

GET YOUR SNAPCHAT GAME ON POINT

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AMERICAN ADDICTION CENTERS



CYNTHIALIVE.COM | @CYNTHIALIVE | #SOCIALSUMMIT16

STEP ONE

BRANDING

MAKE IT YOUR OWN

CUSTOMIZE YOUR QR CODE

Go to [Snapchat.com](https://www.snapchat.com)



Get Your Snapcode

Make friends, add friends, and snap friends.

DOWNLOAD

DOWNLOAD PHOTOSHOP MIX

Find it in the app store and it's free!



MAKE IT YOURS

Test it, change it for campaigns,
and see what works.

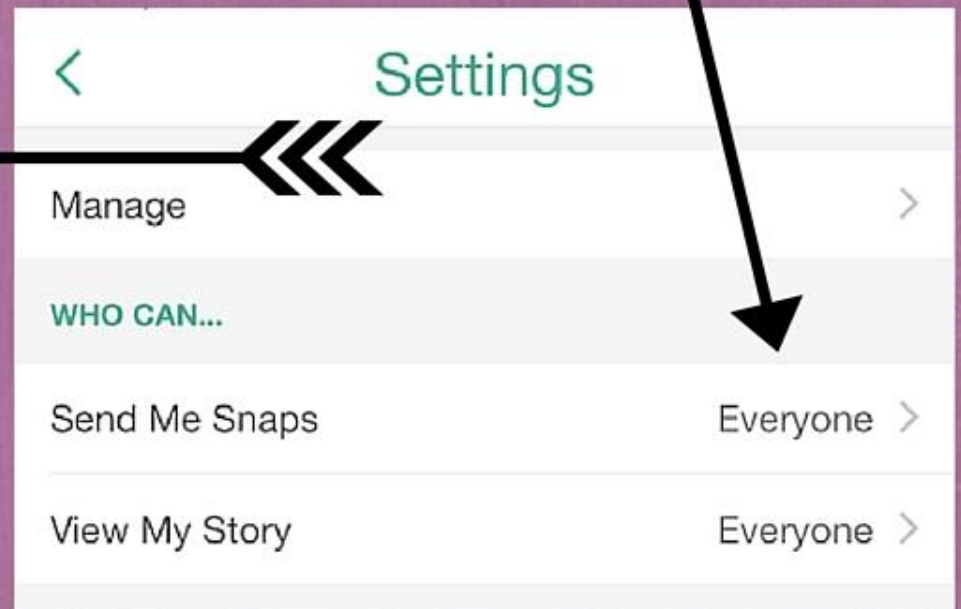
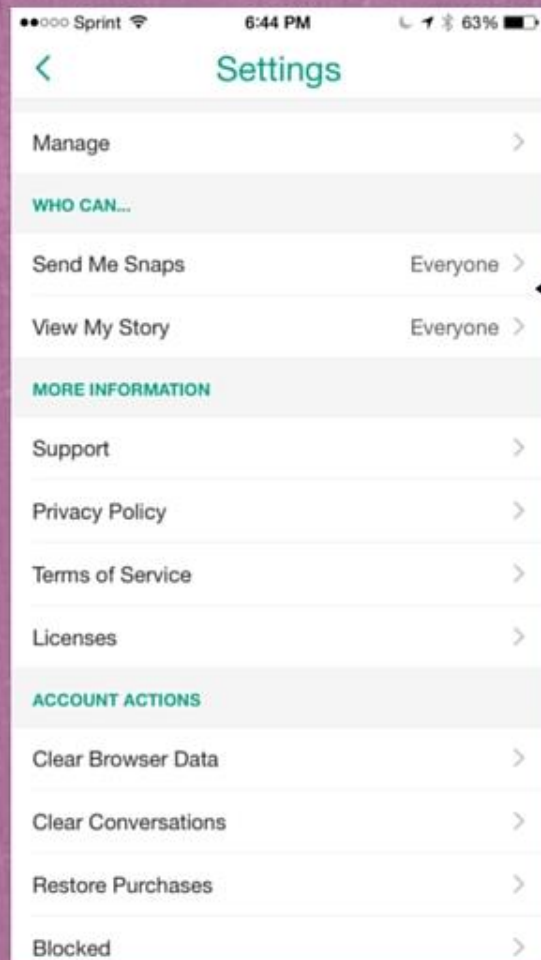


