What Is Snapchat?

Snapchat is a camera for real friends to communicate with the people that matter most. Hundreds of millions of people around the world use Snapchat for visual communication, self-expression and to stay connected. Why send a text when a Snap is worth a thousand words? And on Snapchat, there are no likes or public comments. So your content isn't being judged when you share it. That is why our community feels safe and comfortable being who they are by expressing themselves through Snaps with people they personally know. As well as communicating with real friends, Snapchatters can use the app to stay up to date and be entertained with content from established publishers, media companies, creators and more.

Audience

- On average, 229 million people use Snapchat daily[1]
- Snapchat reaches 100+ million people in the U.S.[2]
- 81% of Snapchatters in the US are over the age of 18[3]

Engagement

- On average, Snapchat is opened 30+ times each day[4]
- On average, daily active users are spending 30+ minutes on Snapchat daily[5]
- Over 4 Billion Snaps are created everyday on average[6]
- 10 Billion videos watched by our community on Snapchat, daily[7]

Snapchat Reaches Young Voters

- Snapchat reaches 90% of all 13-24 year-olds and 75% of all 13-34 year-olds in the U.S.[8]
- In the U.S., Snapchat reaches more 13-24 year-olds than Facebook, Instagram, and Messenger combined.[9]
- On average, Snapchat has more 25+ year old daily active users in the US than Twitter's entire US daily actives across all ages.[10]
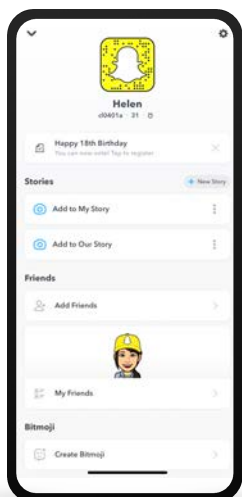
2018 Midterm Election on Snapchat

425k
people registered to vote for the 2018 elections on Snapchat[11]

57%
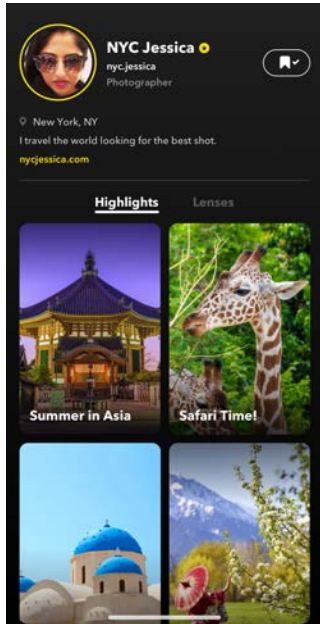of them were between the ages of 18-24[12]

1.4m
people used Snapchat to find their polling place[13]

Public Profiles on Snapchat

Share what's happening in your world with Snapchatters everywhere through your verified account.

Features

- Public Story
- Discoverability
- Access to metrics and insights
- Story Replies
- Multi-user login for collaborators
- Account verification emoji
- Permanent Highlights
- Commerce Opportunities
- Augmented Reality

Insights

(note, all data is presented on aggregate to protect Snapchatters' privacy)

Audience

- Subscribers (in absolute and those gained over the last 28 days)

Story Metrics

- Views (the number of times viewers started watching your Story) in the last 7 days (week) and last 28 days (month)
- View time (the number of minutes that all viewers spent watching your Story) in the last 7 days and the last 28 days
- Viewers (the number of unique viewers of your Story)
- Average view time (the average amount of time unique viewers spend watching your Story per day)

Engaged Story Audience

- Age group (this is the age distribution for your audience over the past 28 days)
- Top locations (this is where your audience over the last 28 day is from)
- Top interests (this is how your audience over the past 28 days compares to the average on Snapchat across all interest categories)

Engaging Viewers on your Public Profile

- Think about your Public Profile as if its a TV channel for a younger audience
- Snapchat is for photos and videos — not text. Keep your content visually engaging and exciting.
- **Rule of thumb:** the shorter the Snap, the better!
- Always capture your photo and video Snaps vertically. Never turn your phone on its side to record.

- Never post two or more Snaps of the same thing. Keep each Snap unique!
- Use Bitmoji, Captions, Stickers, Lenses, and more to add some color and personality to your Snaps.

