



A guide to Snapchat for the Invictus Games 2017

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About Snapchat

Snapchat is a video and messaging social platform that has over 60 million daily active users in the United States and Canada. Its users spend an average of 25 to 30 minutes on the app every day.

Snapchat was founded in 2011 by Evan Spiegel and Bobby Murphy and started as an app that shared photos and short videos that disappeared after the recipient viewed them. Since then, it has added stories, geofilters, messenger and other features such as discover and lenses that allow users to interact with brands.

User demographics

Snapchat has over 200 million active users worldwide and it is predicted that it will soon have a larger base in the United States than Twitter or Pinterest. It is also the social media app that college students check first in the morning, according to a study by LendEdu, which reported that 58 per cent of people checked the app before Instagram, Facebook and LinkedIn.

- 18- to 24- year-olds:** They are the largest demographic on Snapchat, making up 37 per cent of users.
- 25- to 34- year olds:** They make up 26 per cent of Snapchat users.
- 35- to 54- year olds:** They make up 26 per cent of Snapchat users.
- 55 years and older:** Only two per cent of users are in this demographic.

Over half of new users signing up for Snapchat are over the age of 25, compared to three years ago when they only made up five per cent of users.

The majority of Snapchat users are female (42 per cent) compared to 31 per cent male users, according to a 2015 Harvard survey.

How to use Snapchat

Snapchat users take photos or videos on the app and share them with their friends. They can share the photos directly to a friend, group of friends or post to their Story, which allows all of their contacts to see their photo or video. Snapchat works best when photos and videos are taken vertically. Users can add text, drawings or emojis to their photos and videos.

[How to use Snapchat \(video\)](#)

[Intro to Snapchat \(video\)](#)

Lenses

Lenses are interactive images that are placed over a Snapchat user's face. The lens either distorts the face of the user or makes them look like something else, such as a puppy. Some lenses can be placed on two people. There is also a face swap lens that switches the faces of the two people on camera.

Snapchat lenses are dynamic and interactive. According to Snapchat, users play with lenses for 20 seconds on average.

How to activate lenses:

- Pre-trigger:** Users tap on a face to activate lenses, then they can choose a lens and transform themselves into anything from a puppy to a tomato.
- Trigger:** Users are prompted to perform an action (such as opening their mouth). The action then triggers the lens.
- Post-trigger:** The lens performs an animation for the user making the experience even more fun.



Geofilters

Geofilters are graphics that appear on top of the images and videos sent by Snapchat users. They display the location, time or temperature where the image or video was taken and can include familiar landmarks, such as the CN Tower, which is featured in some of Toronto's geofilters.



How to use geofilters:

In order to use geofilters, users must have their location services turned on. Users take a photo or video on Snapchat, then swipe horizontally on their image to scroll through the available geofilters and select the one they would like to use.

Stories

Snapchat launched its “My Story,” later changed to “Stories,” feature in 2013. It allows users to broadcast a linear collection of photos and videos and also layer on geofilters, which can show the time, location and temperature. Viewers can also replay a story as many times as they desire in a 24-hour period. Once a story is 24 hours old, users can no longer see it unless it is reshared through Memories or a new post.

Instagram Stories are also 24 hours, but don’t allow filters other than colour modifiers. It does have stickers that can be added on top of the image, much like on Snapchat. Instagram Stories only have geofilters available in Brooklyn and Jakarta at this time.

Snapchat is unique in that its Stories feature allows you to use geofilters and lenses. Organizations can also create geofilters for Snapchat that can be used by their audience at events.

Memories

During the summer of 2016, Snapchat released a new feature called “Memories”. This allows its users to save their favourite images and videos in the personalized album built within the app. Only the user of the Snapchat account is able to access this album. Before Snapchat added Memories, users were only able to download and save their pictures directly to their phone’s camera roll.

The Memories album is only accessible within the Snapchat app, but users are still able to transfer their saved images and videos to their phone’s camera roll and share the images or videos on their other social media accounts, such as Instagram, Twitter or Facebook.

With Memories, users also have access to their camera roll pictures within Snapchat and can share them with their friends or on their Story. This feature is beneficial in that it also allows users to take photos using a higher quality camera and upload them to Snapchat using their mobile device.

Ads and sponsored content

Snapchat reaches 200 million users every day, so it is a great way for brands to engage with their fans and tell their stories. Brands can choose from three different paid features to increase audience engagement and reach on Snapchat: sponsored geofilters, snap ads and sponsored lenses.

Sponsored geofilters:

Snapchat users in the selected location will be able to access your branded filter, just like they would any other geofilter. These sponsored geofilters give your brand the unique opportunity to take part in the content sent between friends. There are four types of sponsored geofilter campaigns:

- **National campaign:** These filters reach a national audience and work best when they are aligned with holidays, pop culture trends or events.
- **Shared spaces campaign:** Users in the space of your choice can use the sponsored geofilter and send it to their friends.
- **Chain campaign:** Designed for brands with retail locations. Your sponsored geofilter will appear to users on Snapchat when they are visiting one of your locations.
- **Event campaign:** Brands can associate their campaign with a specific event. Users attending the event can share your message on Snapchat.