STEP TWO

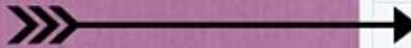
EXPAND YOUR REACH

GROW YOUR AUDIENCE

MAKE SURE WE CAN SEE YOUR SNAPS



SHARE IT, PIN IT



Tweets Tweets & replies Photos & videos

Pinned Tweet

 **Cynthia Johnson** @CynthiaLIVE · 12s
Find me on @Snapchat :)



Schedule

MAKE IT YOUR PROFILE PICTURE



Cynthia Johnson
February 17 at 8:47am · 🌐

Cynthia Johnson
February 17 at 8:47am · 🌐

Prepping for PR News' Social Media Conference next week. Join me and Kelly Bennett for everything you need to know about Snapchat

Cynthia Johnson
Entrepreneur
Santa Monica

972 like this
138 talking about this

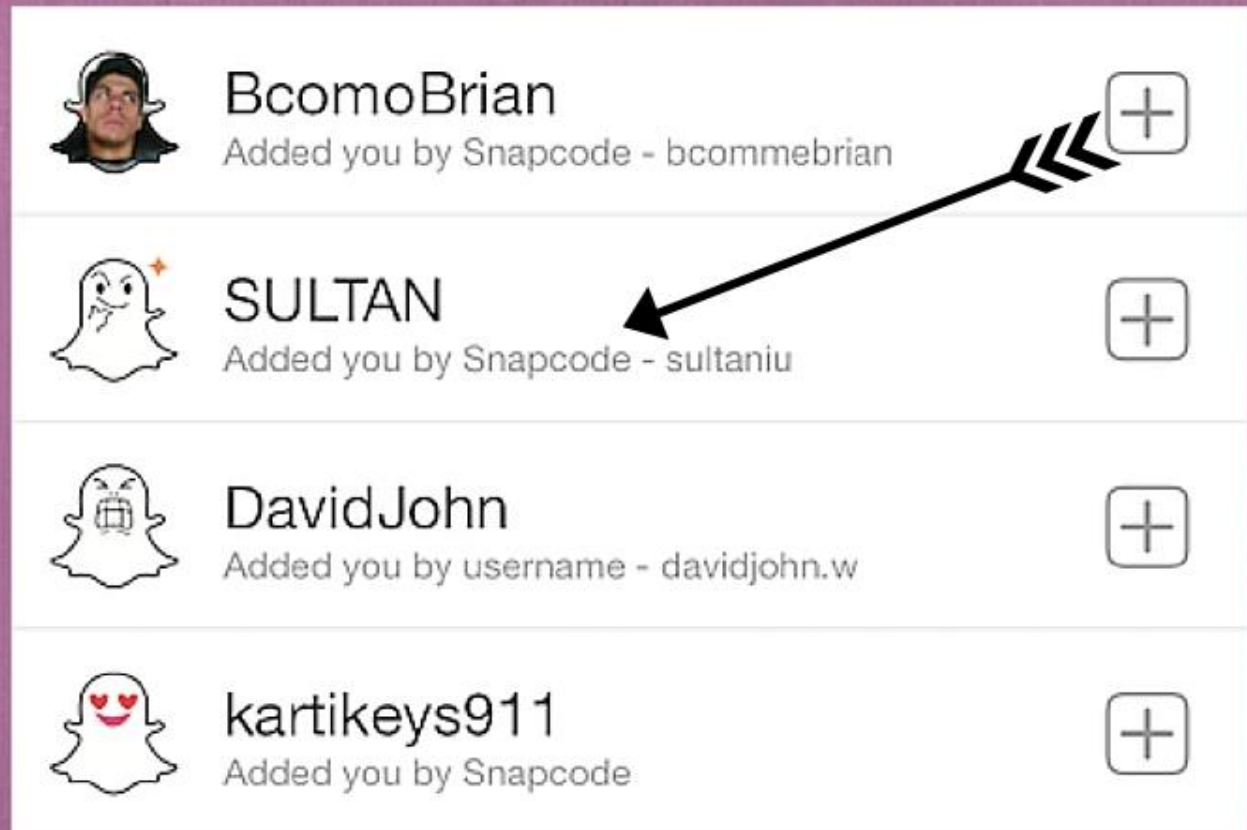
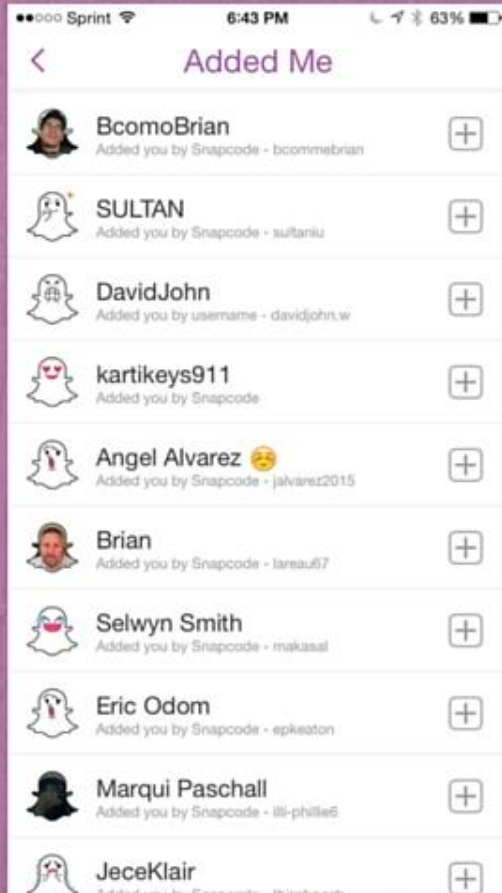
Speakers - Social Media Conference 2016