Growing Your Audience

- Friends only see things that you send them directly, or things you choose to post publicly to your Story
- You can't receive messages from people you haven't already added as a friend on Snapchat
- We don't stockpile things you don't save, or publicly showcase a timeline of everything you've ever shared on Snapchat.
- Most messages and Snaps delete by default, or after 24 hours
- Because Snapchat doesn't have "likes" or comments," your content feed is curated based on your personal interests — not just what's sensational or getting the most attention from your friends.

Scheduling

- Not every day needs to be Snapped and shared online — and that's okay!
- In general, pick 1-2 days a week or 5-7 days a month on your calendar that has potential for visually engaging Snaps. If you are working with a principal, make sure their scheduler notes it on their daily schedule.

Snapchat's New Look
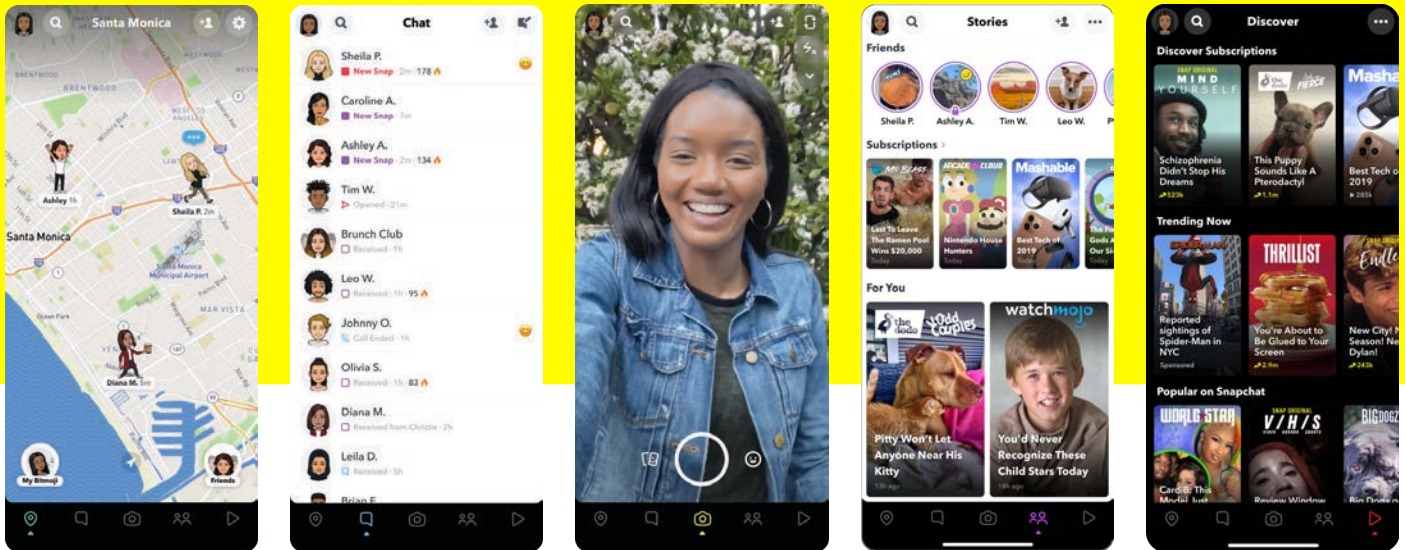
The app now has 5 tabs (from left to right): Map, Chat, Camera, Stories & Discover.

Our **core Snapchat design principles remain the same**, with all of our updates ensuring Snapchat is the fastest way to share a moment. Snapchat still **opens to the camera**, supporting our thriving ecosystem of visual communication.

And we continue to **prioritize communication with real friends**, as we know these are the relationships that enrich Snapchatters lives and help them feel close and connected to others.

