

• A PUBLICATION OF THE CAMPAIGN WORKSHOP •

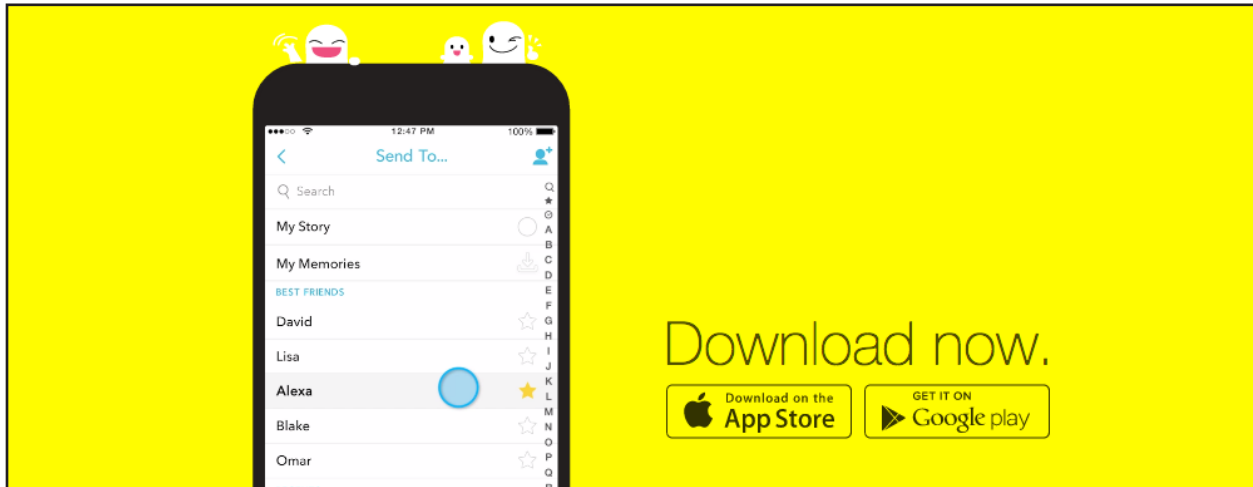
# The Ultimate Guide to Snapchat



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# GETTING STARTED



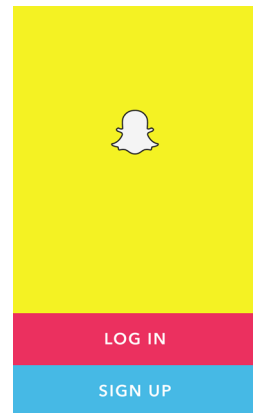
To get started with Snapchat, go to the App Store and download the Snapchat application. Once it's downloaded on your phone, you're ready to get started!

## Create a Username

The first thing that Snapchat will want you to do is to create a username and password. The username allows your friends (or contacts) to search for your account and add you as a friend. To create a free account, tap "Sign Up." After entering your email address, password, and birthday, tap the "Sign Up" button.

## Verify Your Account

You will then be prompted to verify your identity by entering your mobile phone number. Snapchat allows you to choose between receiving a six-digit verification code via SMS or a phone call in order to verify your account.

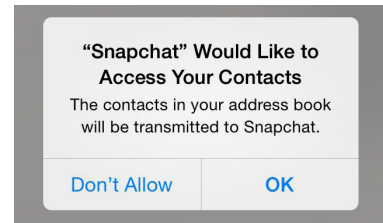


## Find and Add Friends

Once you have set up your username and password, Snapchat will bring you to a screen where you can add a profile picture, find friends, and look at which of your friends have added you. Because Snapchat uses phone numbers from your device's address book to help you find your potential friends, allow Snapchat access to your contacts by tapping "OK" when the access notification appears.



To add friends from your address book, tap the person icon with a plus sign in the top-right corner. Then you'll be able to see which people in your address book have Snapchat and add them by tapping the "+" symbol.



