



**PRNews'**  
Media Relations Conference  
& Snapchat Boot Camp





# **Snapchat vs. Instagram Stories— or Both?**





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Experienced storyteller in  
print and digital media

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nonprofit and healthcare  
spaces

**01** **instagram vs snapchat**  
Looking at things from a B2B perspective, we'll compare Instagram's new photo story feature to Snapchat

**02** **convincing your boss**  
Make it easy for your boss to say yes

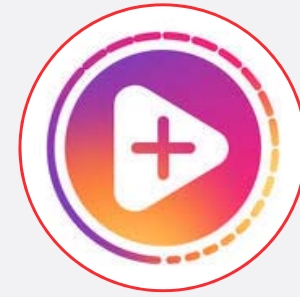
**03** **quick tips**  
How to get started on Instagram Stories

**04** **case studies & content**  
Ideas on how to share your story and repurpose content

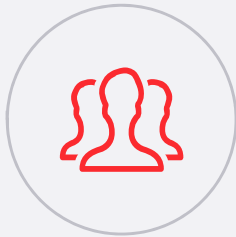
**instagram stories**  
**vs snapchat**

01

which is best for  
my organization?



## things to consider



### your audience

Who are you trying to reach?



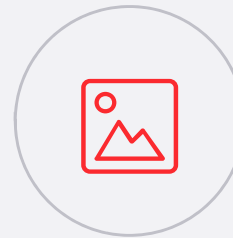
### your resources

Do you have the manpower to dedicate to a new channel?



### existing community

Have you already built a presence on Instagram?





### visual stories


Can you tell your organization's story visually? (Hint: You probably can)

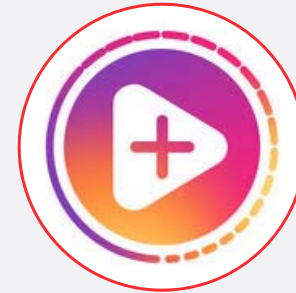
## consider the audiences




 150 million daily active users


 60-70% of users

 60% ages 18-34



 300 million daily active users

 58% of unique visitors

 58% ages 18-29



**consider your  
resources**

## Nike and Others Dive Into Instagram Stories: Why Marketers Already Like It Better Than Snapchat

Instagram Has Bigger Reach and Loves Marketers

INSTAGRAM | SNAPCHAT

### 5 Reasons Why Instagram Will Kill Snapchat

f Share Tweet More

**'Black hole of nothingness': Metrics concerns dog Snapchat's ad expansion**

# pros & cons of Instagram Stories

## pros

- Stories in Explore tab
- Allows more frequent posts on Instagram
- Save and store photos/video on Stories to upload later
- Can upload visuals from your camera roll to Stories (if taken within previous 24 hours)
- Tag users and (verified accounts) can add links



## cons



No branded lenses or filters (yet)



Can't download entire Story at once



Can be hard to shift from mentality that informs Instagram feed content vs. Story content



No ad functionality for Stories (yet)



No curated Live Stories for events/locations

**convincing**  
**your boss**

02

# things to consider



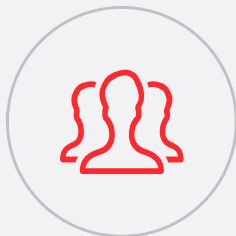
## set goals

Make them S.M.A.R.T



## develop strategies

How do Snapchat or Stories integrate with your overall marketing/PR goals?



## establish rules

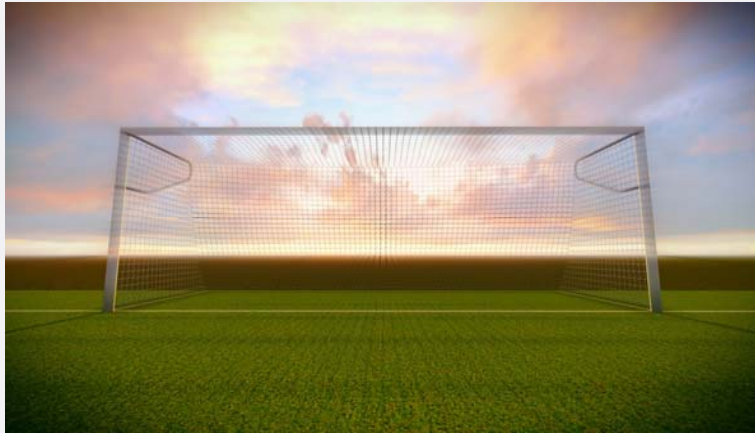
Don't let the intern run wild.