Lisa Adams is a journalist who has pursued a career in corporate communications since graduating with her journalism degree from Southern Methodist University in May 2000; not because she doesn't love the thrill of the chase or insane...

SOCIALMEDIACONF.COM

The image shows two screenshots of a social media post by Cynthia Johnson. The left screenshot shows her profile picture, name, bio, and engagement statistics. The right screenshot shows the text of her post and a video of her speaking at a conference. A black arrow points from the top right towards the profile picture in the second screenshot.

PAY ATTENTION TO ACQUISITION DATA



REGISTER WITH SNAPCHAT.CODES



BRANDS

(page 1 of 4)



Grub Hub



MensHealth



MTV

APPLYING IS EASY GETTING ACCEPTED IS NOT

SNAPCODES

FEATURED

CATEGORIES

SUBMIT

CONTACT

BLOG

SUBMIT TO HAVE YOUR SNAPCODE ADDED TO OUR

We're a site devoted to curated lists of top Snapchat accounts.

Not all codes submitted will be added to our site. Please fill in as much information about your acc

The details you provide will be used to determine your eligibility.

Category *

please select only one category

- Artist
- Musician
- Food Blogger
- Travel Blogger
- Fitness Guru
- Comedian
- Storyteller
- Sexy
- Brand
- Athlete
- News
- Interesting

