



Snapchat for Advocacy 101

Connecting with Your Audiences Online



Your Hosts



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Social Driver



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Social Driver

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**Digital
creative and
strategy to
connect with
people today.**

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EXPERIENCE
DIGITAL
WITH US



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Snapchat Is A Messaging App



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Where The Messages Disappear!



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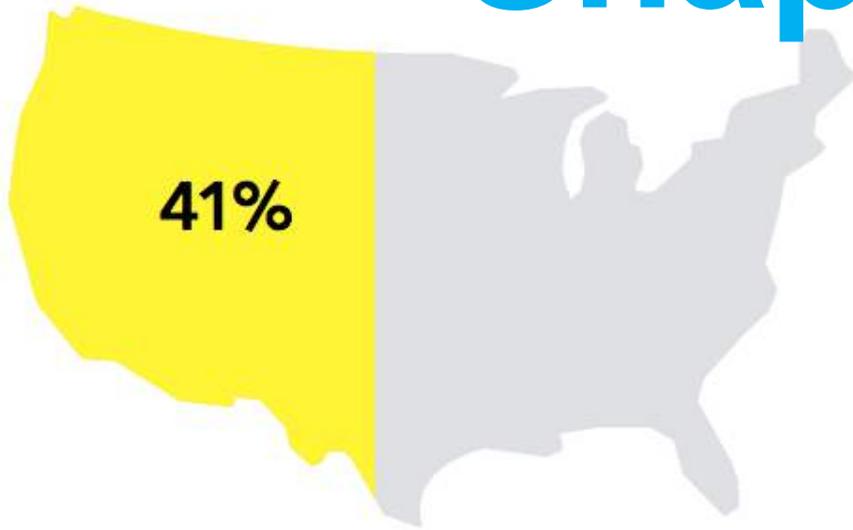
A Picture Is Worth A Thousand Words

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Snap Facts

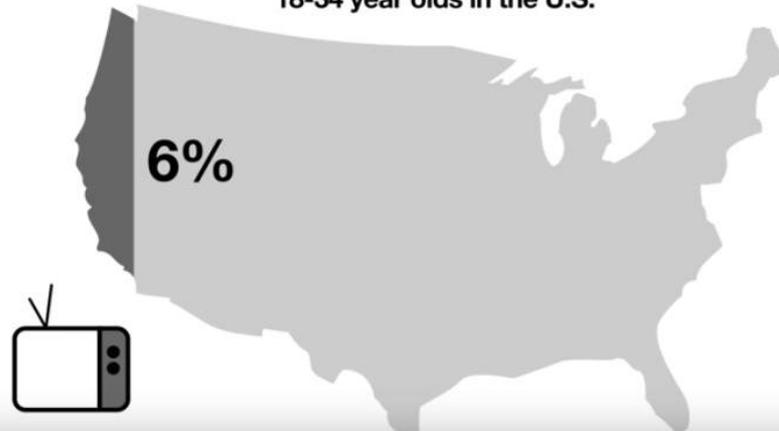


On any given day, Snapchat reaches 41% of all 18 to 34 year-olds in the United States.

Source: Nielsen Media Impact, Reach Duplication, Nielsen Total Media Fusion/GfK MRI Survey of The American Consumer 9/1/2015 - 9/30/2015 (Television, Internet, and Mobile)

Unique Daily Reach

18-34 year olds in the U.S.