## source content

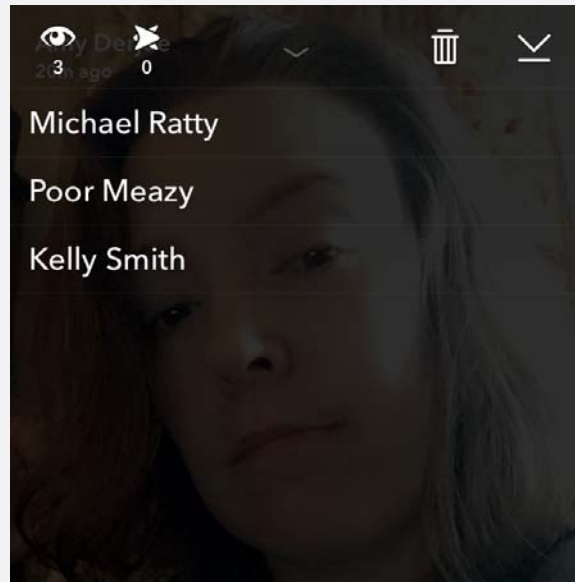
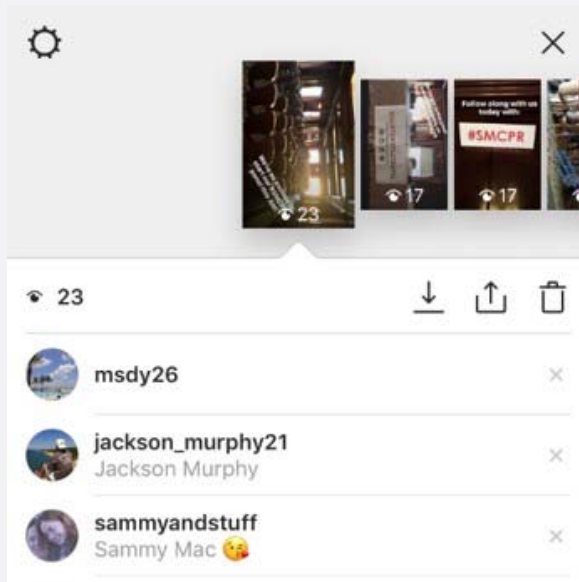
Get ready to snap and share

## | set your goals



- Employee Recruitment
- Donations
- Thought leadership
- Others?

# tie them to the the metrics



## develop your strategy



- Develop a visual style
- Consider how often to post
- Don't be afraid to experiment

## establish your rules



- Who posts
- How you build a narrative
- Track your outgoing and incoming messages



**public records**  
**concerns**

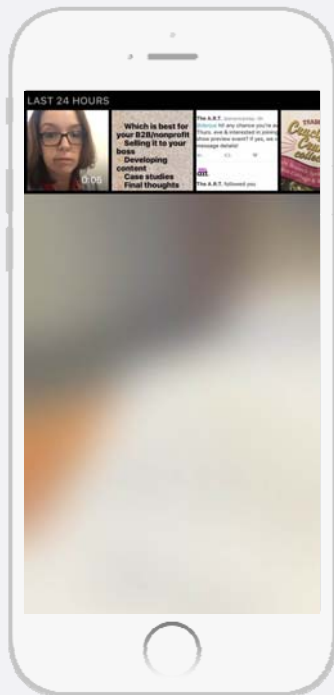


**“Electronic messages created or received in the course of agency business are Federal records. Like all Federal records, these electronic messages must be scheduled for disposition.”**

***--DAVID S. FERRIERO  
Archivist of the United States***

03

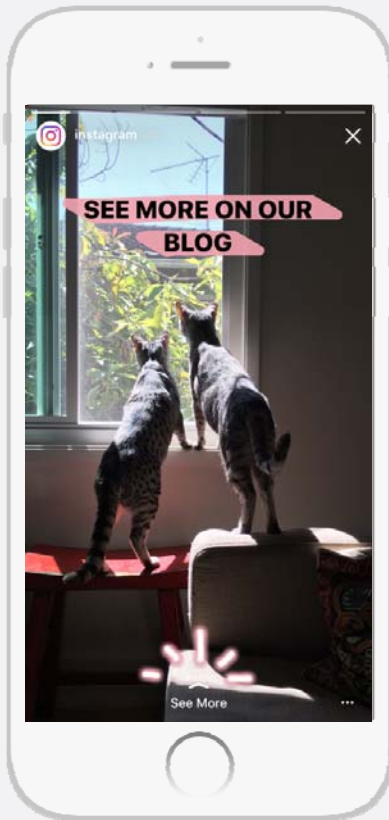
**quick**  
**tips**



## Show before you go

Instagram Stories allows users to share images and video from the camera roll—if they’ve been taken within the last 24 hours—including those you create in Instagram Stories and save to your device before sharing. That way, bosses can vet your content before it is shared, at least to start.