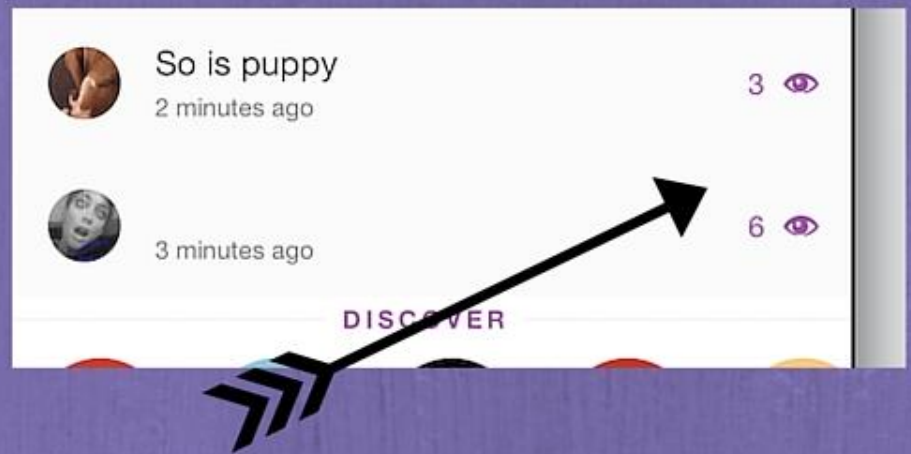
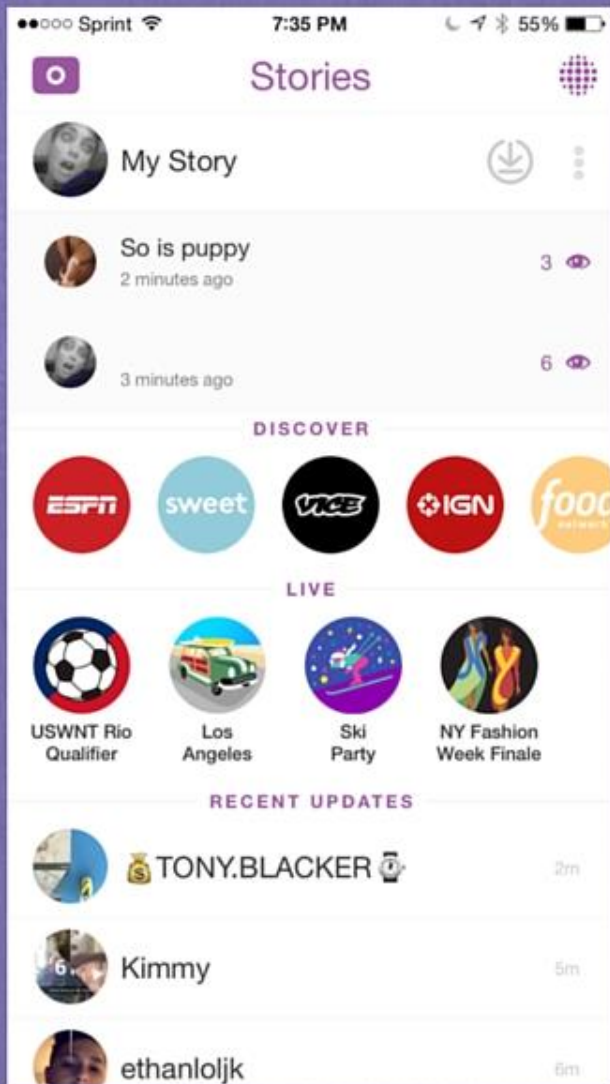
STEP THREE

