

# WHY WE CHOSE INSTAGRAM OVER SNAPCHAT

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February 24, 2016

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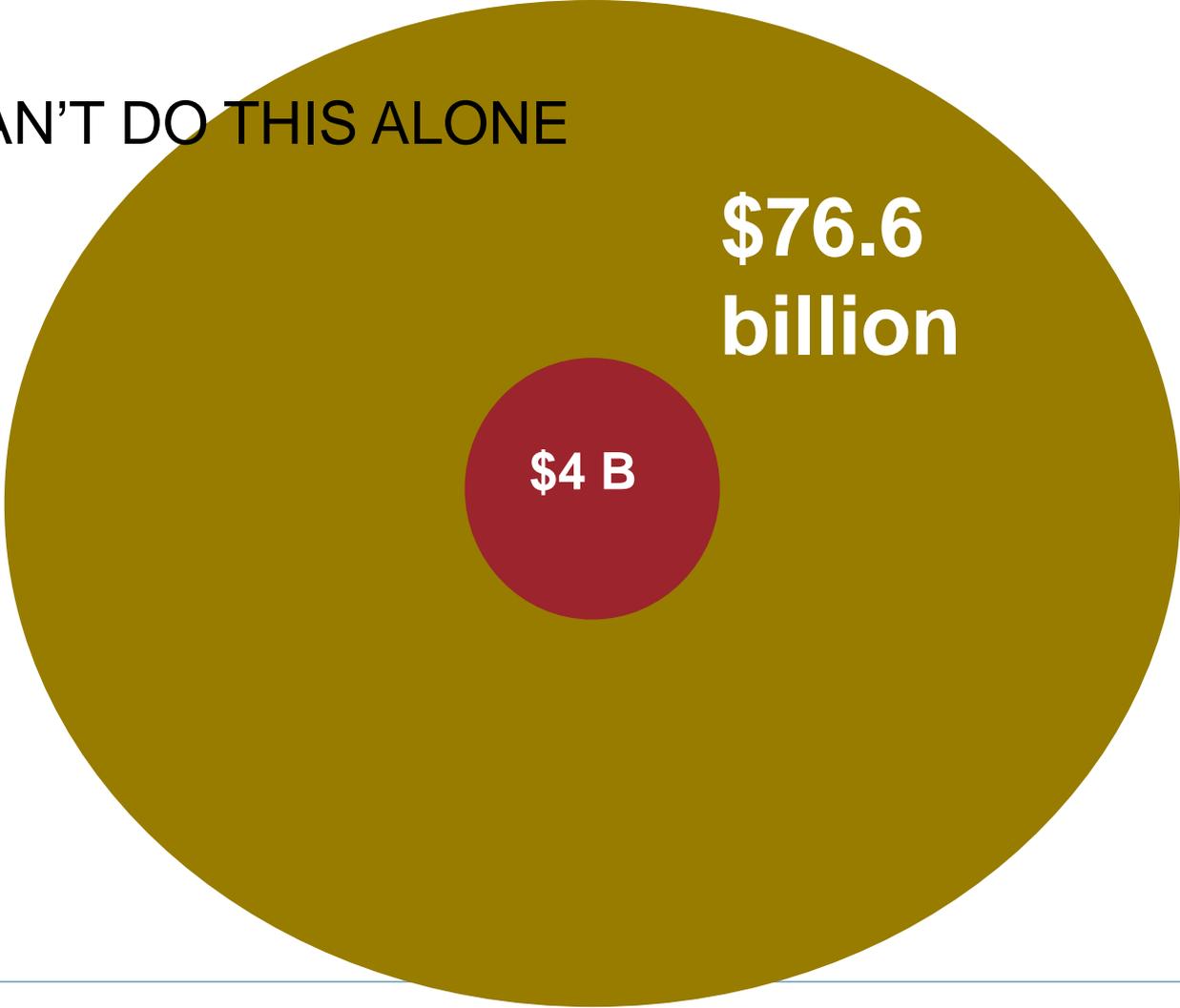
EVERY PERSON  
DESERVES THE  
CHANCE TO LIVE  
A HEALTHY,  
PRODUCTIVE LIFE