# START SNAPPING

## Sending Snaps

From the general snap screen where you can take your picture, there are four different buttons to choose from:

**Search for friends and send them a snap or a chat**

**Toggle between the back/front-facing camera**

**Turn flash on or off**

**Switch to your chat screen**

**View your own story or watch friends' stories**



## Take a Pic!

The small white and grey circle at the bottom of the screen is the button that you press in order to take a picture or video. To capture a picture, you tap the button. To record a video, hold your finger down on the circle. You'll know it's recording when you see a red line flow around the edge of the circle.

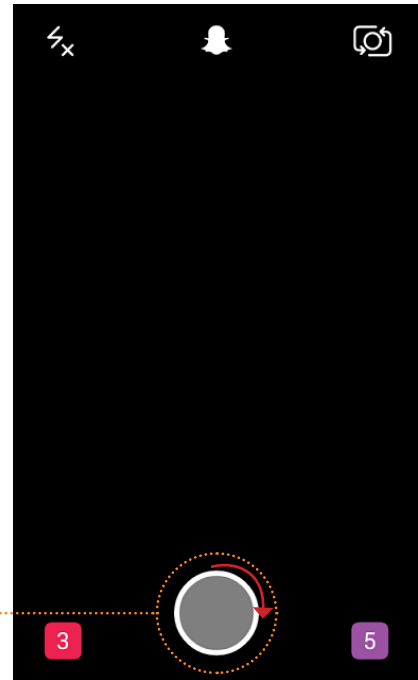
## Add Text

After you have taken your picture or recorded your video, there are many different things that you can add to your work in order to make it more creative and to convey a strong message. If you tap on your recorded video or picture once it has been taken, a bar and a keyboard will show up. Here you will be able to add a caption to your work. Tap on the "T" in the right hand corner once you have entered your text and your characters will become magnified.

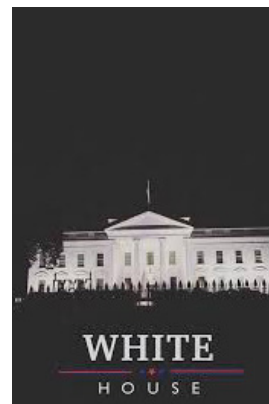
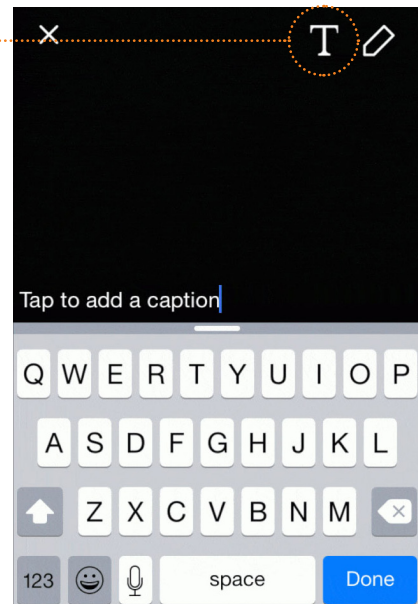
## Use a Filter

But captions are just the beginning. Snapchat also offers filters and geotags to enhance your content. Swipe right to add various filters. From the speed at which you're moving to the local temperature and time, you'll have plenty of options.

Press here to take a photo or press and hold for video



Add text to your snap



## Embellishments

You can also add stickers, bold and enlarge your text, add a time limit, and draw on your work. To do this, go to the top right-hand corner of your screen. You'll see a post-itnote icon, a large "T" and the outline of a pencil.

Additionally, the newest update now has a Location specific feature. To access, click the same sticker button and scroll to the "flower" sticker icon, then click on the location icon to access these stickers. Be sure to have your location services on for your Snapchat app!

