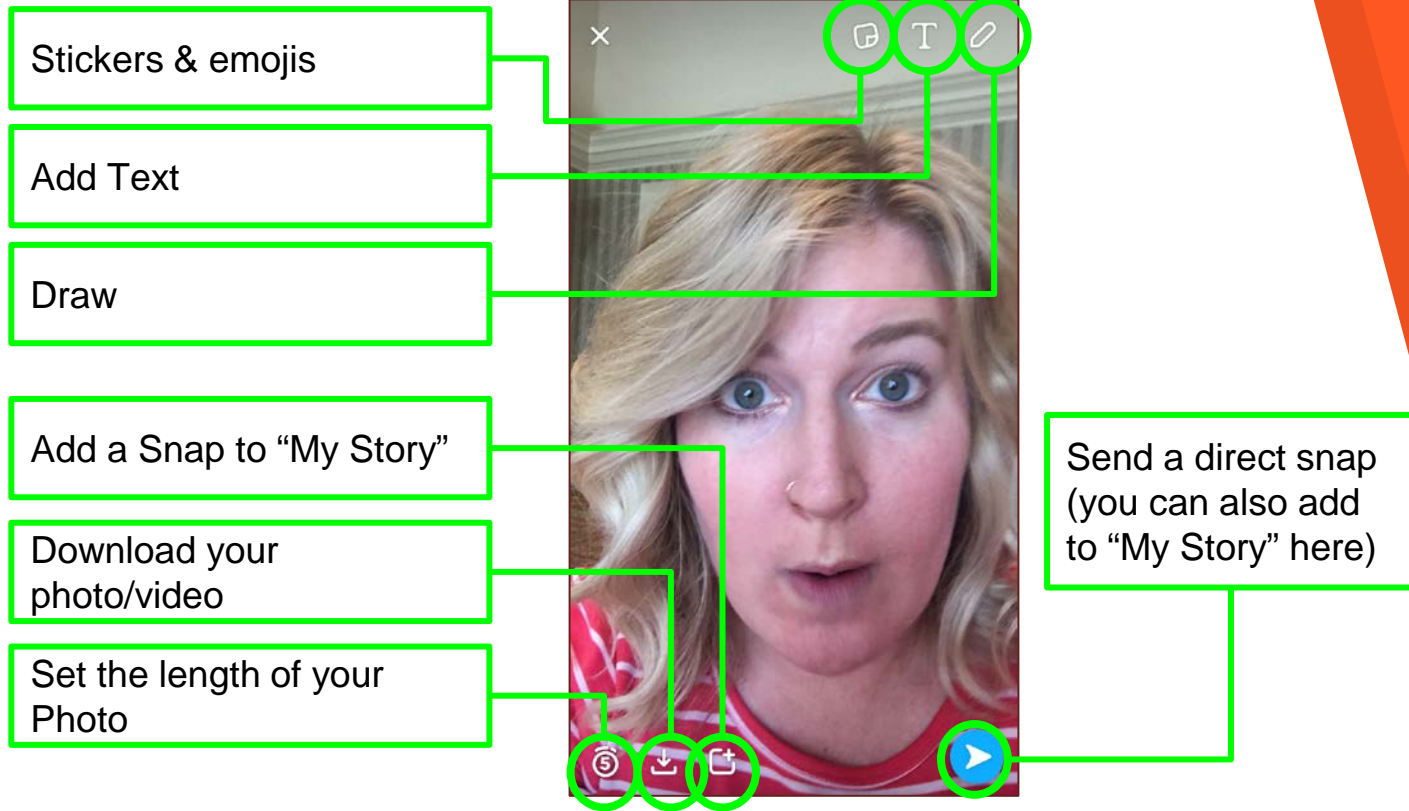
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SENDING SNAPS AND USING FEATURES