BILL & MELINDA  
GATES *foundation*  
VISITOR CENTER

ENTER  
CURIOUS



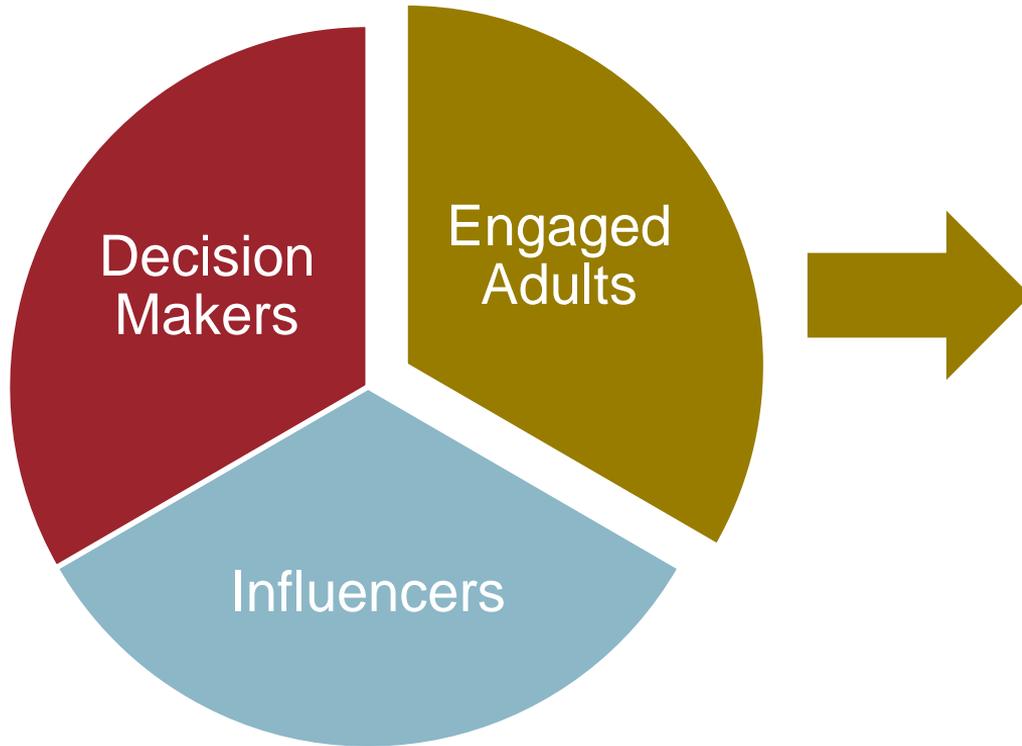
■ WE CAN'T DO THIS ALONE



**\$76.6  
billion**

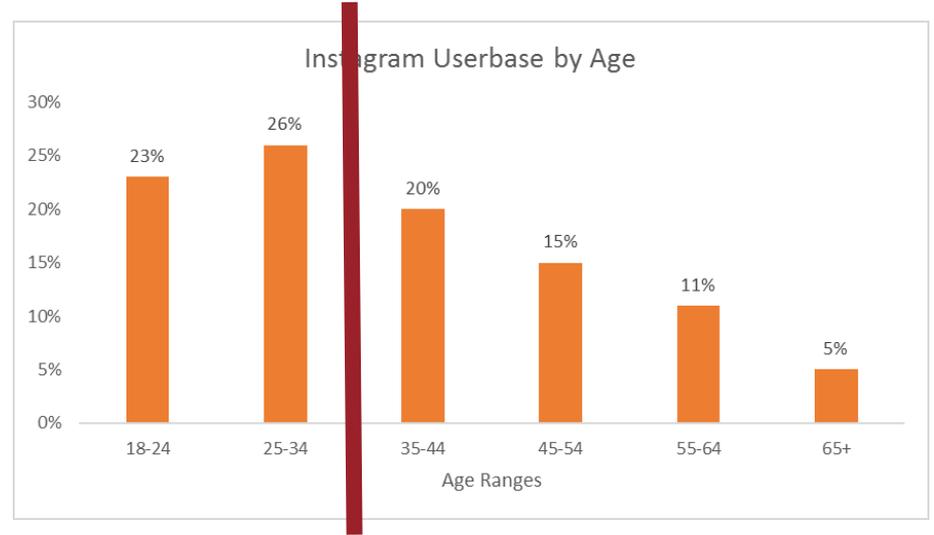
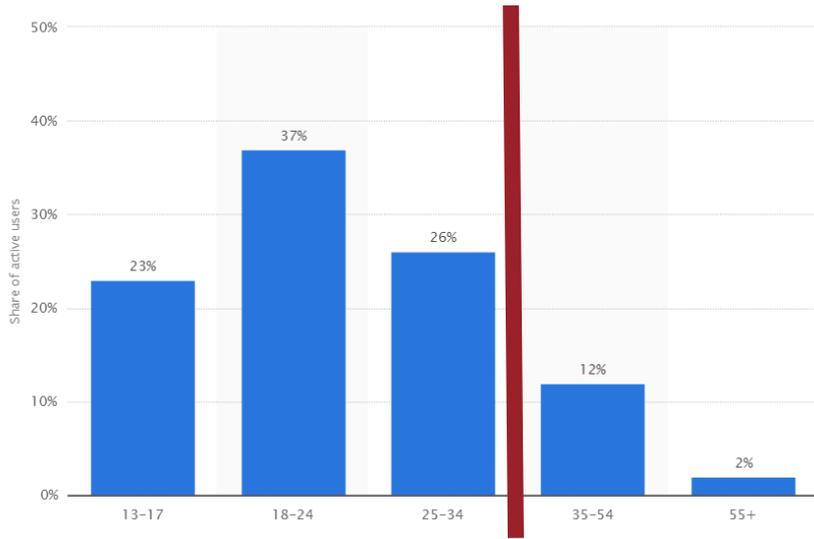
**\$4 B**

# OUR COMMUNICATIONS WORK + KEY AUDIENCES



- About ages 30 – 65