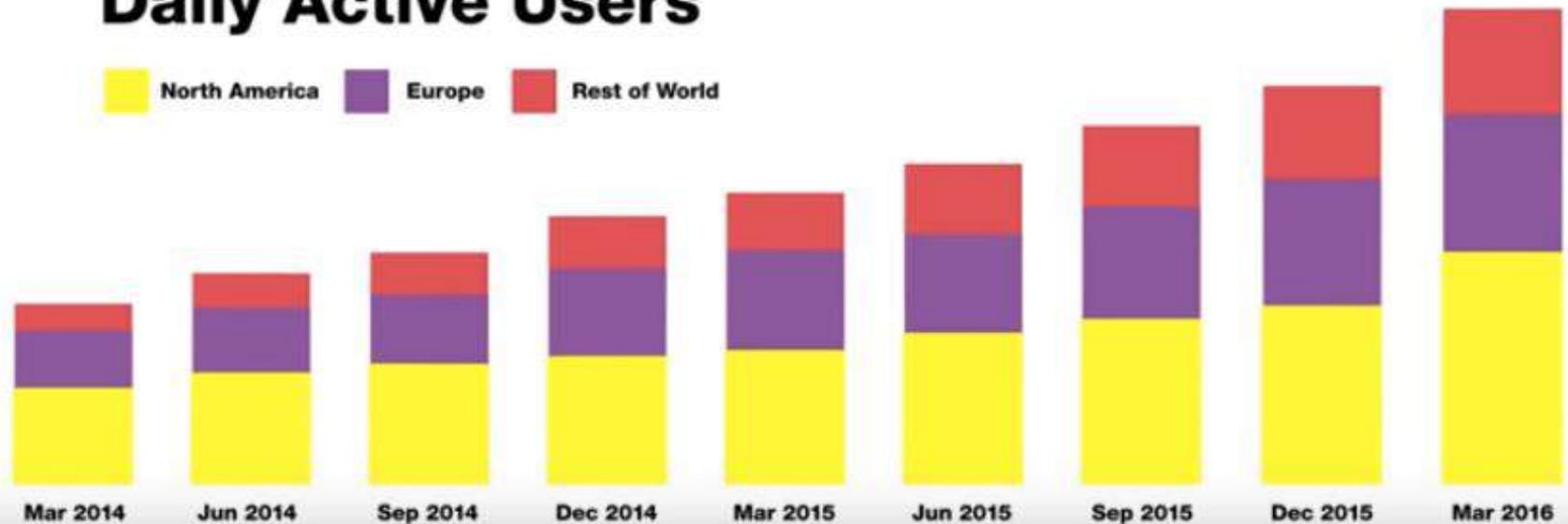
Snap Facts

-  **9,000 snaps shared per second**
-  **More views on average than all the DC news stations combined**
-  **A single National Sponsored Geofilter typically reaches 40% to 60% of daily Snapchatters**
-  **5x more engagement on ads**

100+ Million

Daily Active Users

North America Europe Rest of World





Most Active Industries

1. **Music**
2. **Politics**
3. **Fashion**
4. **Sports**
5. **Local News**
6. **Entertainment**

Brands: Discover

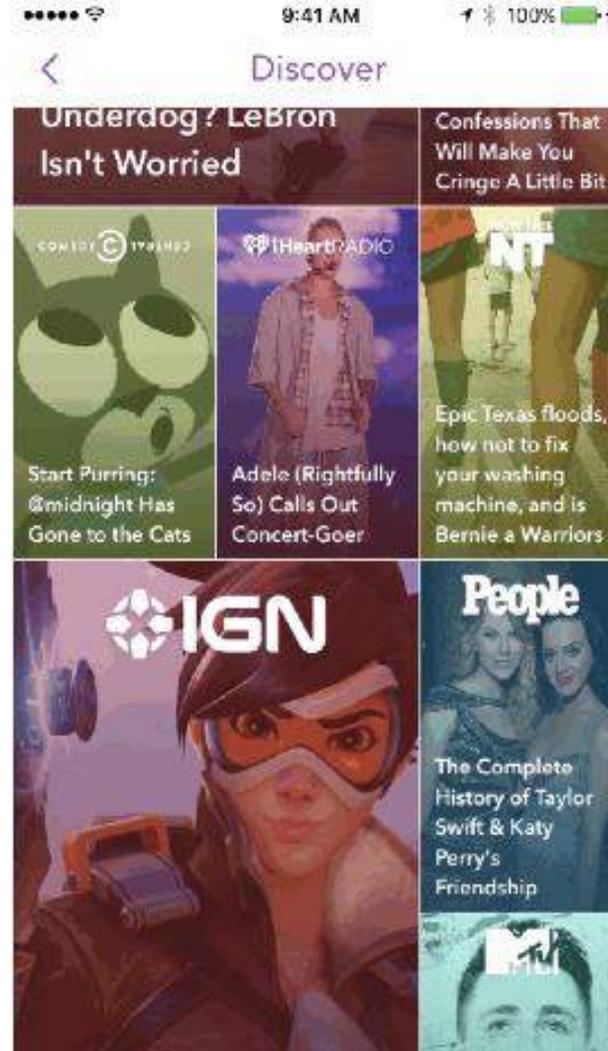
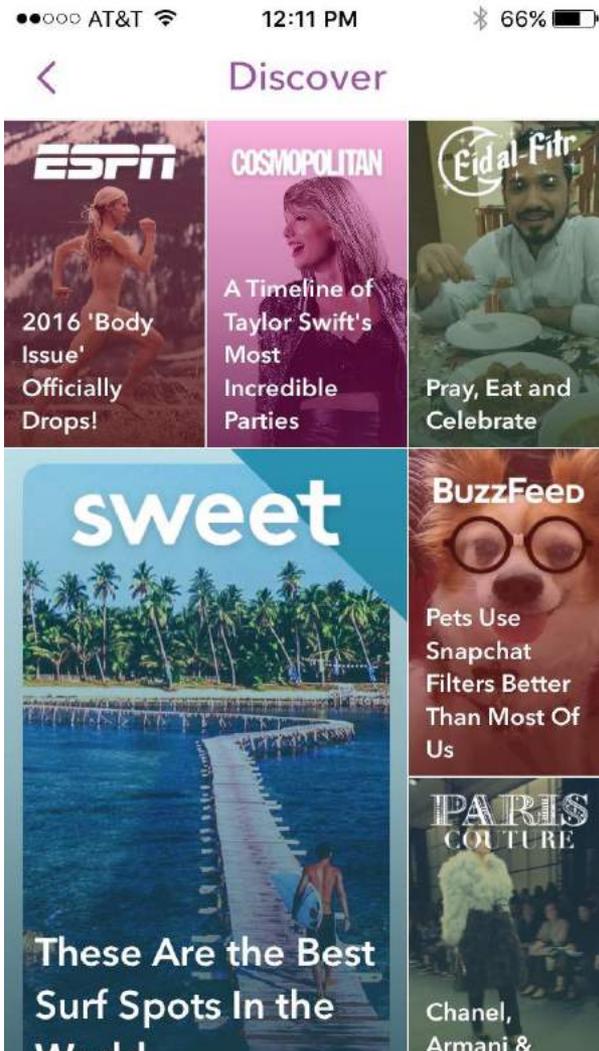
New Media