## Get Crazy

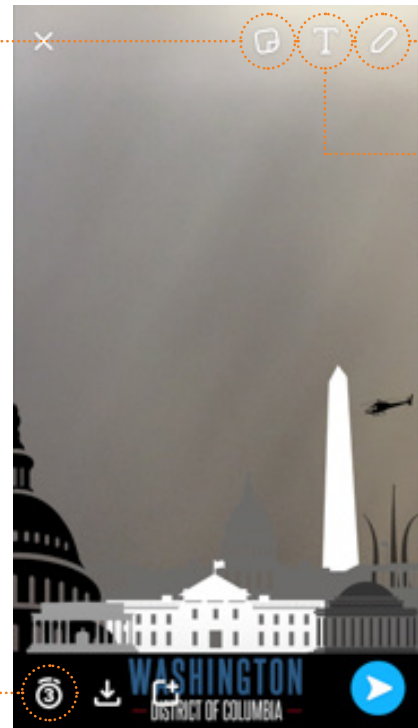
Another option is real-time special effects and sounds with Lenses. This new option is very popular and gives users the ability to morph faces into various animals, people, or objects. You can do this by using your camera's selfie mode (see above) and then pressing one finger down on the face on your screen. The app will outline the face and provide you with a variety of options that will morph the image.

Add stickers

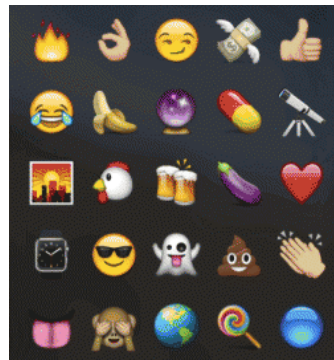
Write/  
Draw on  
the post

Enlarge  
Text

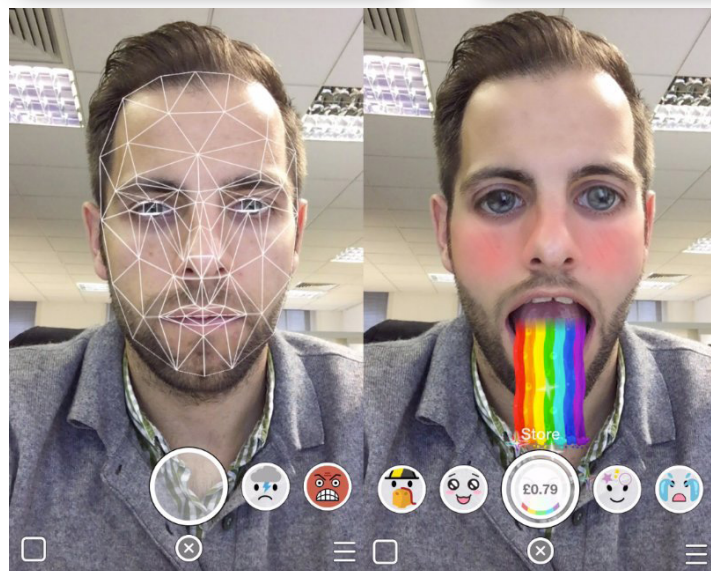
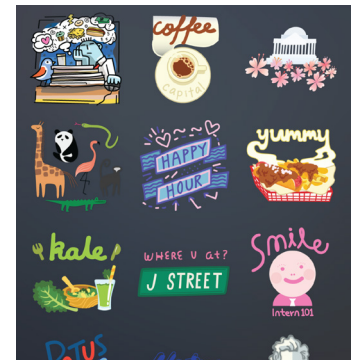
Set time for  
anywhere  
between 1-10  
seconds



Sample stickers:

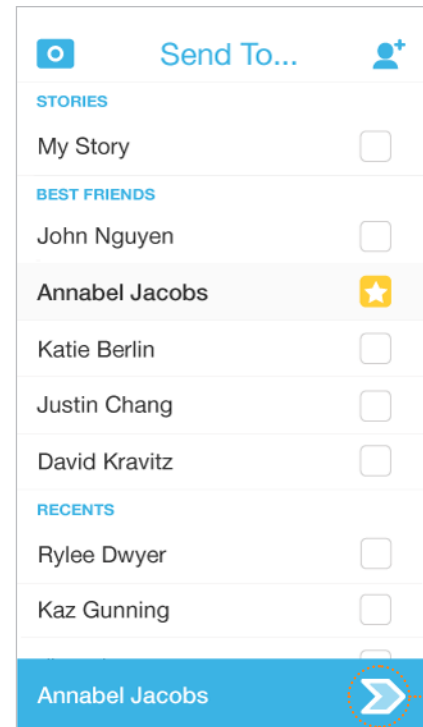


Sample location stickers:



## Send It Out

Once you've designed your snap, press the blue and white arrow to send it out to your friends. Choose the friends you'd like to share your snap with by checking the box next to their name and then press the arrow to send it off!