- Evenly split among men and women
- Live around the world, with additional emphasis on those who live in donor countries
- Tend to be civically engaged

# SO HOW COME WE'RE NOT ON SNAPCHAT?



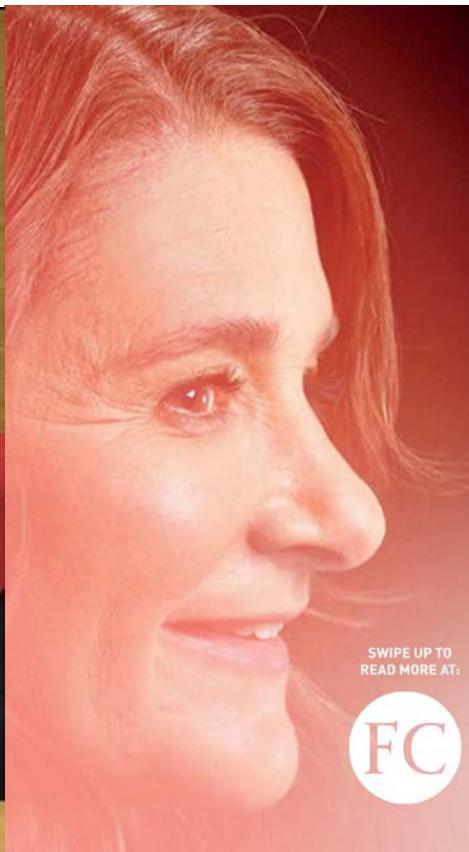
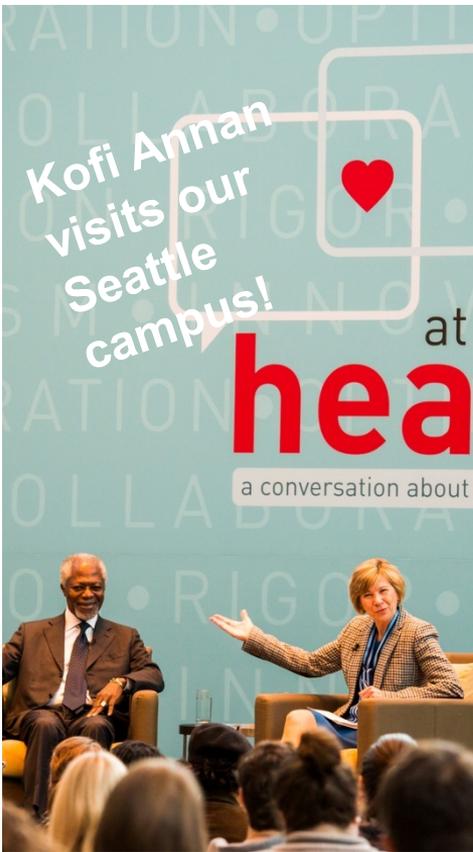
Snapchat + Instagram audience metrics,  
Feb 2016  
(source: Statista)