Old Media



Who Is on Snapchat?



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Meet Eric Swalwell, the newly crowned 'Snapchat king of Congress'

U.S. Rep. Swalwell uses Snapchat, Facebook Live and other social media platforms to connect with millennial voters.

BY DAWN CHMIELEWSKI · @DAWNC31 · MAY 9, 2016, 10:10A

TWEET SHARE LINKEDIN



Bloomberg What are you working forward to? synchrony Engage with us

from **Bloomberg Businessweek**

HOW SNAPCHAT BUILT A BUSINESS

Advertisers want the \$16 billion social network's young users

By Max Chafkin & Sarah Frier
March 3, 2016

A photo of Max Chafkin and Sarah Frier, two men with beards, sitting behind a black metal fence. They are looking towards the camera. The background shows trees and a street lamp.

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Rep. Cheri Bustos 

@RepCheri

 Follow

Today I did over 50 @Snapchat interviews with @HouseDemocrats on #NoBillNoBreak! Special thanks to Leader @NancyPelosi for participating!

8:08 PM - 22 Jun 2016

  52  87



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 SOCIALDRIVER

Doggy Menu

Soup

Rice, Vegetables and Meat
Euro 15,00

First Course

Pasta, Chicken and Vegetables
Euro 15,00

Pasta, Tuna Fish and Vegetables
Euro 15,00

Second Course

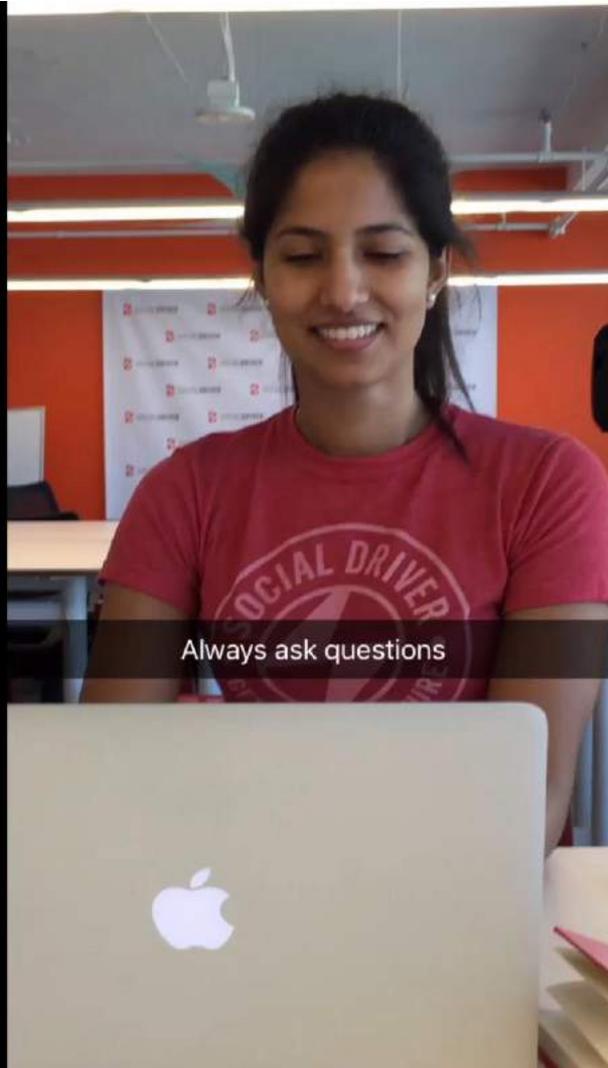
Salmon and Rice
Euro 15,00

Lamb and Rice
Euro 10,00

Beef and Chicken with Vegetables
Euro 18,00

Two-course menu of your choice
Euro 25,00

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Choose Your Party
Select Your Position
Run Your Race