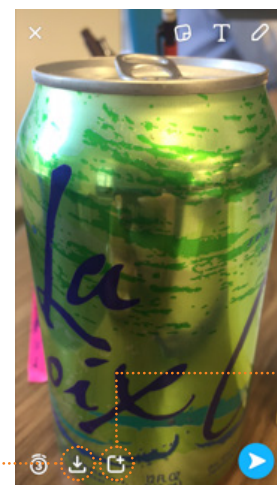
Send your snap

# PUBLIC INTERACTION

## My Story/Public Stories

Another major aspect of Snapchat is the ability to create a My Story. Since many of the snaps you send are private and cannot be re-watched, My Story allows you to show all of your friends what you're up to throughout the day.

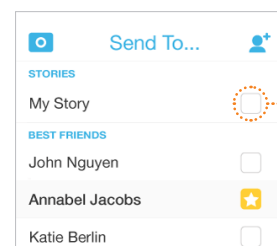
Your friends can rewatch the stories as many times as they would like, but you also have the ability to delete your story if you do not like it. My Story is automatically set up to last for a full 24 hours, after which it will disappear. If you'd like to save your story beyond that, there's a button that will let you save content to your device.



Save your snaps to your device's memory

Directly add to My Story

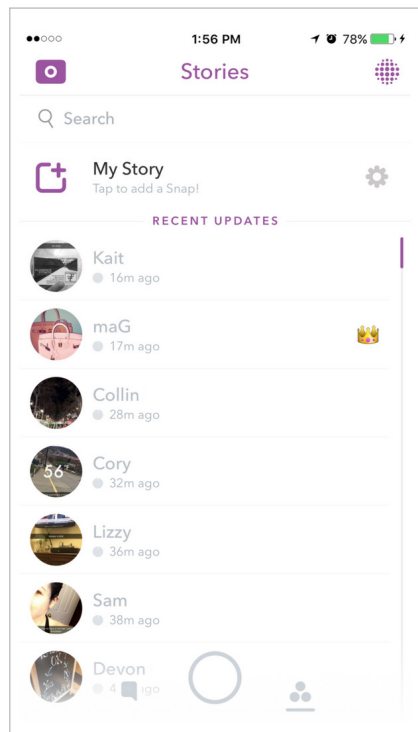
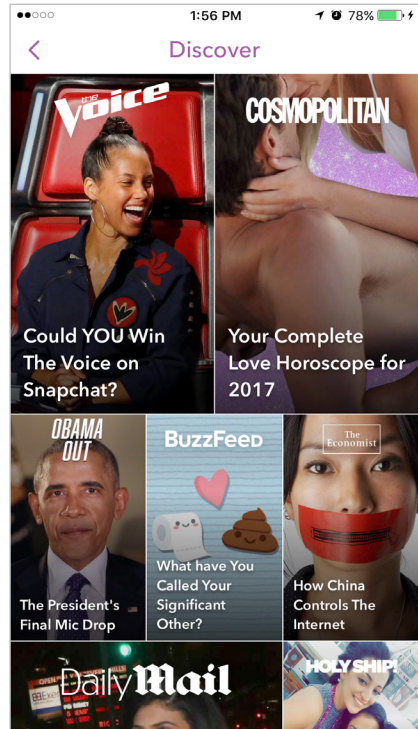
Add your snaps to My Story on your friends list to publish it



At certain times (holidays, special events, etc.), My Story allows you to celebrate with the whole Snapchat community. Snapchat creates public stories and anyone can submit their own content to share with every user.

### Keep Up with The Latest News/Celebrity Gossip

On the Stories screen, there are also little rectangles that you can swipe through. Each rectangle contains a picture and a headline, and represents a different news source, magazine, or TV channel. Tapping these icons will lead you to interesting articles, videos or blogs from a variety of sources, including BuzzFeed, Mashable, ESPN, Cosmopolitan, PEOPLE magazine, Daily Mail, and The Food Network.



