

How to Choose Between Snapchat & Instagram Stories



Samantha Wood

 @woodsamantha

Digital Platforms Manager, Philadelphia Eagles



Tale of the Tape

		
Eagles Audience Size	105,000	960,000
Expires After 24 Hours	✓	✓
Photo Duration	1-10 sec	5 sec
Max Video Duration	10 sec	60 sec
Contributor Access	✓	✗
Upload Content	✓	✓
Link Out	✗	✓
Analytics	Views, Screenshots	Impressions, Reach, Exits, Replies, Clicks
Ads	✓	✓

Game Plan

Do we have a
producer on site?

YES



NO



Do we have ancillary
web content?

YES



NO



Can we organize a
takeover?

YES



NO

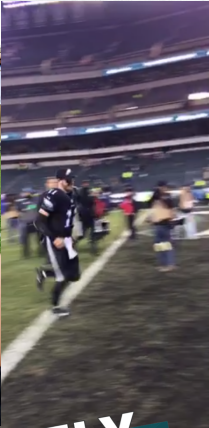


Playing Offense

Regularly cross promote content on more established platforms like Facebook and Twitter to generate awareness and maximize efficiency.



Playing Offense



TEST, TEST, TEST
With only a 24-hour commitment, trying new things is a low-risk, high-reward proposition.

Scoreboard




Keys: Screenshots & Impressions
Bonus: Shared across other fan accounts



Keys: Engagement & Impressions
Bonus: New demographic data for business accounts

Scoreboard



**But what about
followers?!**

Scoreboard

No.

An engaged audience is more valuable than just a large one. Focus on what you can control (your content) and the followers will come.

Highlights

- ✓ **Know your platforms.**
Snapchat is more experiential and Instagram Stories are more visual.
- ✓ **Know your capabilities.**
Prioritize based on goals and staffing.
- ✓ **Know your limits (and break them).**
Don't be afraid to try new things.
- ✓ **Know the score.**
Keep track of engagement and adjust as needed.



Thank You