LET YOUR STORY LIVE ON

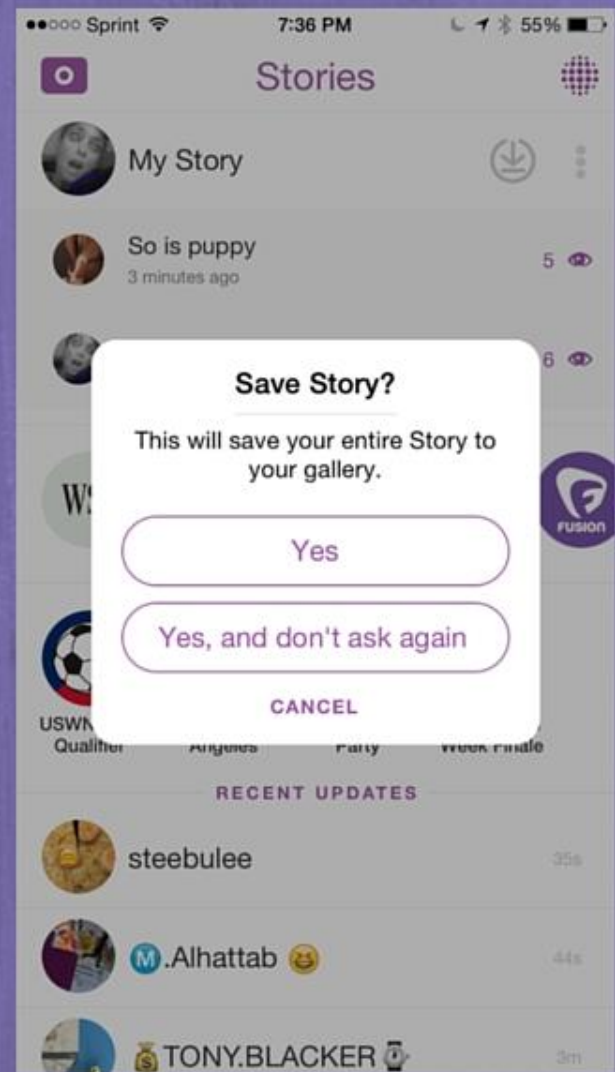
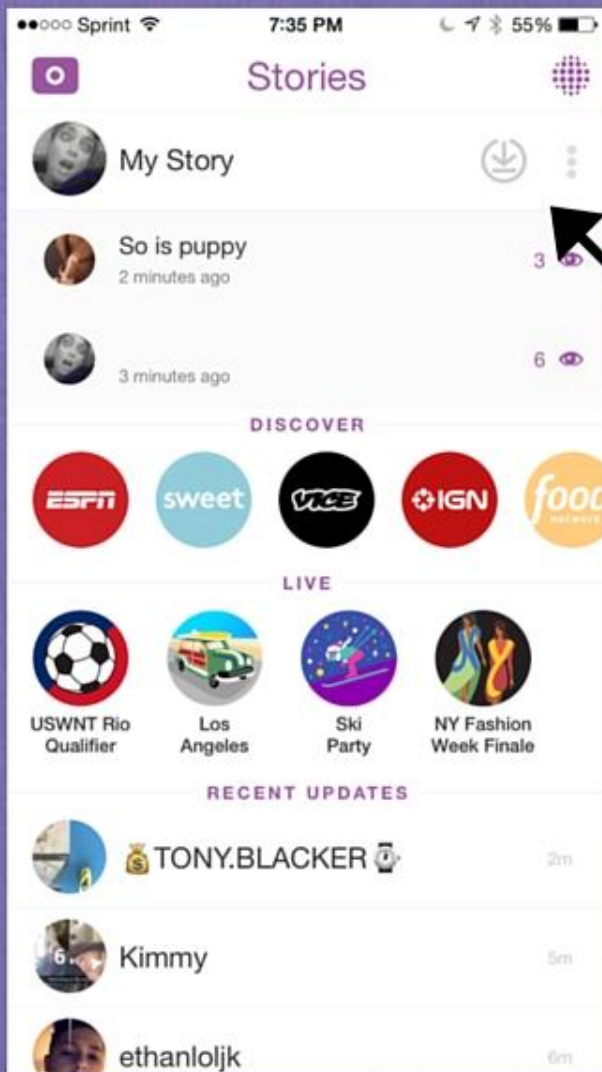
RE-MARKETING WITH SNAPCHAT STORIES

