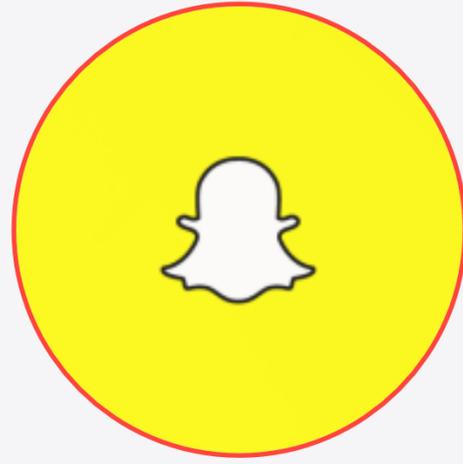


Snapchat vs. Instagram Stories— or Both?



which is best for
my organization?



things to consider



your audience

Who are you trying to reach?



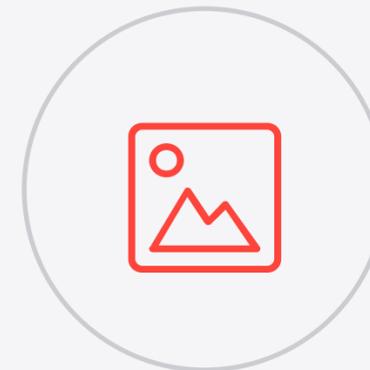
your resources

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



existing community

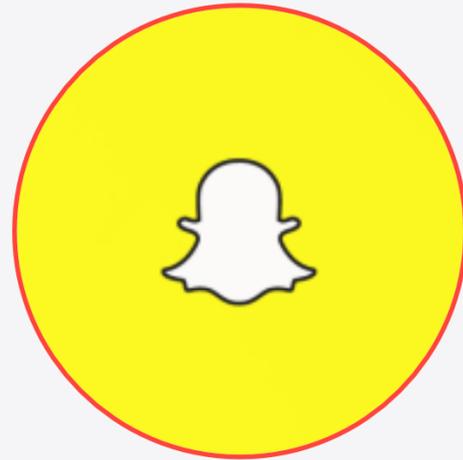
Have you already built a presence on Instagram?



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

INSTAGRAM | SNAPCHAT

5 Reasons Why Instagram Will Kill Snapchat

f Share  Tweet  More

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

Instagram Has Bigger Reach and Loves Marketers

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

pros & cons of Instagram Stories

pros

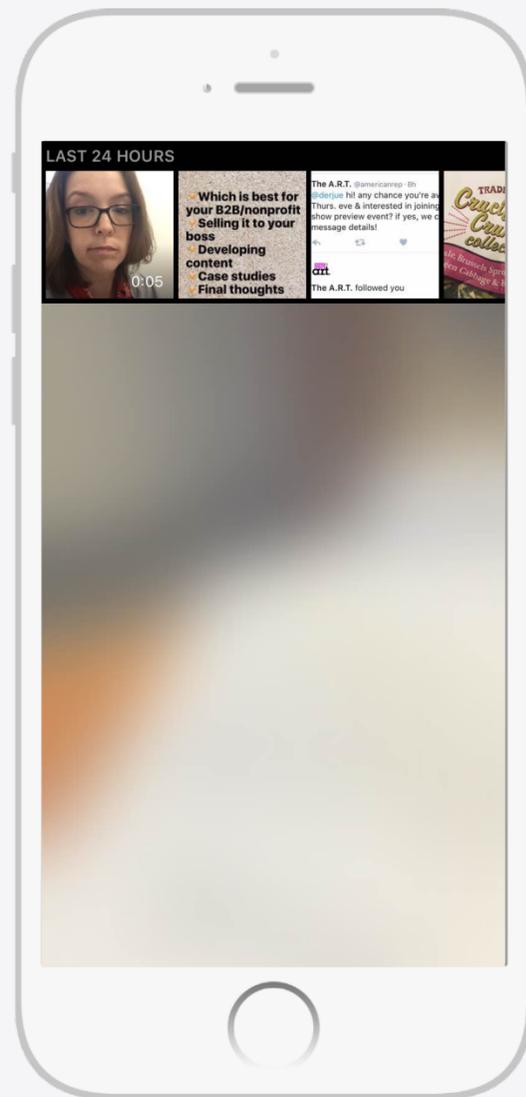
- Stories in Explore tab
- Allows more frequent posts on Instagram
- Save and store photos/video on Stories to upload later
- Can upload visuals from your camera roll to Stories (if taken within previous 24 hours)
- Tag users and (verified accounts) can add links