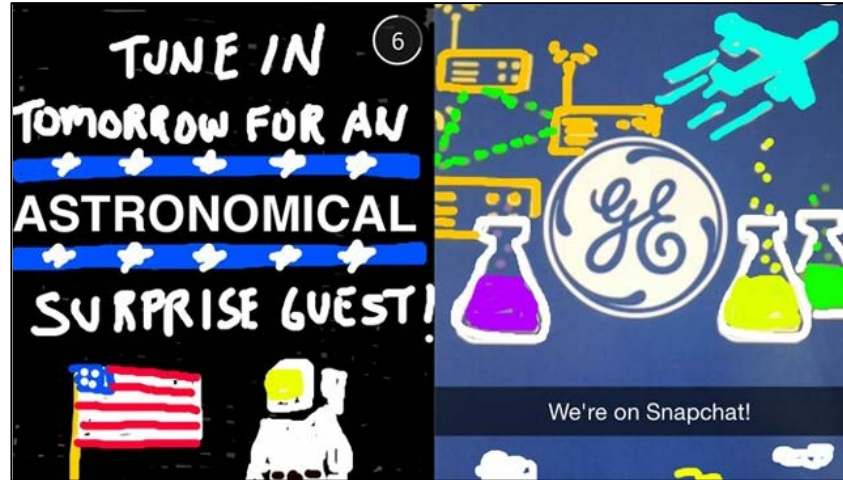
SENDING SNAPS



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USE SNAPCHAT FEATURES TO ENHANCE YOUR CONTENT

- ▶ Filters
- ▶ Lenses
- ▶ Stickers
- ▶ Text
- ▶ Drawing

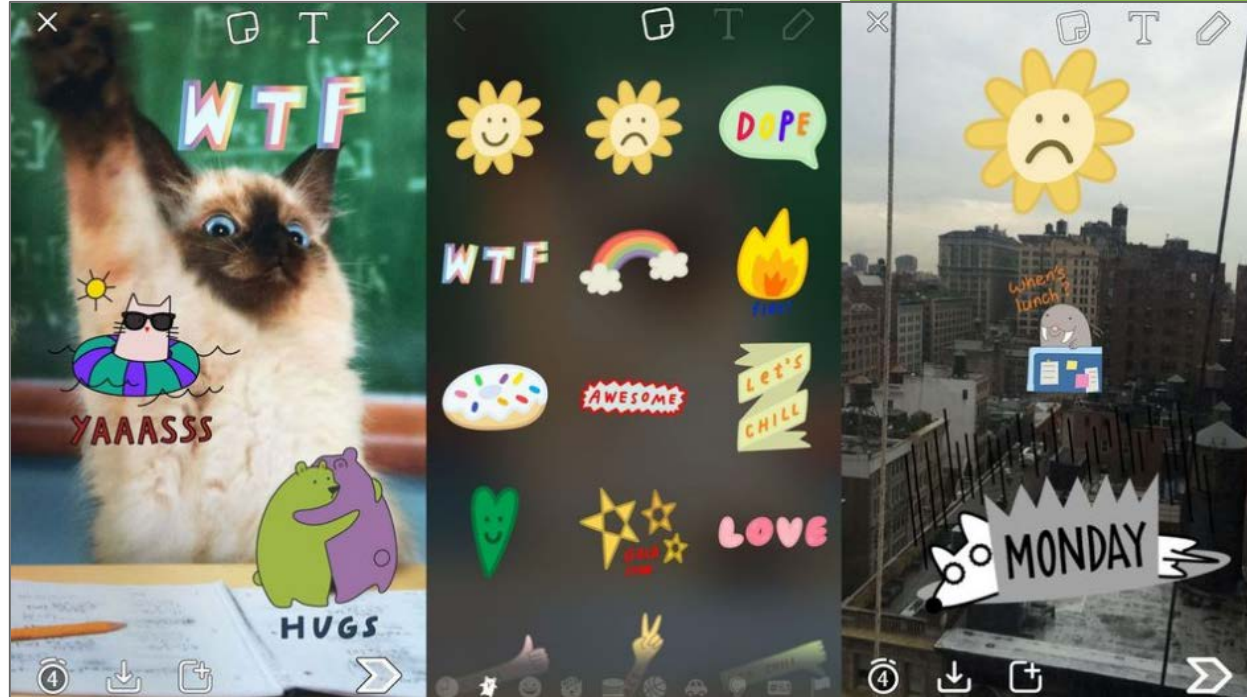




SNAPCHAT FEATURES: STICKERS

Stickers

- ▶ Can use multiple
- ▶ Can be resized

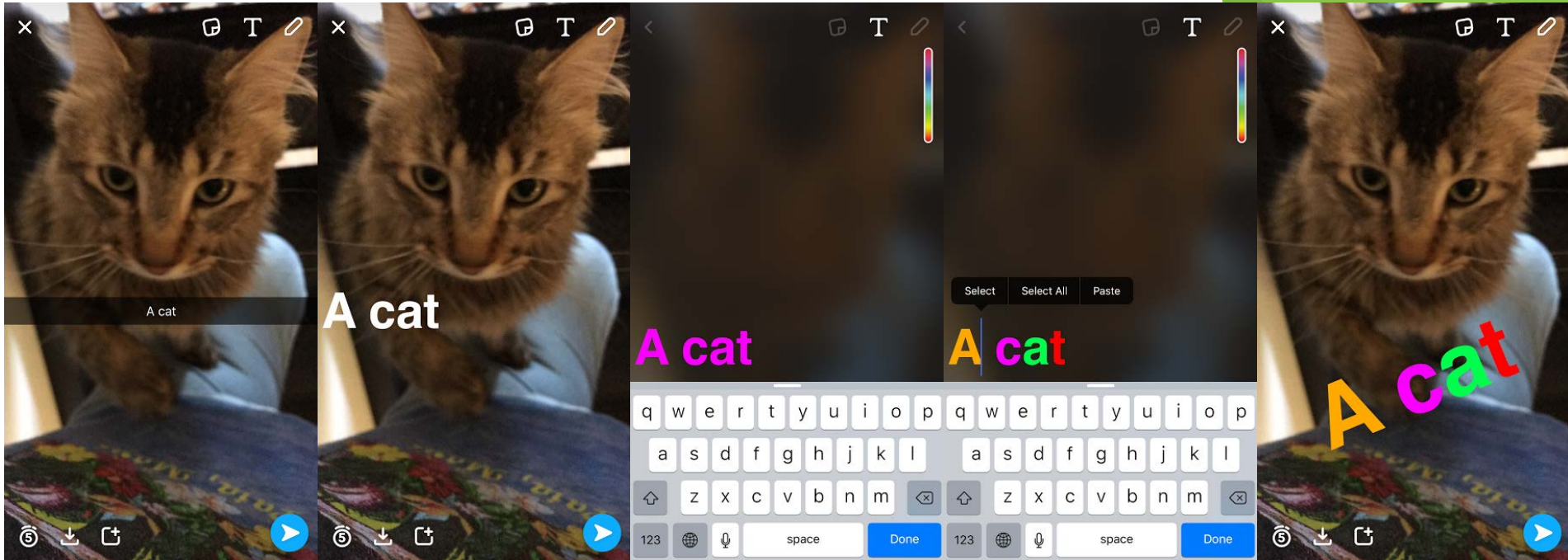


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SNAPCHAT FEATURES: TEXT



