

McKenzie Stough, PR News Snapchat Bootcamp



GEORGETOWN UNIVERSITY

HOW TO MAP OUT YOUR SNAPCHAT CONTENT STRATEGY

#SOCIAL16

@GEORGETOWN

MAP OUT YOUR CONTENT STRATEGY



McKenzie Stough

Digital Media Associate,
Georgetown University

@Georgetown

MAP OUT YOUR CONTENT STRATEGY

WHO DO YOU
WANT TO BE
TALKING TO?

WHAT DO YOU
WANT TO SAY
TO THEM?

WHAT DO
YOU WANT
THEM TO DO?



SNAPCHAT CONTENT MODELS

1. Paid customer (student) storytellers
2. Partnerships and snapchat “takeovers”
3. Curated campaigns from calls to action
4. On-demand geofilters
5. Incentivized social contests



1. A DAY

IN

THE LIFE.

me Alumni

TELLING YOUR BRAND'S (SNAP) STORY

GEORGETOWN STORIES

The Snaps
Behind my
STORY



Taylor😊





**Paid storytellers are a
reoccurring
“cast of characters”
keeping audience
engaged**




@GEORGETOWN

#SOCIAL16



9:52 AM

And so it begins...





John Mulaney & Nick Kroll



Lecture Fund crew is ready



John & Nick ready to roll! 🇺🇸

WASHINGTON
DISTRICT OF COLUMBIA



SNAPCHAT STORYTELLER

1. Identify a “cast” that truly represents your brand
2. Consider the story lines these creators can tell
3. Give some content guiderails but creative freedom is key to what creates the magic
4. Pay close attention to metrics to inform future content

2. SNAPCHAT TAKEOVERS



BEHIND THE SCENES



SNAPCHAT TAKEOVER GUIDANCE

1. Establish guidelines/rules with content creator
2. Discuss objectives of the takeover
3. Storyboard ideas and outline content dos + don'ts
4. Determine how you will facilitate the takeover
5. Ensure the content creator introduces + concludes

SNAPCHAT TAKEOVERS



3. CURATION CAMPAIGNS



**SOLICIT USER
GENERATED CONTENT
FROM OTHER
SNAPCHAT USERS**

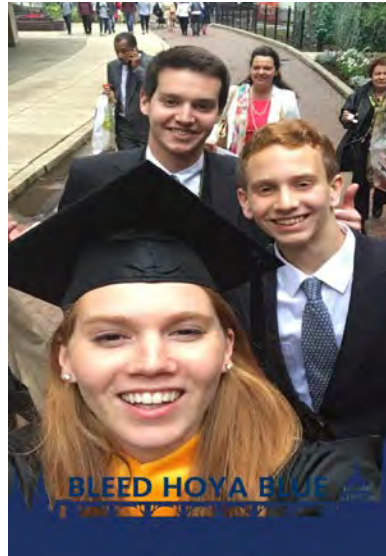
CURATED CAMPAIGN GUIDANCE

1. Most effective with an established Snapchat community
2. Need a content topic that resonates in order to get contributions + engagement
3. Promote on other social media channels
4. Use Snapchat memories functionality or a Snapchat tool