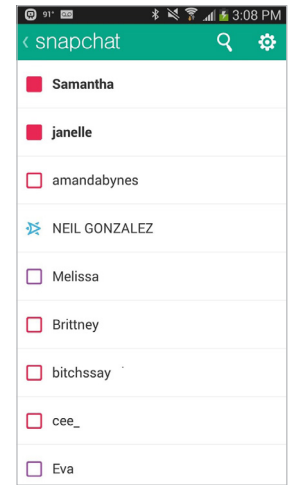



# CHAT


## How to View Snaps and Receive/Send Messages


A major part of communicating on Snapchat is receiving snaps from your friends. Just like you, your friends can send you snaps that last between 1-10 seconds. If you receive a “red gift”, tap it to see the snap. Once the snap is over, you get the chance to replay it once before it disappears. F-O-R-E-V-E-R.


In order to keep track of your snaps, Snapchat has created a viewing system that helps you know when you sent, received, or replayed a snap. An arrow means that your friend viewed your snap, a box means you opened a snap from a friend, and an arrow with a flash means that your friend managed to take a screen shot of your photo.





 A screenshot has been taken of your snap without audio


 A screenshot has been taken of your snap with audio

 A screenshot has been taken of your chat

 A friend opened a snap without audio

 A friend opened a snap with audio


 A friend opened a chat


 A friend viewed and received cash


 A snap sent without audio


 A snap sent with audio


 A chat sent


 You have received a snap(s) that all do not contain audio


 You have received a snap(s) that contain at least one snap with audio


 You have received a chat

 Your snap sent without sound has been viewed

 Your snap sent with sound has been viewed

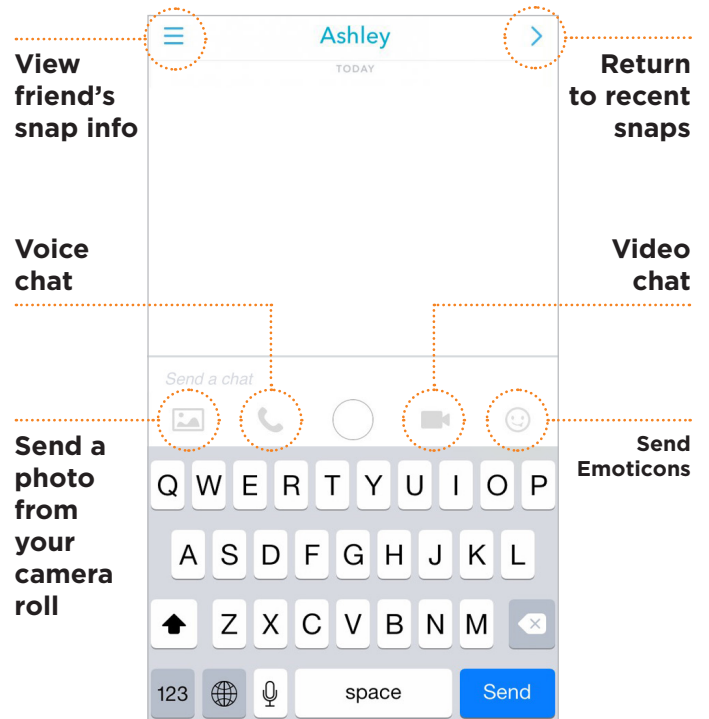
 Your chat has been viewed

 A snap or chat is pending and may have expired

 Your snap sent without sound has been replayed

 Your snap sent with sound has been replayed

But you don't have to send snaps to talk to your friends. If you slide right on a friend's name (as shown above), Snapchat will open a messaging system. This will allow you to video chat, audio call and send stickers, text and photos from your camera roll to your friend. Just like a Snap, the chat will disappear as soon as you leave it. This maintains your privacy and prevents people from seeing your personal conversations. The chat function is a fun, secretive and effective means of communication.