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SNAPCHAT FEATURES: DRAWING



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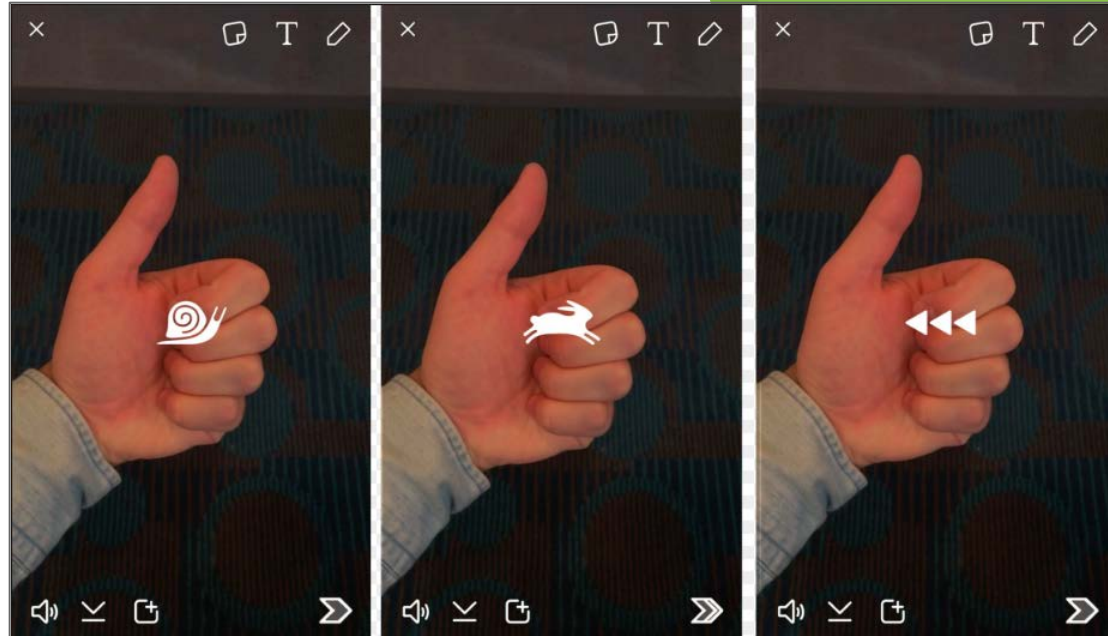


SNAPCHAT FEATURES: VIDEOS

Videos

- ▶ 10 seconds max
- ▶ Can be muted
- ▶ Special video filters: slow motion, speed up, reverse
- ▶ 3D stickers on videos

PRO-TIP: Add music to videos by playing a song from your device while recording a video on Snapchat