How to create a sponsored geofilter:

1. Design: create your own geofilter or use one of Snapchat's templates
2. Map: pick a time and place for your geofilter
3. Buy: submit your geofilter and Snapchat will review it within one business day

Metrics:

- Total swipe uses, views, reach
- Unique swipe uses, views, reach

Snap ads:

Snap ads are 10-second vertical videos that appear between stories. Brands can include attachments to their ads, such as an article, a longer video or an app download. To view attachments, users are directed to swipe up on your ad.

Metrics:

- Time users spend watching your video attachment
- Percent of article read by users
- App downloads

Sponsored lenses:

Sponsored lenses are a unique way to allow users to “play” and interact with your brand. It is more than just an impression. On average, Snapchat users spend 20 seconds playing and interacting with sponsored lenses.

Currently, sponsored lens campaigns can only be launched on a national level and are created in co-operation between Snapchat and the brand.

Metrics:

- Plays, uses, views, playtime
- Unique reach

Why use Snapchat

Snapchat may be one of the newer social media platforms, but there are many reasons it is a valuable tool for businesses:

1. Content on Snapchat stories only lasts for 24 hours. This adds a sense of exclusivity and urgency to the content.
2. Geofilters and lenses make content on Snapchat unique and exciting.
3. Many users share their content from Snapchat that features geofilters and lenses to their other social media accounts as well. This increases the potential for sponsored geofilters and lenses to be viewed by an even larger audience outside of Snapchat.
4. Sponsored geofilters and lenses are a unique way of advertising that doesn't feel like advertising. Instead, it feels more like entertainment.
5. Sponsored geofilters and lenses offer a unique opportunity for customers to interact with your brand.
6. Snapchat has 200 million daily active users, 60 million of which are in North America. It is still growing in terms of registration and use.
7. On average, Snapchat users visit the app 18 times per day and spend 25 to 30 minutes on the app in total.

Business best practices

Snapchat is a great tool for brands to interact with a large audience and provides an opportunity to engage with customers and fans in a unique way. Below are some best practices that business should follow on Snapchat in order to make the most of the tool:

1. **Create a compelling story for your brand by using Snapchat stories:** Snapchat offers a unique way for businesses to share their story through short videos. Snapchat stories should be kept brief and last from one to two minutes. Anything longer than this and your audience will no longer be engaged.
2. **Talk to the camera:** Make your Snapchat stories feel more personal by talking directly to the camera. Authenticity is very important on Snapchat.
3. **Keep your videos vertical:** Snapchat users hold their mobile devices vertically when viewing stories and other content on Snapchat.
4. **Plan your content:** Create an editorial calendar for your Snapchat content to help keep it on brand and a priority. You can also create weekly segments or series so your followers know when to tune in.
5. **Use influencers:** Host account takeovers that feature your influencers, especially those that already have a large Snapchat following.
6. **Behind the scenes:** Use Snapchat to give your followers a behind-the-scenes look at events or how the organization works that they wouldn't be able to get anywhere else.
7. **Take advantage of text and drawing functions:** Use these tools to engage more with your audience and have fun.
8. **Get creative:** Don't be afraid to try new things on Snapchat to see what your audience likes best.

Strategy for Invictus Games 2017

We recommend that Invictus Games 2017 post videos and images to Snapchat Stories for the following events:

Million voices initiative: Content would include videos that explain the initiative as well as instructions on how participants can submit their videos. Invictus Games 2017 can also share some user-generated content by uploading videos from Memories.

Training camp: Content would show Team Canada competitors training for various sports in the Invictus Games 2017 as well as mini-interviews with the team captains and other competitors. There is also the option to have Team Canada competitors host a Snapchat takeover during the training camp to give the content a more personal and behind the scenes feel.

100 day countdown: Content will be shared during the event, which can include behind the scenes of the event, speeches and other exciting moments. The Invictus Games 2017 could also create a 100 day countdown geofilter that can be used by the event attendees.

Flag relay: Content will include the travel process from stop to stop, as well as events happening at each tour stop. Geofilters will be used when available to indicate where the flag is on its journey. Flag bearers can also host Snapchat takeovers to share their journey.

Medal design reveal: The Invictus Games 2017 medal designs can be revealed on Snapchat. Vimy the mascot can host a takeover during the unveiling.

The Invictus Games 2017: Content will be posted during the events, as well as mini-interviews with competitors from all the competing teams. Competitors and influencers attending the events can also hold Snapchat takeovers.

Announce contest/rules: The Invictus Games 2017 can share videos or text-based posts to announce any contests being held as well as contest rules.

Invictus Games Radio teasers: Short messages can be shared that tease who will be interviewed on the next podcast as well as the next topic to be discussed. Content can also indicate the release day to get fans excited about the next episode.

Sample content for Invictus Games 2017