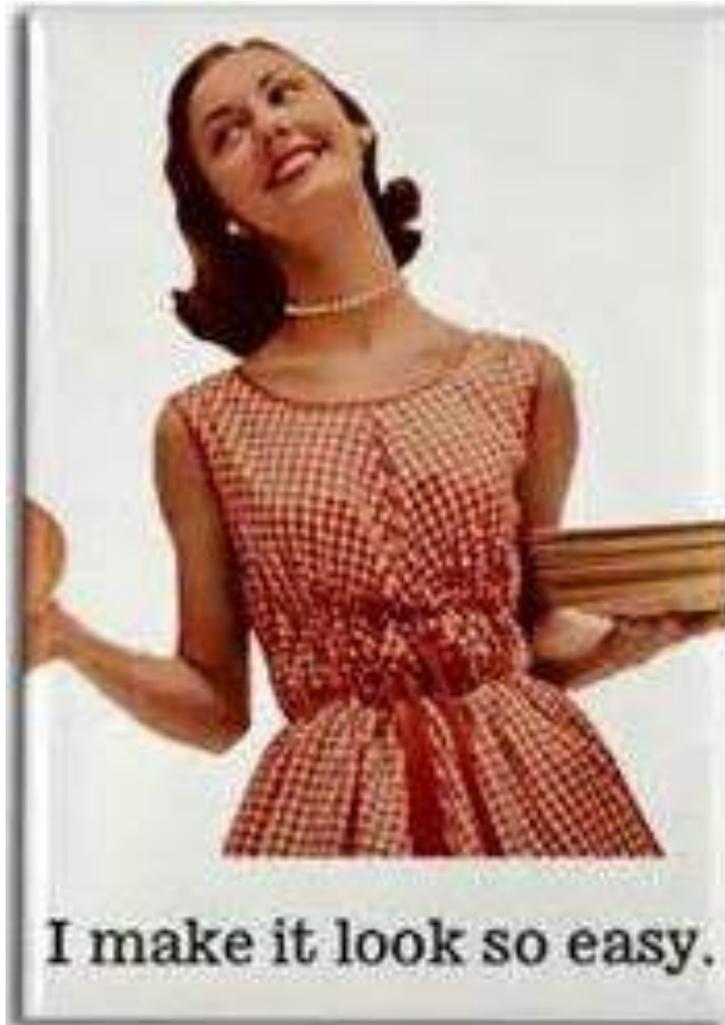
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Choose Your Party

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Hostess with The Mostess



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Social Butterfly



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World Wildlife Fund's "Last Selfie" Campaign



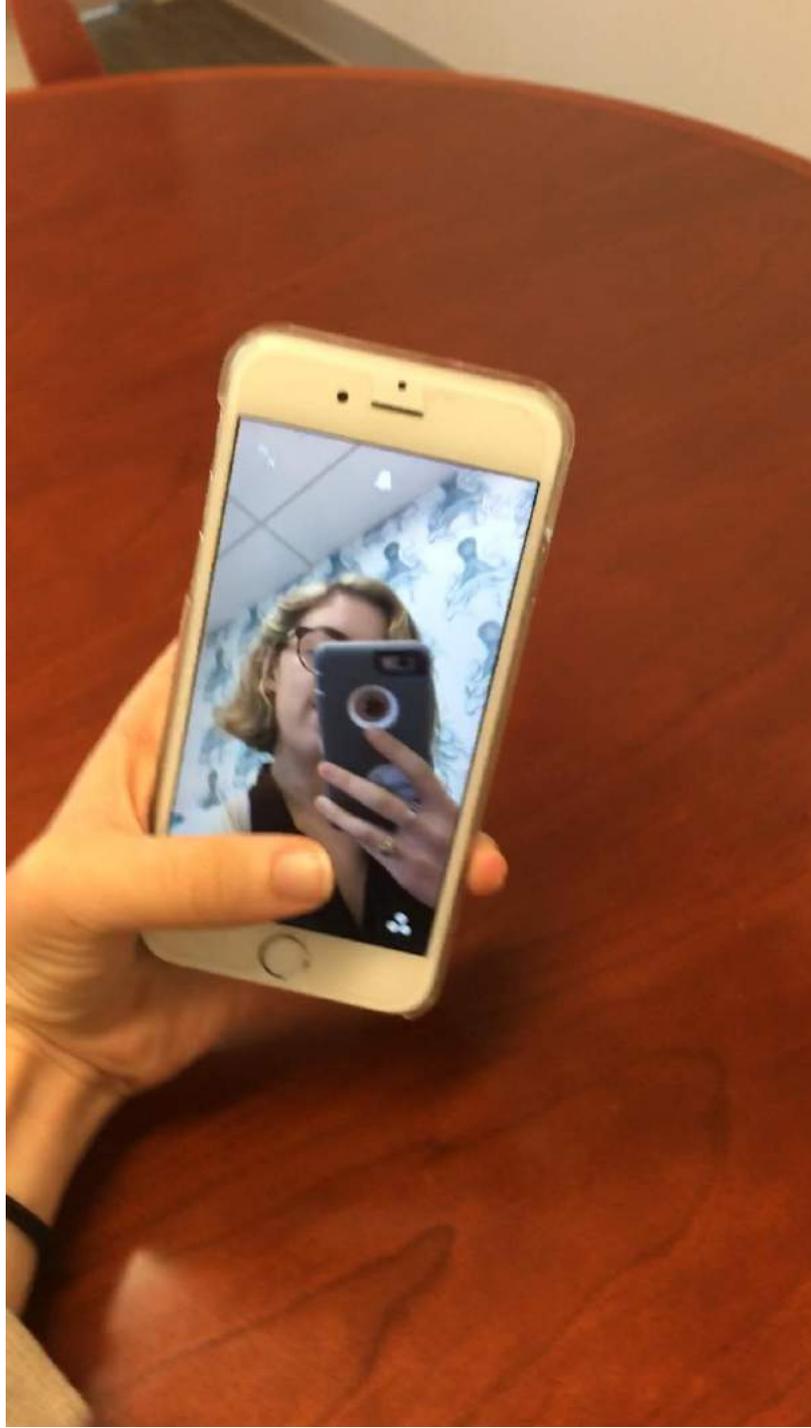
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National Rifle Association