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SNAPCHAT FEATURES: FILTERS

Filters

- ▶ Swipe left or right to add filters
- ▶ Standard filters
- ▶ Community filters
- ▶ Sponsored filters and on-demand geofilters

PRO-TIP: Press and hold to add multiple filters



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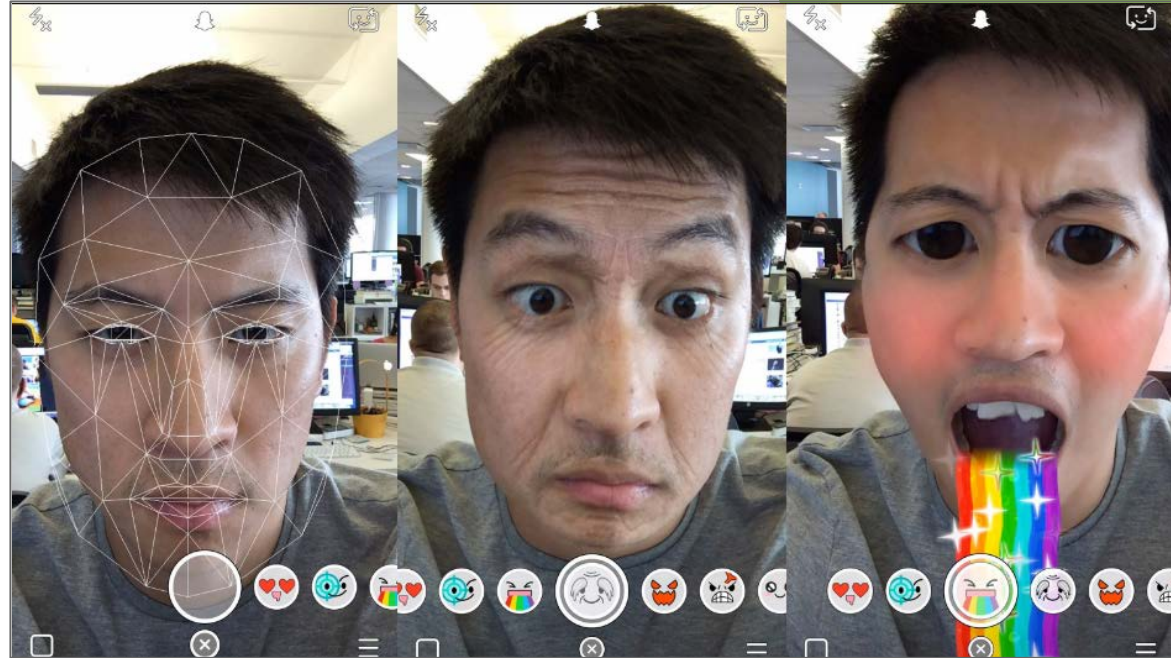
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SNAPCHAT FEATURES: LENSES

