



# Snapchat Survival Guide: When Resources Are Limited

Case Studies: Snapchat Campaigns That Hit the Mark

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sheknows

BLOGHER

HELLOFLO

STYLECASTER

## INTRODUCTION

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### SheKnows.com

79M

Monthly unique  
visitors

#1

leading women's  
lifestyle digital media  
company (according  
to [comScore](#))

292M

social media  
fans and  
followers

sheknows

BLOGHER

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STYLECASTER

PROBLEM:

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BIG MEDIA COMPANY, LIMITED

RESOURCES

## Recently revamped editorial direction

- Strong on sales and advertising; social media was an afterthought.

## Small social team

- 1 full time, 1 part time freelancer, 1 intern
- Audience Development team for analytics/partnerships
- Video team

## Strategically building our social presence

- Focusing on one platform at a time, starting with traffic-driving platforms. Snapchat lowest priority.

## SOLUTION: OPEN THE ACCOUNT TO MULTIPLE EMPLOYEES

### STYLECASTER

- Weekend Takeovers.
- Special events/behind-the-scenes footage.
- Produced by StyleCaster Editors.

### SheKnows

- Fun, quirky videos, feel-good images.
- Produced by any employee at SheKnows who wants to get involved.
- Employees also have great ideas.





PROBLEM:

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WHAT IF SOMEONE  
MESSES UP?

## *What are the risks involved in opening the channel to anyone?*

- Trust: Will coworkers do the right thing? How will they represent the company?
- Troubleshooting: Can you prevent problems before they start?
- Quality Control: How do you vet the content?

## SOLUTION: CREATE LEADERSHIP ROLES — EDUCATE THE REST

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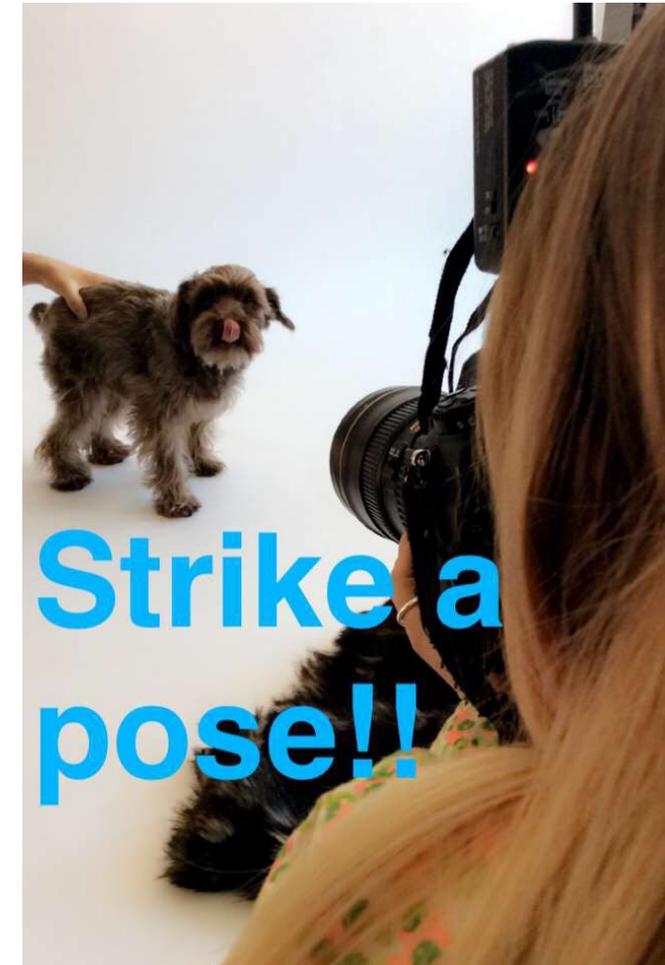
### Assign social producers

- Helps Snapchat process run smoothly and adheres to best practices.
- Directs “talent” and produces usable content.

### Monitor the snaps

- Set up notifications on your personal account when new snaps are added.

### Hold Snapchat workshops



# PROBLEM: WHAT SHOULD WE EVEN SNAPCHAT?

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- What can we produce with limited time and resources?
- How can we make it look good?

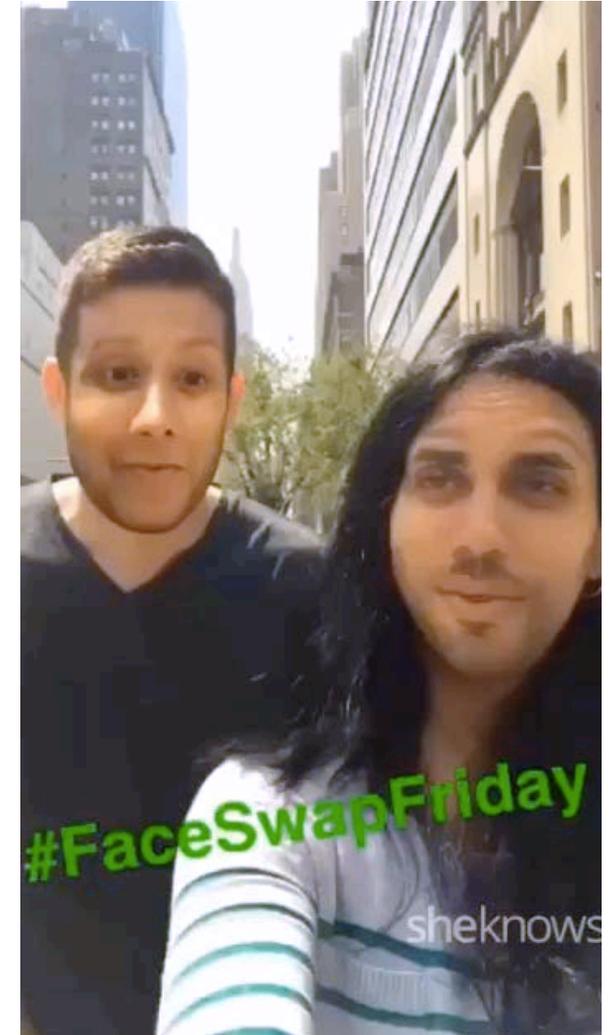
## SOLUTION: DON'T OVERTHINK IT

Make it fun, first and foremost

- Totally fine if Snapchat content loosely tied to your website's content.

Less is more

- Limit the number of snaps posted, and times you post snaps.



## SOLUTION: DON'T OVERTHINK IT

Use it as a Think Tank

- Perfect place for ideas you need to refine, test out, or don't have a home for.

Ask, "What can we do right now?"

- Some of the best content is the least complicated.



## TAKEAWAYS:

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- Enlist your entire company in the process. People will want to get involved!



- Create a workflow that is easy, but prevents issues before they occur.

- Simplify the process

- Don't overthink it. Create fun content you are proud of.

- Educate your content producers. Make everyone a Snapchat pro.

*thank you*

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## CHECK OUT SHEKNOWS!

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## SNAPCHAT VIDEOS

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- FaceSwap Friday: <https://youtu.be/PxeB7EWTXSo>
- National High Five Day: <https://youtu.be/kvsKqjPGF1I>
- I Voted on Election Day!: [https://youtu.be/-M\\_UhXZqLVI](https://youtu.be/-M_UhXZqLVI)
- Passover Taste Test: [https://youtu.be/W9pA8FbZw\\_g](https://youtu.be/W9pA8FbZw_g)
- Full House Mouth Swap: [https://youtu.be/id\\_ac3Di8FE](https://youtu.be/id_ac3Di8FE)