With this update:

- We continue to invest in great content from partners and our community - content can now be found across the Stories and Discover tabs
- We have also launched Happening Now in the US: a new way for our community to stay up to the minute and informed on the news and entertainment. It also included personalized updates such as Bitmoji in a relevant weather scene
- The Map is now prominently displayed on the first tab and continues to be a hyper-personalized Map around the people and places that you love

What this means for you:

- Everything we do at Snapchat is about driving value for our community - we are excited for them to explore more of what Snapchat has to offer
- We also believe these changes will create more opportunities for our content partners and are excited to help you continue to grow your businesses on our platform
- Shows and Publisher Stories that appear on the Discover tab also appear on the Stories tab

Advanced Tips

Sharing Content from Camera Roll

Use Snapchat's "Memories" feature to share images and videos (like infographics, screenshots of text-based content like Tweets, etc.) you might share on other digital platforms. Don't forget to add Captions, Bitmojis, Stickers, and more.

To share a photo or video on Snapchat...

- Swipe up from the Camera screen to go to 'Memories'
- Swipe over to 'Camera Roll'
- Press and hold on a photo or video you want to share
- Select what you want to do with it!
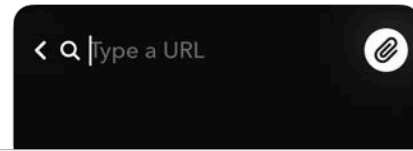
Attachments

Attaching a website to your Snap is a great way to get your viewers to learn more about what they're seeing.

To attach a link to your Snap...

- Tap on 📎 on the Preview screen after capturing your Snap
- Add a link! You can paste a URL copied to your clip board, type one in, or search for one 🔍
- Tap 'Attach to Snap' to add the current web page to your Snap

Chat and Friending on Snapchat

Snapchat is a little different from other platforms - it is primarily designed for visual communication with close friends.

As a public figure, your content is clearly separated in the app from content that a Snapchatter's friends have created. This is important, as it means the content is not jumbled up together in one feed.

This means you do not have to accept friend requests from the Snapchat community in order for them to see your content or to communicate with them. Instead, you can encourage the community to subscribe to your content

(the subscribe button can be found on your Profile) so they don't miss any new updates from you and your team.

We would also encourage you to set your chat settings to "private". Don't worry, you can still communicate with your subscribers via our new "Story Replies" feature. This feature will let you engage with subscribers and have meaningful conversations around the Stories you post.
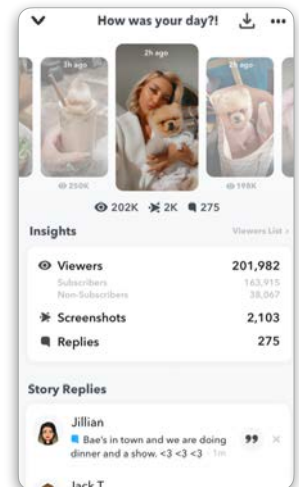
Importance of Vertical Video

- Vertical video works best on Snapchat (it maximizes the real estate of the screen and is what our audience is used to seeing when viewing content on their phones). So make sure to cut your pre-produced video content to vertical before posting to Snapchat.
- We have a free tool that makes this really simple - with our Video Conversion Tool, you can quickly and easily convert your existing video to vertical orientation, with no video editing skills required! This new feature can be found in Snap Publisher, which is accessible via the Manage Ads menu in the top left corner of Snapchat Ads Manager.

- Simply upload your existing mp4 video file and let the tool get to work automatically converting your horizontal video into a vertical orientation. It won't be perfect right away, but you can use the intuitive editing functions to finalize the video.

- If using other software to convert and edit your videos, please note the recommended dimensions are 1080 pixels by 1920 pixels.
- You can try it yourself on Snap Publisher

Advanced Tips

Takeovers

Having a day set aside for one specific event or subject can be a great and easier way to create content for your Story. Encourage team members to take lots of Snaps and save them to Memories. You can editorialize and post to your Story later.

Some takeover ideas

- **Behind the scenes:** You work in a place most people will never get to see. Show Snapchatters your world and all of the work being done on their behalf.
- **Staffer takeover:** Have one member of your team "take over" your Public Profile for one day. Give them the chance to speak directly to your audience, and explain what's going on.
- **Visitors:** It's always a good idea for athletes, celebrities, and young people using the platform they all use personally. Let them take Snaps and save it to Memories for your team to edit.
- **Formal briefings:** Use principals to record talking points direct to camera
- Remember, the tone should be somewhat educational, but never dry. Viewers will be watching your Story to learn!

Start Snapping!

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White House Public Profile

Snap to Unlock

European Parliament Public Profile

Snap to Unlock