Lenses

- ▶ Implemented before a photo or video is taken
- ▶ Maps your face
- ▶ Augmented reality
- ▶ Sponsored lenses



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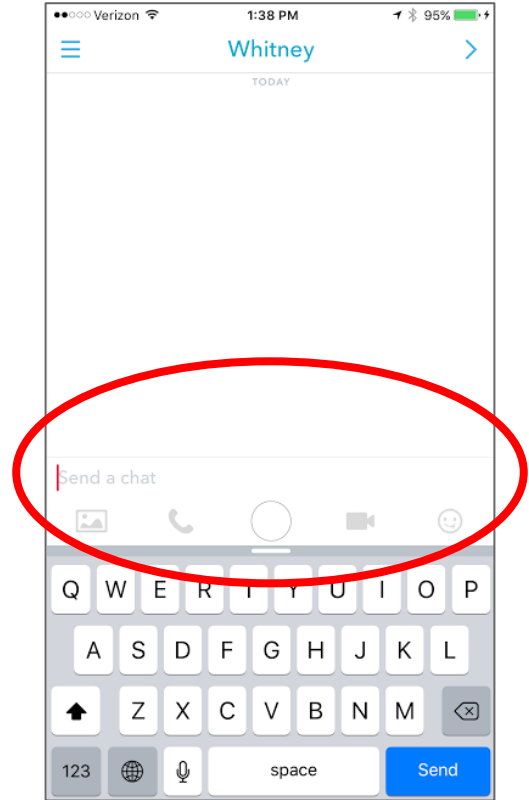
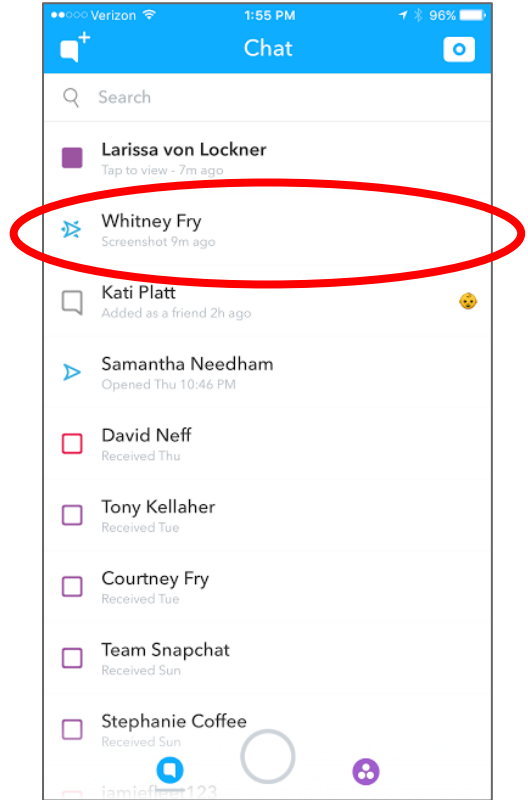
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NAVIGATING
CHAT & MY
STORY