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

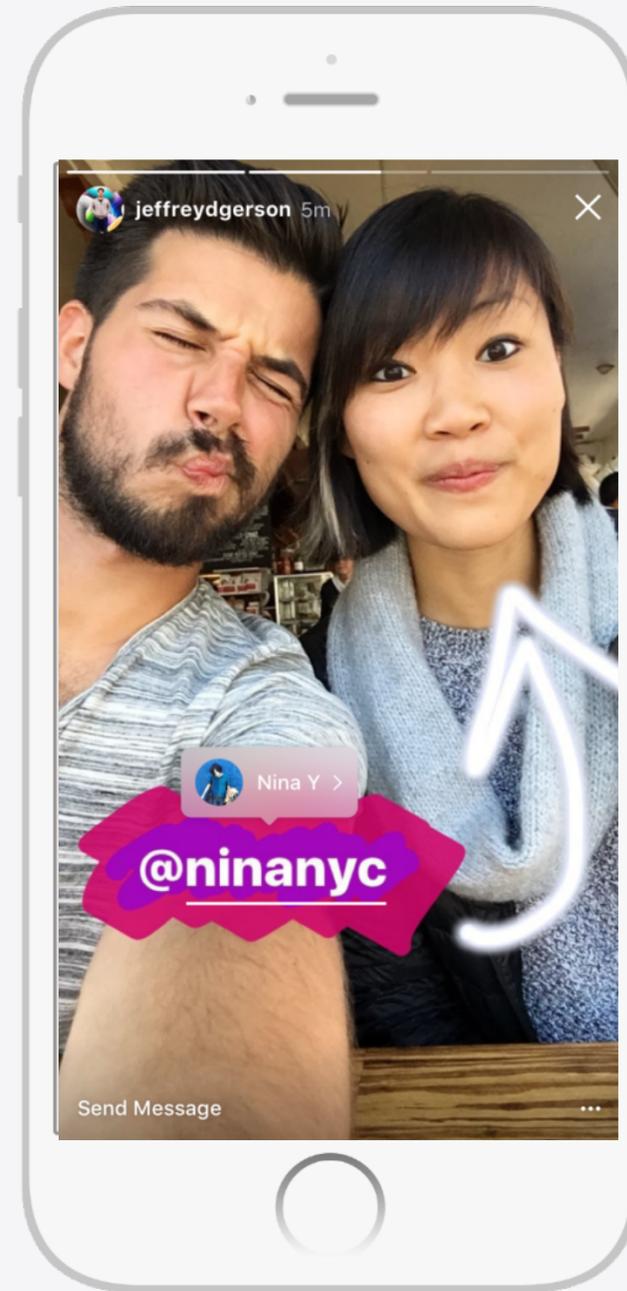
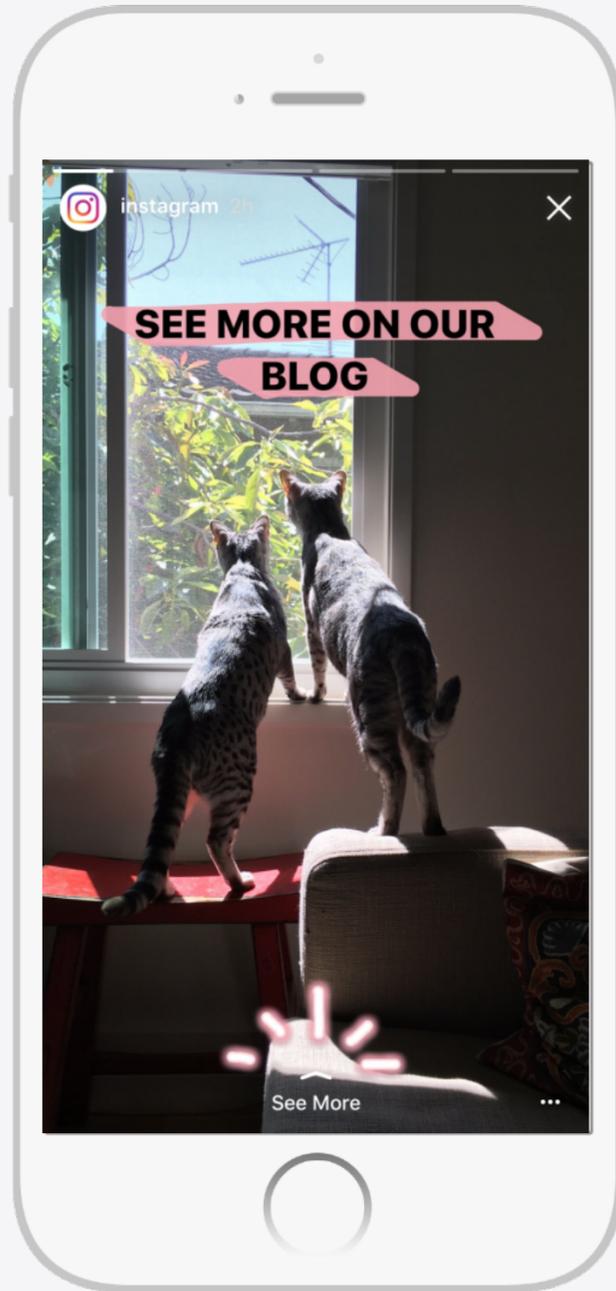




Show before you go

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.