

# Snap Into Focus

Developing an Internal and External Strategy for a Large Brand



**Allstate**<sup>®</sup>  
You're in good hands.



## About Me

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# Define Your Focus



Allstate  
Insurance  
Company



Allstate  
Foundation



← Internal Strategy External Strategy →



# Know Your Social Media Policy



**“Use a disclaimer.** For individuals who are not participating in social media as an official function of their job, make it clear that what you say does not necessarily represent the views and opinions of Allstate. At a minimum, you should include the following language: “The postings on this site are my own and do not necessarily represent Allstate’s positions, strategies or positions.”

**“Don’t discuss customer information.** Allstate prohibits inclusion of customer information in social media communications.”



Don't have one....  
Build one!

# Identify Your Ad Agents: SHOUT IT from the Rooftops



## CORPORATION

- Executives
- Spokespeople
- Engaged users
- Leverage other internal communication vehicles

## NON-PROFIT

- Press releases
- Twitter
- Corporate partners
- Leverage geofilter and PSA opportunity at events
- Community story or guest snap for the day

# Execution Plan

## Key Stakeholders



- **Outline the why...**identify the things that have changed in the macroeconomic environment that relate to your business or non-profit
- **Define an what success looks like...**often people have unrealistic expectations. Leverage industry data if you don't have your own...yet

# A Few Examples...



- **More than 60% of US 13 to 34 year-old** smartphone users are Snapchatters
- On nearly any given day, **Snapchat reaches 41% of all 18-34 year-olds** in the U.S.; in comparison, an average individual U.S. TV network **only reaches 6%** of that same demographic

# A few examples...



**“The pace of change is slower now  
than it will ever be in our lives”  
– Professor Robert C. Wolcott**



**Tom Wilson**

*Chairman and Chief  
Executive Officer  
The Allstate Corporation*



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- 1. TELL YOUR STORY.**
- 2. LEVERAGE METRICS.**
- 3. ENGAGE.**
- 4. DRIVE CHANGE.**
- 5. SNAP.**