NAVIGATING CHAT

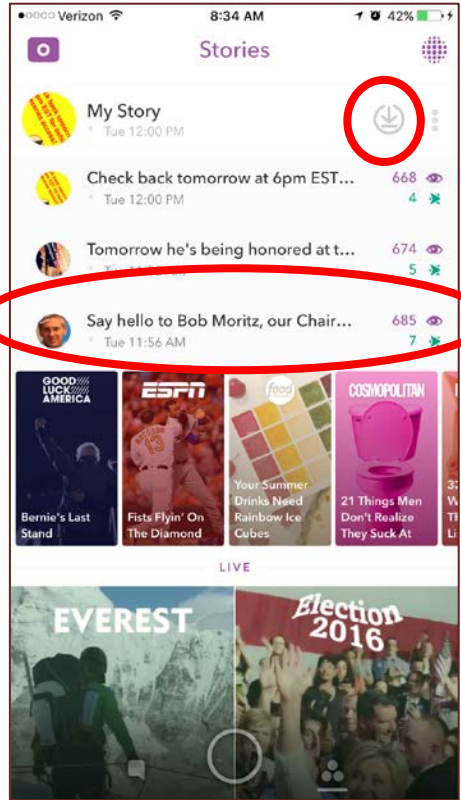
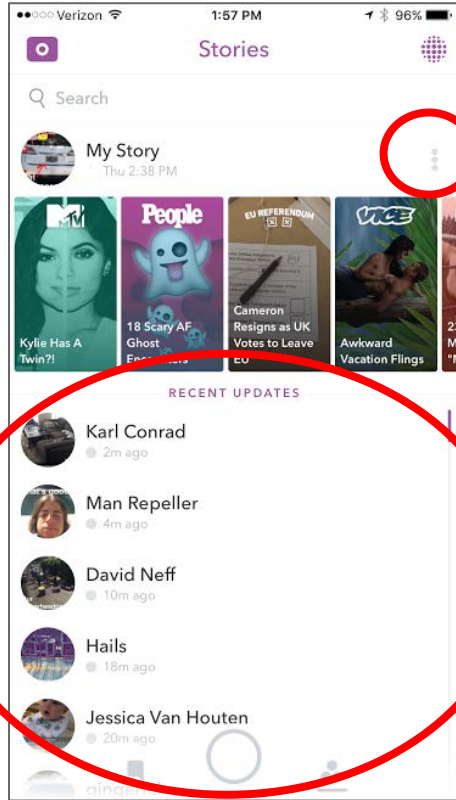


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NAVIGATING MY STORY



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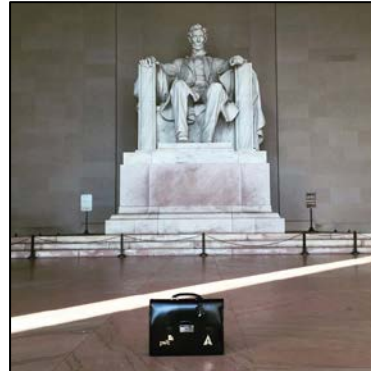
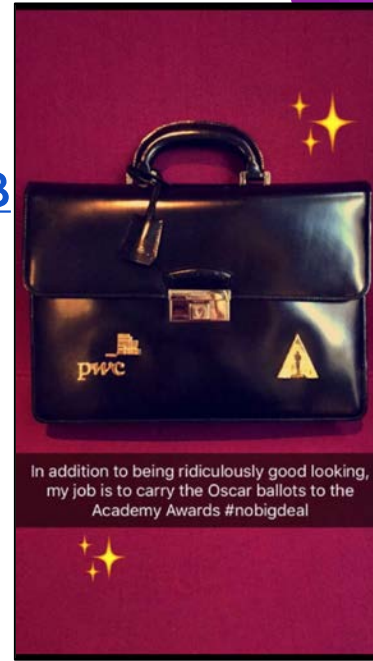
TOOLS &
CASE
STUDY





CASE STUDY: BALLOT BRIEFCASE

SHORTY AWARD WINNER: BEST IN B2B





CASE STUDY: PwC_LL





THANKS!
Any questions?



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@LWADsays





CREDITS

- ▶ Presentation template by [SlidesCarnival](#)