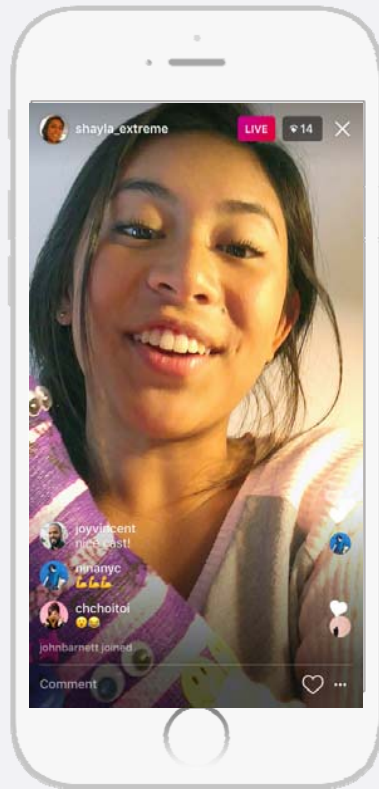
## link & tag



## Improved engagement

Now verified users can link to specific pages natively in Stories instead of developing a bit.ly and tracking there. All users can also tag your biggest fans and other influencers.

go  
live



## It's Facebook Live, on Instagram

Instagram Stories debuted this feature, which allows users to go live. Use this feature to answer questions from your followers, share a keynote from an event, or give a behind-the-scenes peek at your organization.

## what to share



### Ideas for content

- Behind-the-scenes
- Updates from events/conferences
- Regularly scheduled Q&As with experts
- Teasing releases or announcements
- Show donors the good their donations do in real-time
- Employee engagement events
- Contests

04

**case studies**  
**and content ideas**

# Case study: Nonprofit Health System





## Case study: B2B event

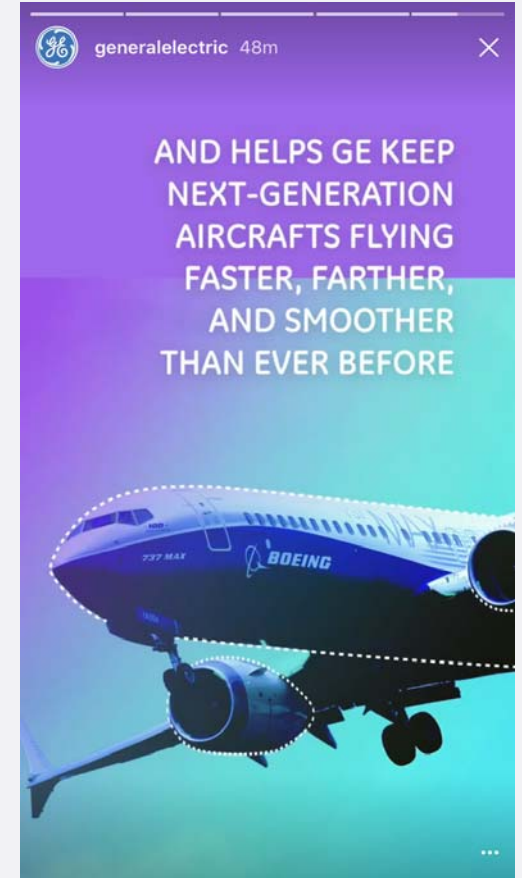
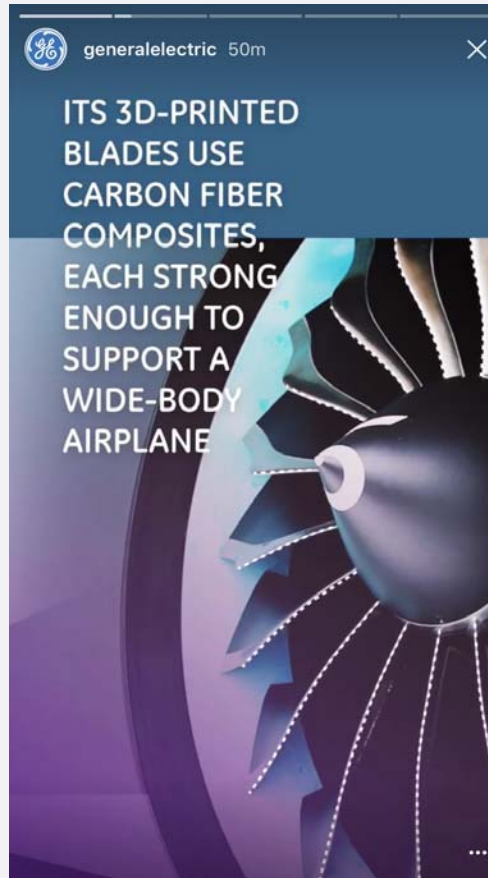
- Live updates in real-time
- Multi-channel promotion
- Build hashtag awareness