# AN ADVOCACY TOOL

## Why Snapchat is a Valuable Political and Advocacy Tool

Snapchat has created a new way to have conversations — from consuming content and messages to creating and broadcasting it. Through Snapchat, conversations are held in video and picture form rather than through texts, messages, posts, or speech; making Snapchat not only a creative way to get your political and advocacy campaign's message out, but a new way to communicate it to a specific group of people. In just the past year, Snapchat's daily views and users have grown over 400%. Per day, the average number of video or picture views can be anywhere over 10 billion (surpassing Facebook's 8 billion daily video views) by the 150 million users (surpassing Twitter by 10 million users).

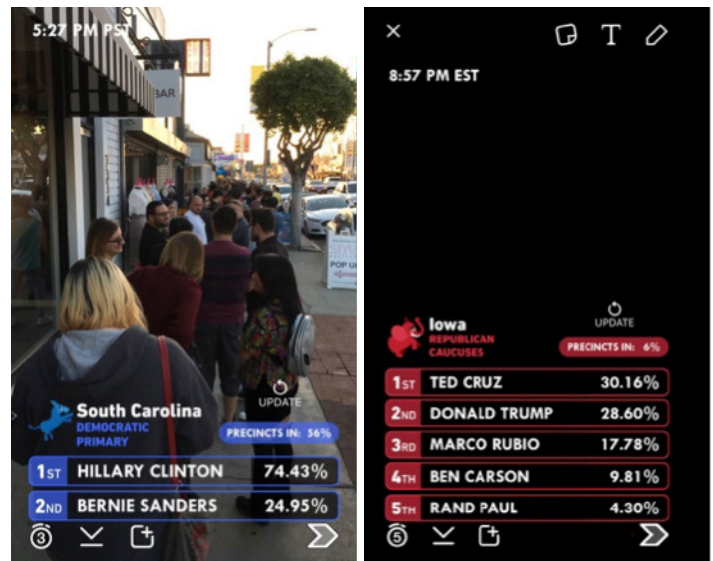
Although Snapchat filters are the main way to reach a lot of individuals, it will specifically help engage a younger user group. Millennials account for 7 out of 10 Snapchat users, and around 60% of all users are between 18-34 years old. This makes Snapchat a unique digital tool to reach a growing and important demographic.

## Snapchat for Advocacy

One of the best aspects of Snapchat, is the ability to engage a younger demographic of people to jumpstart their involvement in the advocacy campaign your organization is conducting. Snapchat is easy, it's accessible, and most importantly it's relatable. Think of it as the digital yard sign. Creating a Snapchat account and live-snapping a protest, a conference, or taking pictures of a recent volunteer event and sharing them through a direct communication method is a unique way to reach a new base of people, and keep them engaged. Further, geo-fencing a legislative district or state capitol with a unique filter that showcases or highlights your issue can be an effective way to spread your message to key targets

## Snapchat and Political Campaigns

As campaigns explore more mediums to further their campaign message and objectives, Snapchat has become an increasingly popular tool. The 2016 election is a prime example of using Snapchat's popularity with a certain demographic. Throughout the Republican and Democratic primaries, Snapchat users could use a special filter with vote totals that updated as they were being counted, in real-time.



## Getting Out My Vote with Snapchat

During the 2016 primary and general elections, all candidates created and used filters to get out the vote before their respective Election Day.





## Snapchat for Political Events

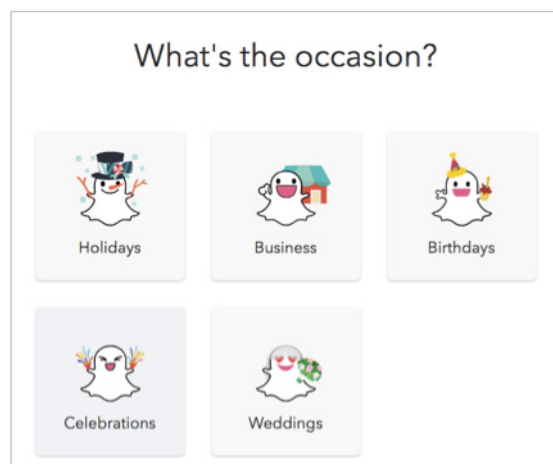
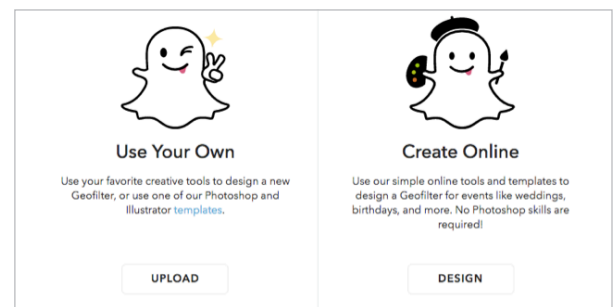
When significant political events are happening, like the Democratic or Republican National Conventions, debates, and even State of the Unions, special snap filters are created for each event.

