

C-SPAN on SnapChat

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- “Map Out Your Snapchat Content Strategy”



C-SPAN
c-spantv | 8

- 😊 Added Me
- 👤+ Add Friends
- 📁 My Friends

C-SPAN on SnapChat

- Reaching a younger audience
- Don't need to snap daily
- Complete story of an event
- Snaps aren't personality driven

C-SPAN on SnapChat

- Types of Snaps
 - Tell story of event/day
 - Behind-the-scenes
 - Testimonial
 - No selfies
 - [insert pic of snow]



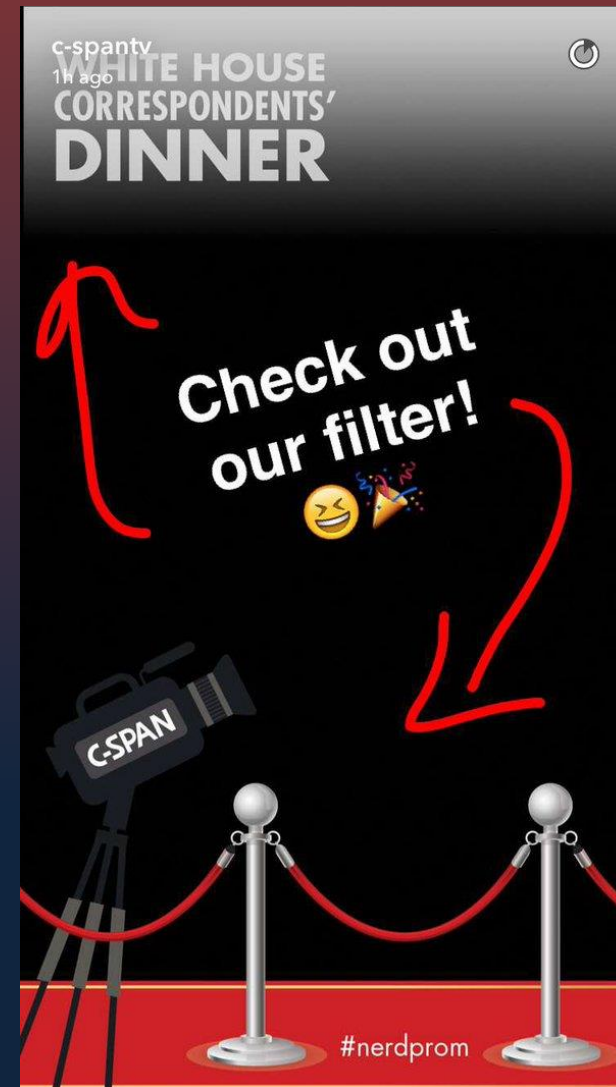
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- Examples
 - Iowa Caucuses & NH Primary
 - WHCA Dinner
 - RNC & DNC
 - Debates
 - Inauguration



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- Filters
 - Use at big events
 - Purchase to raise brand awareness
 - Easy to setup



@cspanJeremy

#PRNews

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- Takeaways
 - Respect your audience
 - Don't go outside your comfort zone
 - Follow others to see what they're doing
 - Tell a complete story