# SO HOW COME WE'RE NOT ON SNAPCHAT?

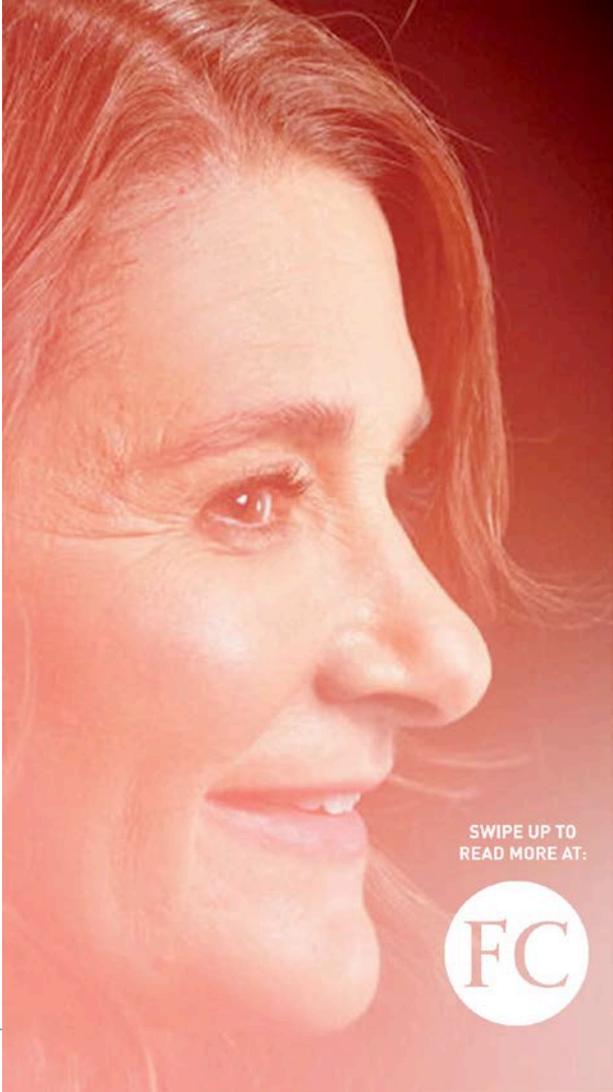
- Audience not ideally aligned to our strategy.
- Logistics and user interface are difficult for the way the foundation works.
- Resources: With a two-person team, is this where we're getting the most bang for our buck?
- Instagram can allow us to get our feet wet.
  - Data availability
  - Already have an audience here
  - Easy for a user to find our stories



# HOW WE \*ARE\* USING INSTAGRAM STORIES





A vertical portrait of a woman with reddish-brown hair, smiling slightly, looking towards the right. The image is overlaid with a semi-transparent red filter. A small dark red square is visible in the top left corner of the page.

SWIPE UP TO  
READ MORE AT:



# WHAT WE'RE WORKING ON NOW

- Training staff!



- Takeovers with partners
- “Office hours” + content made with Instagram Stories in mind
- Watching Snapchat and small tests

## RECOMMENDATIONS

- Start small by using what you already have.
- Make use of Instagram's ability to share links.
  - Use templates if you can!
- Lean on other employees to stretch resources and vitalize your channels.
- You don't need to have rocket ships to appeal to your audience.

THANK YOU

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