Further, a few campaigns have strategically targeted attendees of an opposition party's event by geofencing their filters to the event's location.

## Creating Your Own Political Filters for Your Campaign

In February 2016, Snapchat built a feature to make it easier for users to create their own unique filters. From businesses to weddings to campaigns, anyone can now design and implement their filter in any region for any amount of time. Of course, the larger the area and the longer the time, the more it will cost to implement a filter.

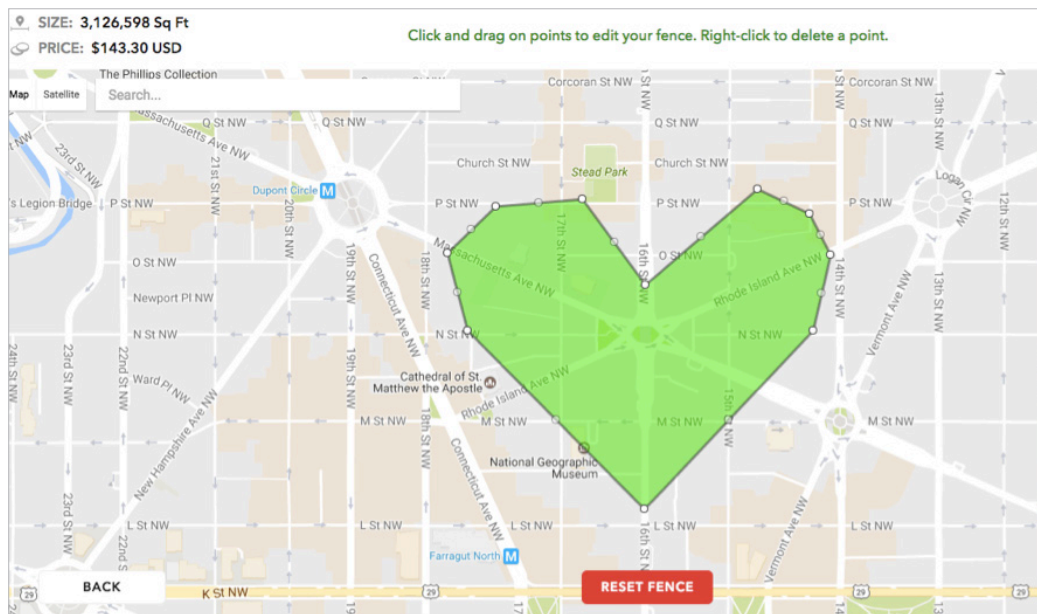
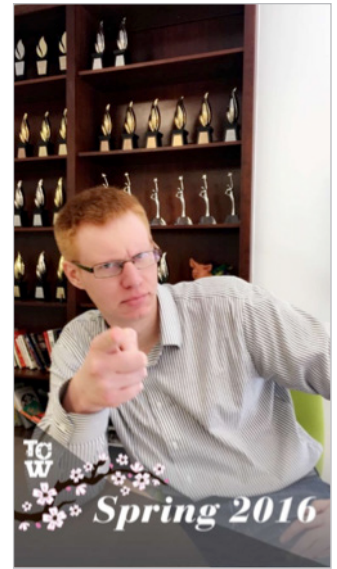
You can personalize pre-made filters (which have various templates to choose from) or design your own. The latter might be a little difficult if you are not a graphic designer, but thankfully there are many gifted artists who can turn your vision into a visually appealing filter.