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Filters



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Select Your Position



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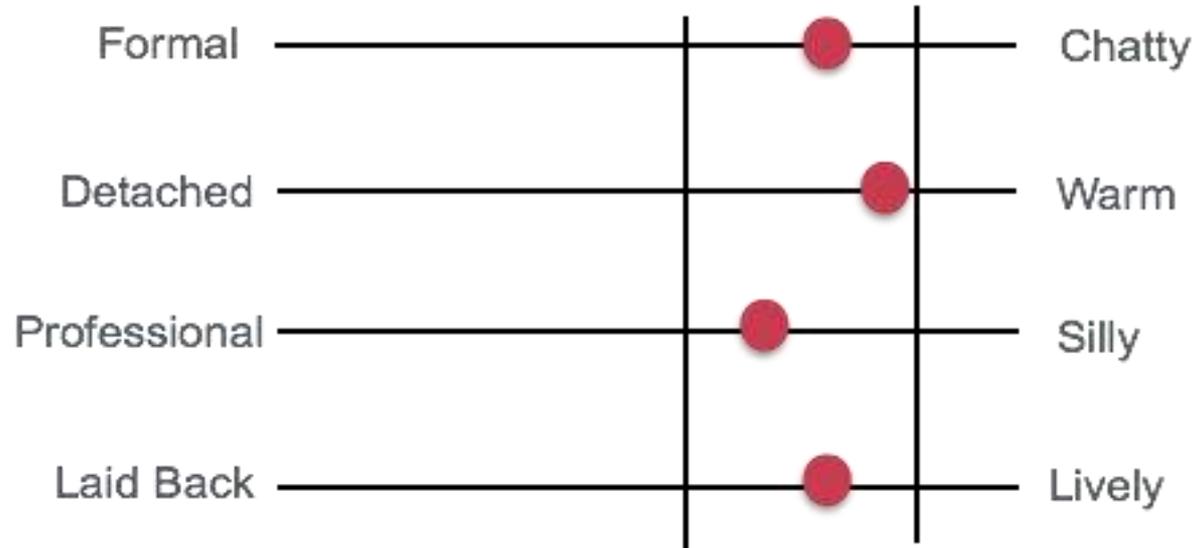




What is your story? How do you tell it?