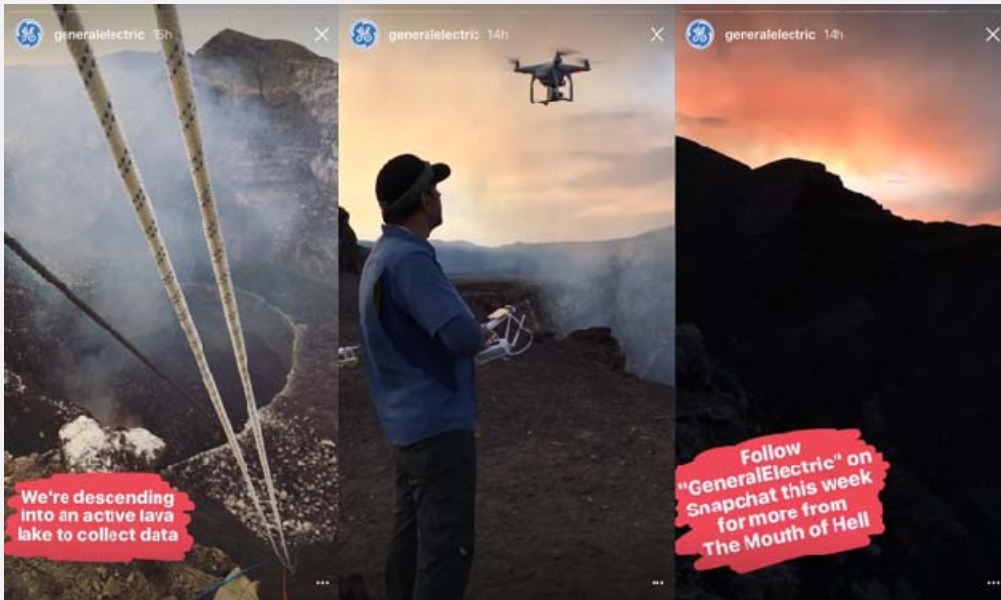
# Case Study: B2B

## General Electric

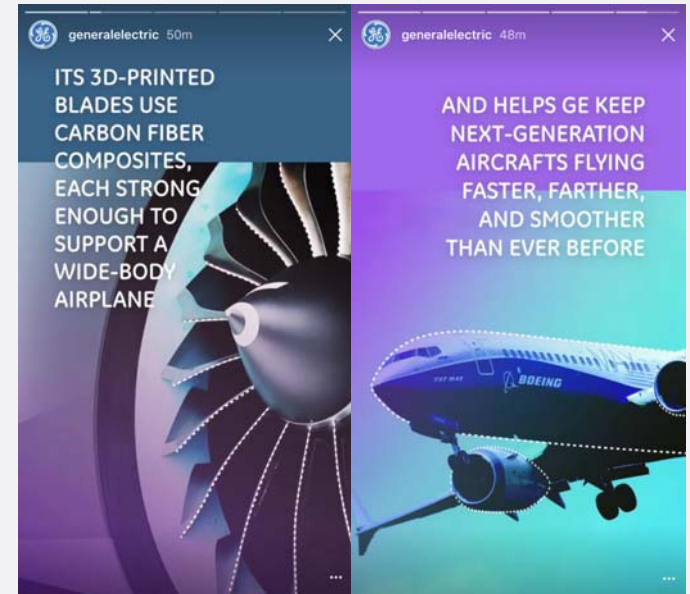
- Legacy organization that's done a stellar job using social
- Highlights the team and innovations behind its products
- Cross-channel promotion



# Evolution on Instagram Stories



August 2016



November 2016

# Case study: Trade media



## final thoughts



- Determine if Instagram Stories is right for your organization
- Use Stories to engage users with strong content
- Grab the metrics to prove ROI
- Screen grab all posts for public records requests
- Avoid the temptation to get too scripted
- Experiment!

**thank you.**

## our contacts



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