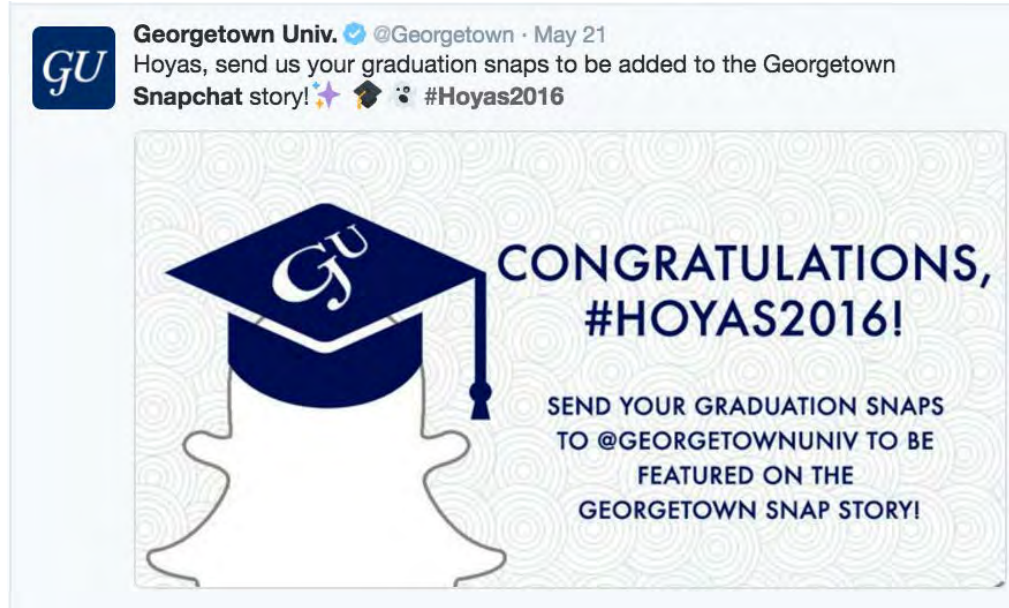
CURATION CAMPAIGNS

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

GU



CURATION CAMPAIGNS



**PROMOTING ON
OTHER SOCIAL
CHANNELS CAN
INCREASE INTEREST +
PARTICIPATION**

4. ON-DEMAND GEOFILTERS



**COMMUNICATES THE
“WHERE” AND “WHEN”
OF A SNAP**

**“A BRANDED IMPRESSION
ON STERIODS”**

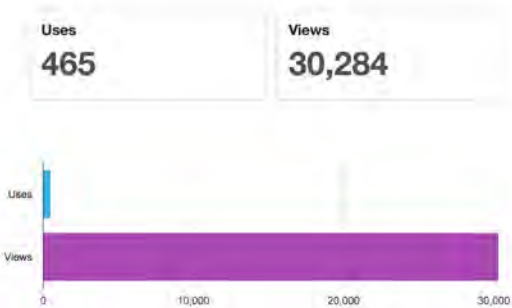
ON-DEMAND GEOFILTERS



**GET HYPERLOCAL
WITH FILTERS
(AND SAVE \$\$\$)**



EXAMPLE CAMPAIGN RESULTS



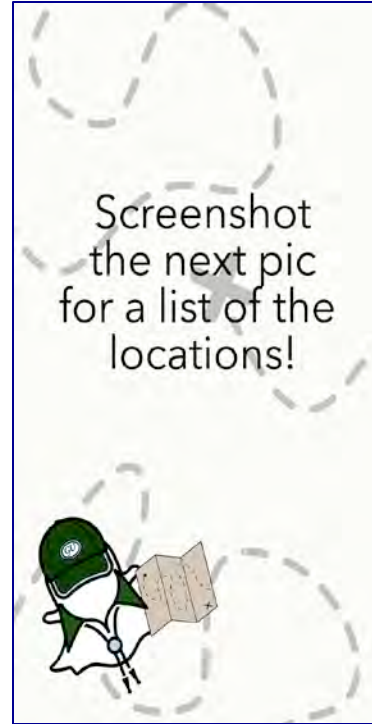
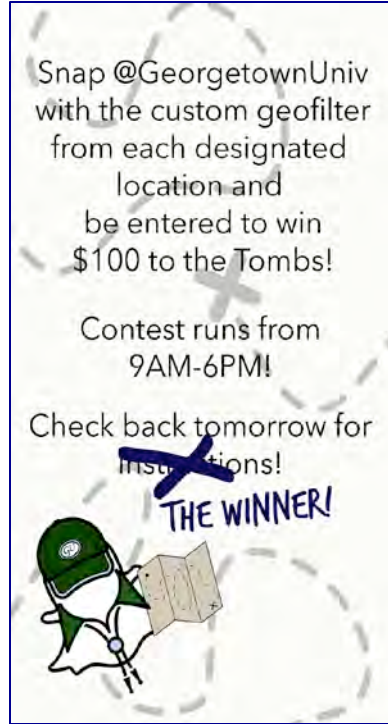
\$35 total /for 8 hours
.07/usage



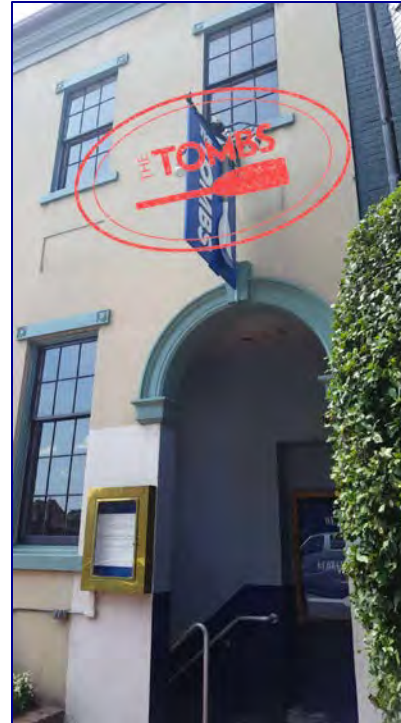
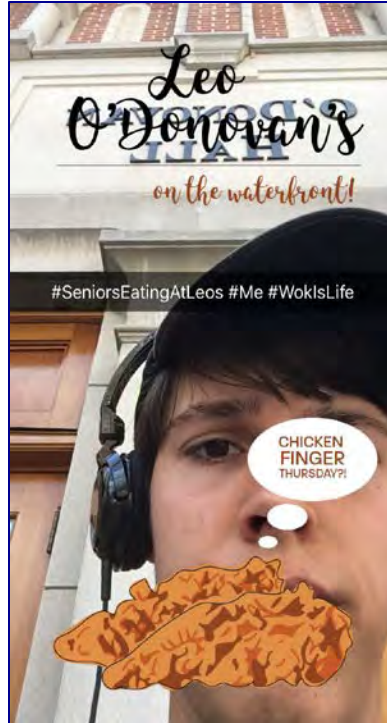
GEOFILTER GUIDANCE

1. Do your research! Choose location + time strategically
2. Consider using a filter to raise awareness of an issue, cause, or an event
3. Remember geofilters can be a part of a call to action (think scavenger hunt, voting, or a contest)

SCAVENGER HUNT



SCAVENGER HUNT



5. INCENTIVIZED CONTEST

- Clear instructions and call to action
- Leverage the “screenshot” function to gauge interest + engagement
- Make use of “Snapchat Memories” functionality
- Make note of submissions sent via chat
- The higher the barrier of entry and lower the “fun factor” the better the incentive needs to be

INCENTIVIZED CONTEST



- 147 screenshots
- 48 entries

Cost to us: \$100

CONTENT CREATION HACKS



DELMONDO



**mish
guru**



SNAPLYTICS
Don't snap in the dark

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, employee or product stories to show “**day-in-the-life**” content



Promote your Snapchat campaigns including geofilters on other established social media channels to build buzz + excitement



Tie the geofilter design into the location and date to make it as relevant as possible for users



Save money by getting hyperlocal with your geofilter campaigns to reach highly targeted audiences

QUESTIONS?

@GEORGETOWN



MES325@GEORGETOWN.EDU