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Create Your Snapchat Voice



In-Person Character/Persona: Friendly, excited to help, and a little bit scrappy

Tone: Personable and friendly

Language: Inviting, collaborative, simple and informed

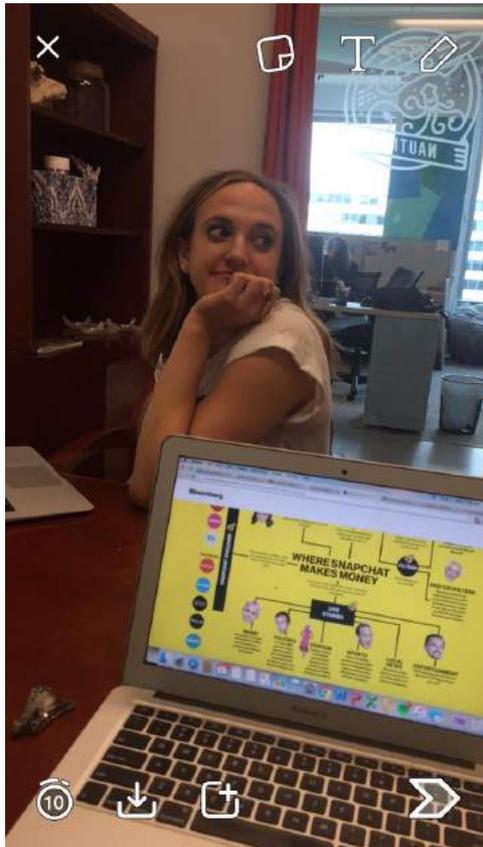
Theme: People focused

What Will Your Brand Use?



What Type of Camera Should You Use?

External Camera



Selfie Camera



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Make It Fun!



Add Stickers



Write

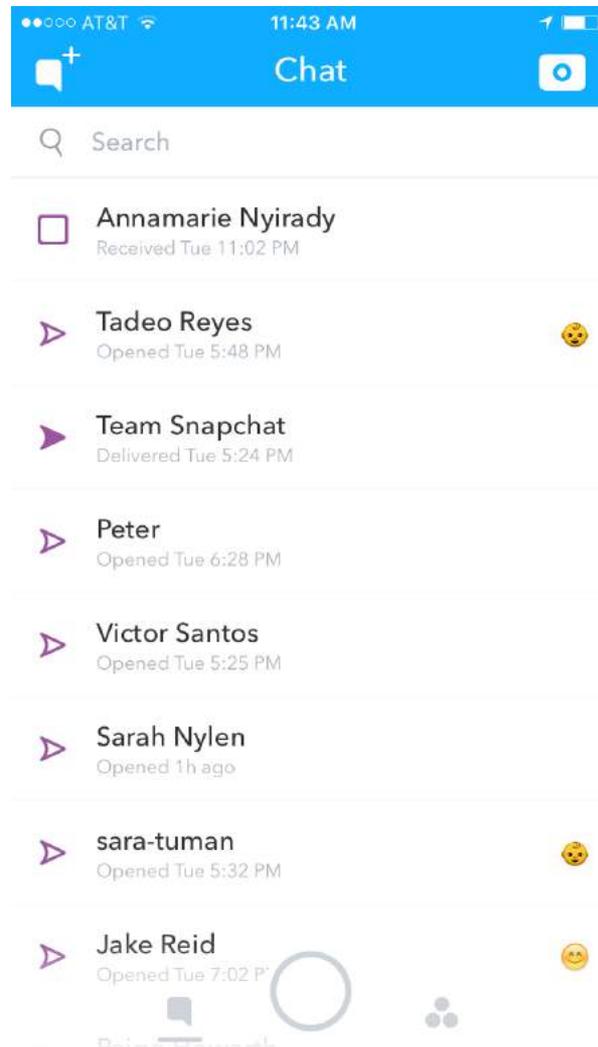


Draw



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Send A Private Message Vs. Story



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Lenses



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Run Your Race

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1. **Influencers**
2. **Advertising**
3. **Content Production**

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Planned Parenthood #WeWontGoBack