Here at The Campaign Workshop, we have some of the best graphic designers in DC. We have successfully implemented one-of-a-kind, creative, and unique Snapchat filters for different organizations, and we look forward to creating more filters in the future.

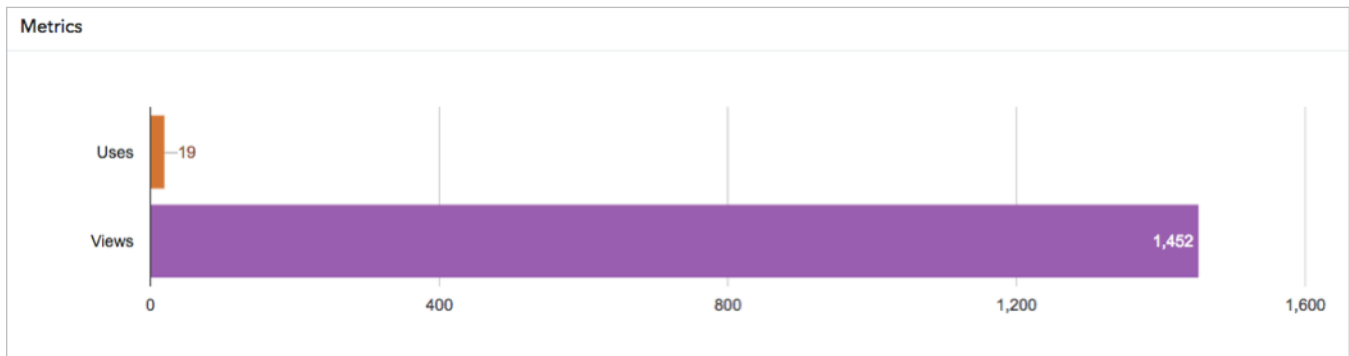
### Geo-Fencing for Your Snapchat Filters

Geo-fencing is a method of targeting people within a tight geographic area. Snapchat lets you customize the area you want your Snapchat filter to reach. For a political or advocacy campaign, you might target a state capitol, legislative district, voting locations, political conventions, or any other geographic location that a large percentage of your intended audience will be in.



## Tracking Metrics of Your Snapchat Filters

As we have said before, Snapchat is like the yard sign of digital tools. But unlike yard signs, Snapchat has now created a way to track how many people have used your filter, and how many have viewed those snaps.



These metrics can come in handy when planning your upcoming Snapchat filters, location, and estimated total reach. The longer the filter runs, the longer people have to use the filter and the more people will view it.

3 Tips to Keep in mind when creating your Political or Advocacy Campaign Snapchat Filters:

- **Target a Densely Populated Area**

Geo-fencing campaigns typically work best in cities and places with a large, concentrated population. Rural areas are harder to run geo-fencing campaigns in because it's hard to get enough audience scale. For example, you could use a smaller radius for your geo-fence in a place like New York City than you could in upstate New York.

- **Keep Your Targeting Broad**

In order for any Snapchat filter to serve its intended purpose, you need to have a large enough audience to serve the filters to. In a Snapchat campaign, your audience is limited by specific behaviors; those who use Snapchat, within that those who use filters, and their location. Keep that in mind when deciding the message to promote with your filter, and the audience you want to reach.

- **Run Your Snapchat Campaign for Longer Periods of Time**

Your audience size will improve the longer your campaign runs. This is because your audience is more likely to have used Snapchat on their phones if you give them more time to do so. Again, if your campaign is running in a more densely populated area you may not have to run it as long to get results, especially if that area has a high rate of Snapchat usage. Talk to your digital campaign manager or political consultant about projections on how long the campaign will need to run to capture a healthy percentage of your audience.

## Snapchat Can & Will Help Your Campaign

As you venture into the world of Snapchat, remembering best practices and understanding the different parts of what makes a political or advocacy Snapchat campaign effective will not only increase your reach, but will ensure your campaign has the greatest impact. Running a good Snapchat campaign is always a balancing act between your geographic area, audience, and timing. Make sure to take each aspect into consideration, and you will see results with your Snapchat campaign.