CYNTHIALIVE.COM | @CYNTHIALIVE | #SOCIALSUMMIT16

USE ANALYTICS



DOWNLOAD YOUR STORIES



USE NOSTALGIA AND APPS

MySnapMemories.com

RELIVE YOUR SNAPCHAT STORIES

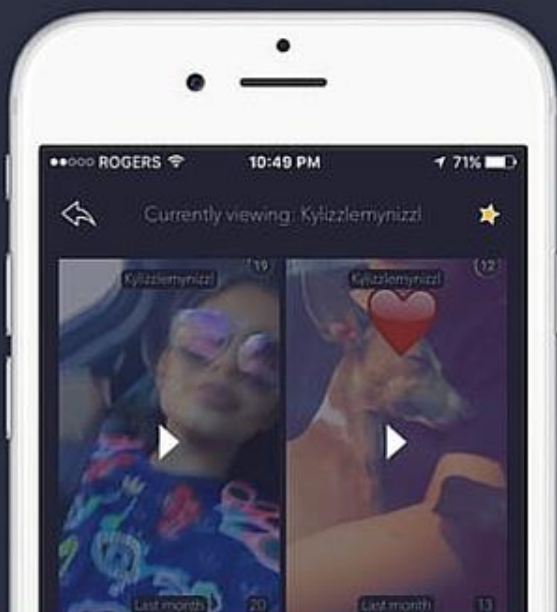
Sign up and receive a personalized monthly email of all your Snapchat Stories you created in the previous month

[SIGN UP](#)

VIEW OLD SNAPS

bit.ly/snapchatpeek

See an Archive of all of
their Snapchat Stories



Search for your Favorite
Creators



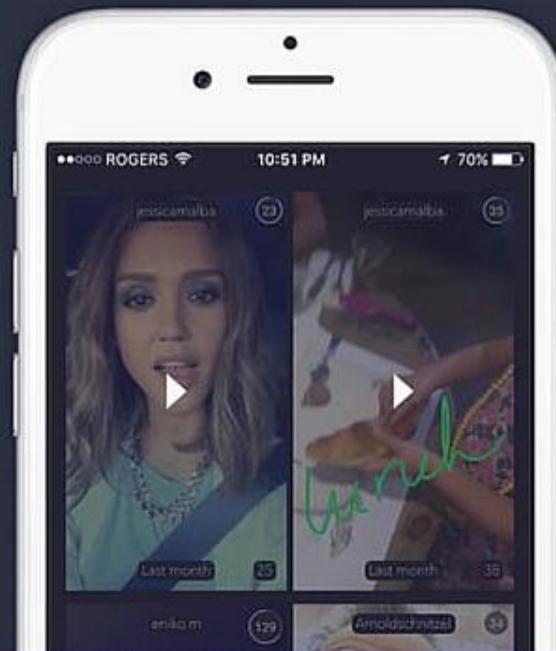
SEARCH BY CATEGORY

bit.ly/snapchatpeek

Explore Content by
Categories



Follow all of your Favorite
Creators



**USE YOUR SAVED DATA
POST YOUR PAST SNAPS OR
SEND A PAST SNAP
NEWSLETTER**

STEP FOUR

CONTENT


YOU HAVE TO THINK DIFFERENTLY

SNAPCHAT VIDEO VIEWS INCREASED 42% FROM 2015 TO 2016


THAT IS
7 billion daily video views



SNAPCHAT VIDEOS ARE 9X LARGER THAN TRADITIONAL



Made for Mobile



25%

100%

Vertical

Up to 9x completion rate compared to horizontal mobile video

Source: Snapchat internal data

FEATURES TO KNOW



**FLIP THE CAMERA WHILE
FILMING**

SNAPCASH

SNAPCHAT LIVE CHAT

FIND NEARBY FRIENDS

STEP FIVE

QUESTION EVERYTHING

COULD WE BE USING IT DIFFERENTLY?

CASE STUDY: USING SNAPCHAT FOR ALUMNI COMMUNICATIONS

Hey everyone! We did our alumni photoshoots today! You can see my gallery with a ton of great behind the scenes pics.

Add me on Snapchat if you want to see even more pics and funny videos!



WHEN THEY WONT ANSWER THEIR PHONE, BUT THEY SNAP



WE WATCH THEIR STORIES SEND MILESTONE CONGRATS MESSAGES

SOMETIMES WE EVEN
NEED TO SEND \$\$



APPS TO REMEMBER

- Download Photoshop MIX to edit your SnapCode
- Check out MySnapChatMemories.com for monthly recap emails that you can share
- Peek App for viewing and searching stories (new and old)
bit.ly/snapchatpeek

KEY TAKEAWAYS

- Make sure your stories are set so everyone can see them
- Remember that video is always vertical
- Share your snapcode
- Think outside the box. Try using Snapchat as a communication tool too!

KEEP IN TOUCH!

Cynthia Johnson

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Snapchat: @CyninLA