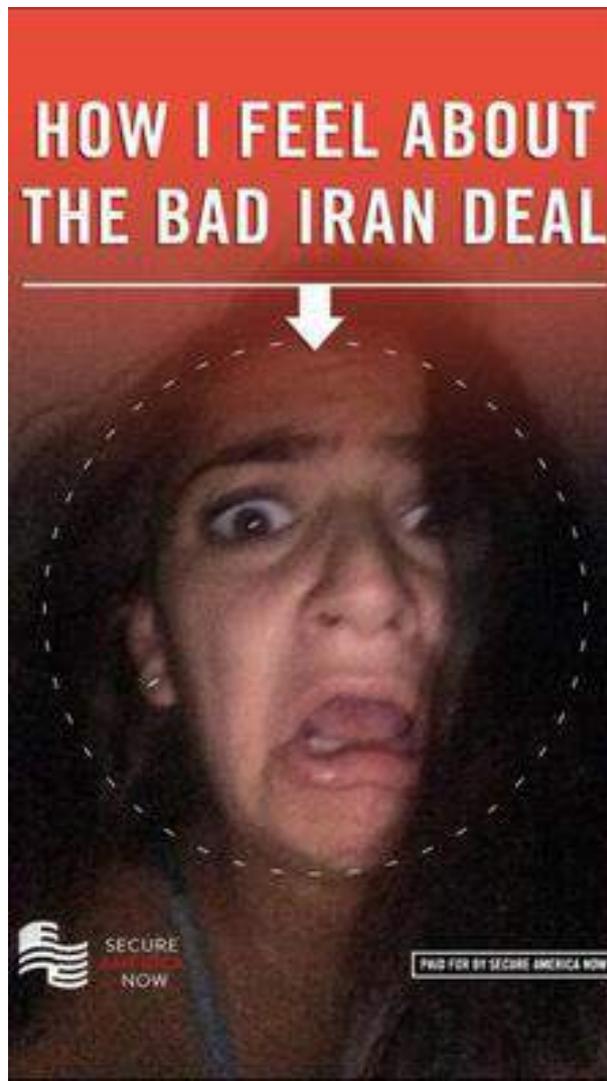


#WeWontGoBack

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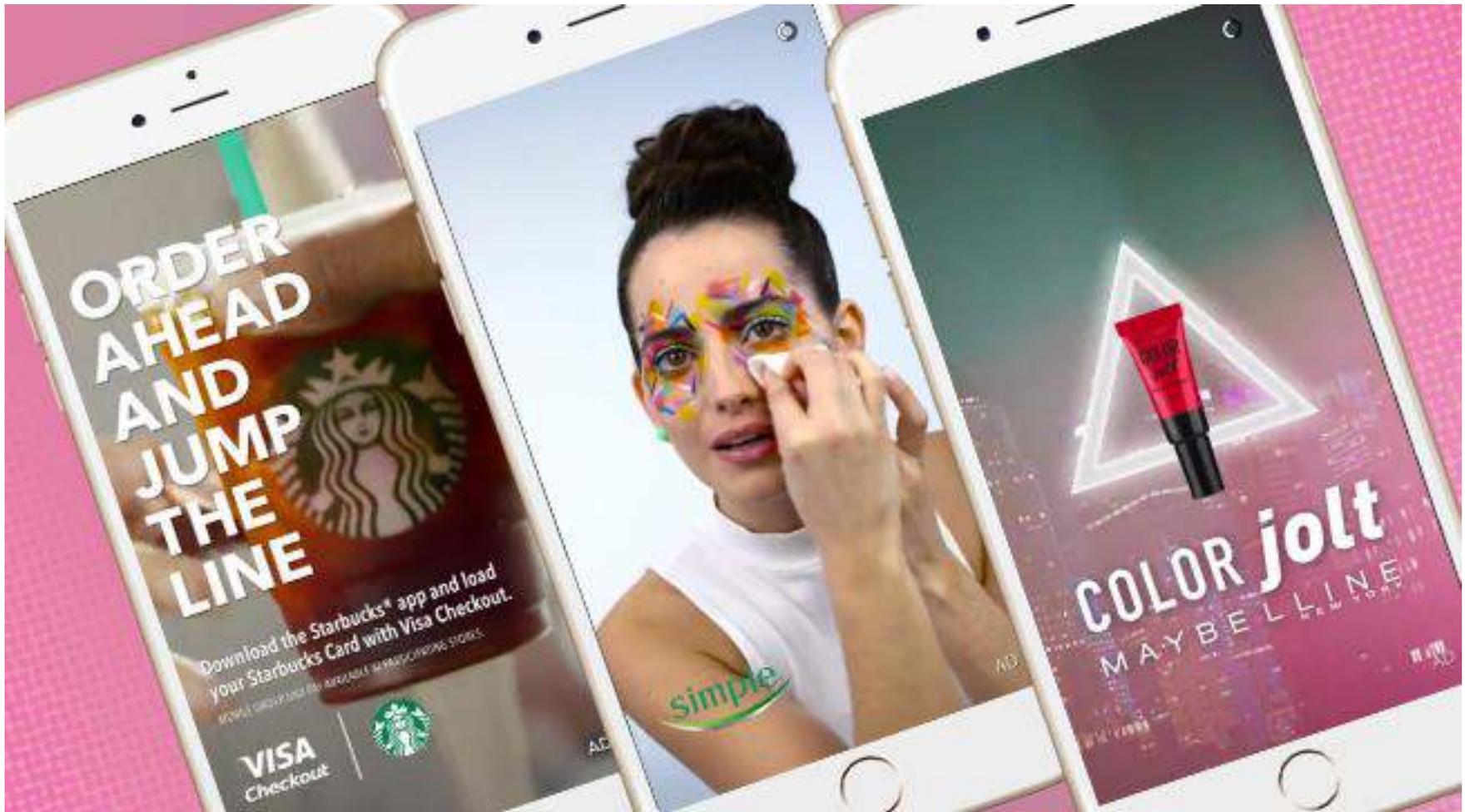


Secure America Now



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Gatorade

Sponsored National Lens

Gatorade and Snapchat brought the excitement and experience of a Super Bowl victory from the stadium to the smartphone.



