PR News' Snapchat Boot Camp

How brand communicators are using Snapchat today

Katie Keating
Global Social Brand Strategy Lead, IBM
@ThingsSheSaid

IBM

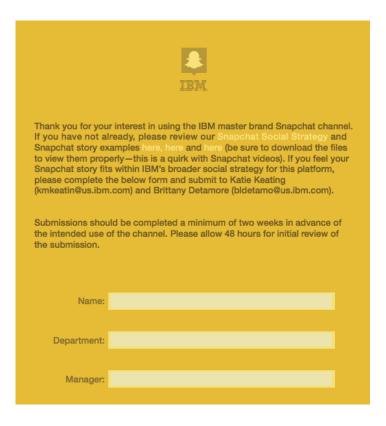# Snapchat at IBM

- One IBM account
- Anyone can submit and share a story
- Calendar and login managed by Corp Social Team

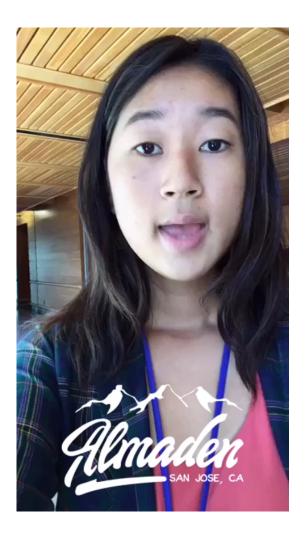Snapchat is IBM's platform for sharing the brand's culture, technology, and innovations with a global audience—in alignment with the language of the platform—carefully crafted video and image snaps that disappear after 24 hours.

This

Special Feature **Always on**
Ephemeral **Enduring**
Selfies **Head shots**
Narrative **News ticker**
T-shirt **Suit**
Algebra 101 **Calculus**
Self-contained **Shareable**

Not this

Preparation

Shot	Scene	Time	On Screen Talent	Shot Description	Notes	Visual
9	Good morning, and welcome!	8 AM 8/11	Kelly	Kelly welcomes everyone to Almaden before visitors arrive		A quick glance at the lobby, registration table, waiting for guests
10-12	Meet the demo-ers	8:30 AM 8/11	Eric Butler, Raphael Arar, David Pease	As guests come in, they will immediately come into contact with demos in lobby. Show guests interacting with demos and interview researchers.		Researchers and visitors interacting with demos (Globe demo, world's first hard disk drive, art visualization demo)
13-14	Walkthrough Almaden	8:45 AM 8/11	Almaden	Quick walkthrough from lobby to auditorium, most likely sped up		Decorated hallway and food outside auditorium
15-18	Main stage	9 AM 8/11	Jeff Welser, Arvind Krishna, Samsung demo, Jon Iwata	One shot each of executives speaking, and live Samsung demo onstage.	We will have reviewed executive speeches beforehand so we know when to capture a key moment	Speaker at podium with caption summarizing key point

Thank you for your interest in using the IBM master brand Snapchat channel. If you have not already, please review our Snapchat Social Strategy and Snapchat story examples here, here and here (be sure to download the files to view them properly—this is a quirk with Snapchat videos). If you feel your Snapchat story fits within IBM's broader social strategy for this platform, please complete the below form and submit to Katie Keating (kmkeatin@us.ibm.com) and Brittany Detamore (bldetamo@us.ibm.com).

Submissions should be completed a minimum of two weeks in advance of the intended use of the channel. Please allow 48 hours for initial review of the submission.

Name:

Department:

Manager:

Going behind the scenes

- Think about having a host that can set the stage for the story
- Leverage Snapchat's built-in storytelling tools, like geofilters, time stamps, emojis and doodles
- When going behind the scenes, ensure you have really emphasized why people should care—set the context clearly
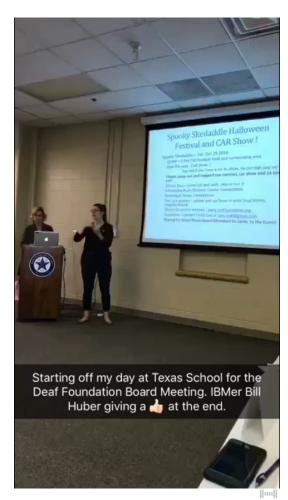
Influencer takeovers

- Working with an influencer to take over your account is a great way to build your audience
- Make sure the influencer understands your brand's voice and tone on Snapchat
- Have the influencer do a promo on their own account that drives to your story
- Make sure they cross-promote on their other social channels as well
- Think about what an influencer can offer vs. what you can do yourself

Day-in-the-life/ Interview Style

- Turn your account over to your employees
- With preparation and guidelines in place, you can have your team create content for you without any travel or production expense
- Encourage them to use their own voice and style

Aoife Smyth, IBM Digital Sales Dublin 🎉 🎉

Starting off my day at Texas School for the Deaf Foundation Board Meeting. IBMer Bill Huber giving a 👍 at the end.

Practical tips

- Use a camera mic whenever possible. I like the ones by Shure.
- Always keep account security in mind. Change your password often.
- Make sure you have a strong Wi-Fi connection!
- Save everything to Memories
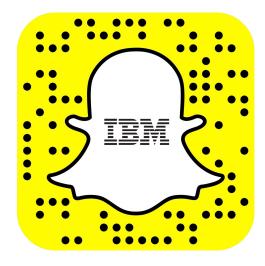- Promote your stories across your other social channels

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Some of my favorite inspiration

If you're new to Snapchat, here are some resources to get up to speed on the platform:
• Webinar on Snapchat Marketing 101 done by bitly (this is so worth the time): http://bit.ly/1Su6WQV
• Interactive side-by-side comparison of Snapchat vs. Instagram: http://instagram-vs-snapchat.l2inc.com/
• Snapchat storytelling secrets and hacks: http://bit.ly/1TAqxfG
• How to use Snapchat features like lenses, Chat 2.0: http://bit.ly/1T6YOcs

Accounts to follow:
Nike: nike
NASA: nasa
Mashable: mashable
McDonald's: mcdonalds
Teen Vogue: teenvogue
MTV: mtv
General Electric: generalelectric
Taco Bell: tacobell
LACMA: lacma_museum
The White House: whitehouse

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Key takeaways

1. Crowdsource your content creation.
Think about opening up your Snapchat account to employees, partners, influencers and more.

2. Always give context.
On Snapchat, it's critical right from the start to establish why people should continue watching your story. Make sure to paint a robust picture to keep them interested.

3. Have a real story arc.
Treat Snapchat stories as you would a real narrative--have a beginning, middle, and end.

4. Don't be afraid to be informal.
Embrace the doodles, emojis, stickers and more. Showcase stories and voices that may not be right for a press release, but will help bring your brand's personality and culture to life.

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Questions?