Average Play Time spent by Snapchatters with the Lens



Purchase Intent, 198 index to other well-known CPG campaigns



Total Views

TOTAL PLAYS: 60M

Measurement via Millward Brown Digital Audience Insights and Brand Lift Insights

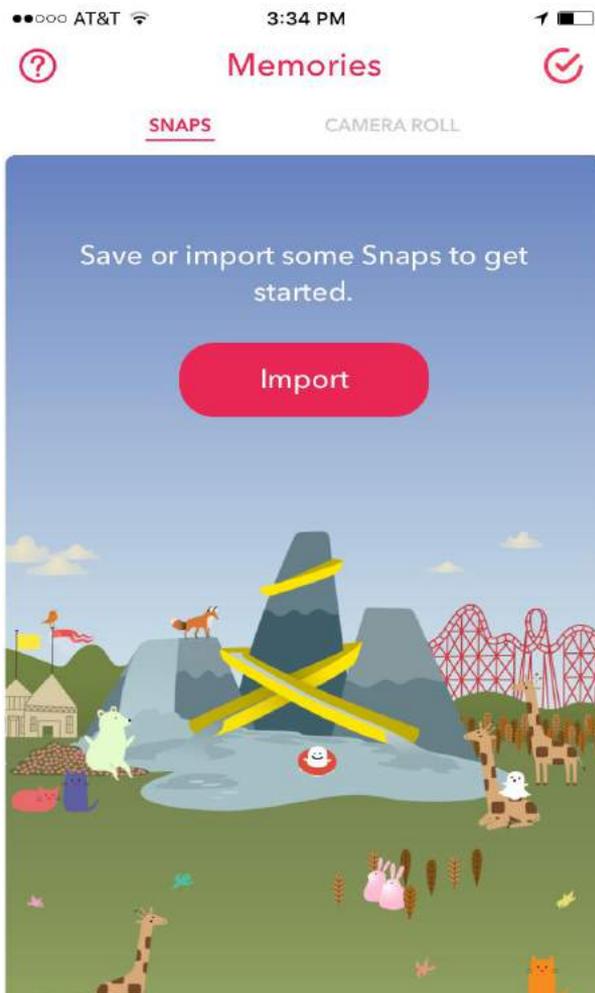
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Memories



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Choose Your Party
Select Your Position
Run Your Race



**Need help bringing your
Snapchat to the streets?**



Contact us:

MarketingTeam@socialdriver.com

A group of approximately 15 young people, mostly in their late teens or early twenties, are posing for a group photo outdoors. They are dressed in casual summer attire like tank tops, t-shirts, and caps. The background shows a wooden building, a white picket fence, and trees. The entire image is covered with a semi-transparent green filter. Overlaid on the center of the image is the text "= B E =" in a white, rounded, sans-serif font, and below it, the word "DRIVER" in a larger, white, stylized, cursive font.

= B E =
DRIVER

Old Media



New Media



DJ KHALED
KYLIE JENNER
THE WHITE HOUSE
ALEXANDER WANG
LADY GAGA



STORIES

The past 24 hours of your life, told in 10-second videos. Anyone can post. No ads (though maybe paid product placement if you're famous).

SELFIE MODE

Those disappearing photo messages the app was originally known for.

LENSES

Goofy animations for your face. Examples: rainbow vomit, bug-out eyes, Gatorade bucket-dump. Starting price: \$450,000 per day for a custom lens.

FILTERS

Think Instagram, only weirder.

FREE
Add the name of your neighborhood, your college, or how fast you were going. No ads allowed!



PAID GEOFILTERS

Starting at \$5 for an eight-hour block, add a custom sticker for your birthday party or your brand. Bernie Sanders and Starbucks have been big advertisers.

WHERE SNAPCHAT MAKES MONEY

The equivalent of basic cable for young people. Ad rates start at \$20 per thousand views.

How your kids "watch the news." Minimum ad price: \$100,000 per day for national campaigns.

LIVE STORIES



MUSIC

Coachella coverage attracted 40 million viewers last year—and that was without DJ Khaled.



POLITICS

Former CNN reporter Peter Hamby selfies the presidential campaign (and produces a show for Snapchat Discover).



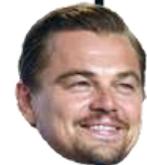
FASHION

Instagram has owned this category, but Snapchat has made inroads, starting with New York Fashion Week.



SPORTS

Some 73 million viewers watched NFL clips on Snapchat last season. Stories mix official game footage with fan reactions.



LOCAL NEWS

Mashups of the day's news in 20 or so cities and on 70 college campuses.

ENTERTAINMENT

Still watching the Oscars on Network TV? How old are you, 27?

SNAPCHAT DISCOVER