

OH SNAP!

How to use Snapchat
to attract Millennial
and Gen Z talent



3.5MM

**ACTIVE
USERS**



6,100+

SCHOOLS



14,000+

EMPLOYERS



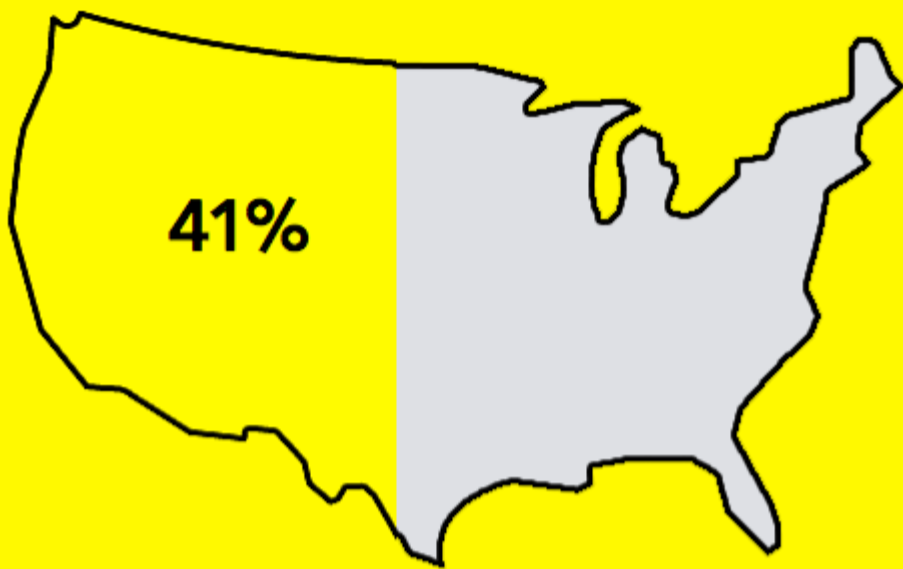


MICHAEL WIEDER

Head of Brand Innovation

SNAPCHAT 101

Who is using Snapchat?

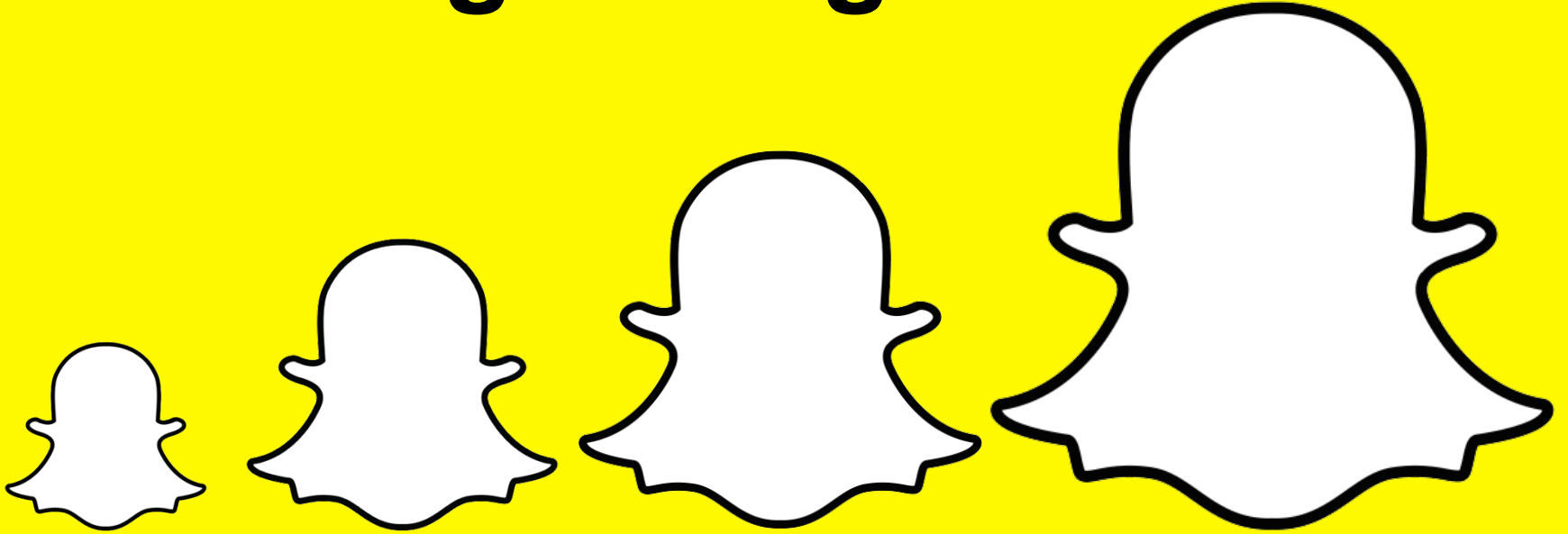


**On any given day,
Snapchat reaches
41% of all 18 to 34
year-olds in the
United States.**

MORE THAN 8 BILLION
videos watched every day!



And it's growing...



And it's growing...



**Snapchat grew as much in 1 year as Twitter
did in 4 years...combined**

Users are extremely engaged



vs.





vs.



35%

65%

Why are they more engaged?



Made for mobile



Vertical

Up to 9x completion rate
compared to horizontal video

Snapchat is about storytelling



And they last 24 hours

How do people find stories?



wayup.com

Snap or screenshot to add



**So, why should *you*
use Snapchat for
attracting talent?**



**FASTEST
GROWING
PLATFORM**



**FASTEST
GROWING
PLATFORM**



**HUMANIZES
EMPLOYER
BRAND**



**FASTEST
GROWING
PLATFORM**



**HUMANIZES
EMPLOYER
BRAND**



**RAW
&
AUTHENTIC**

**How can you use
Snapchat for
attracting talent?**

1.Stories

2.Takeovers

3.Geofilters

4.Ads

1.Stories

2.Takeovers

3.Geofilters

4.Ads



**Employees and interns are
your best advocates**

3 Types of Stories

Day In The Life

Recruiting

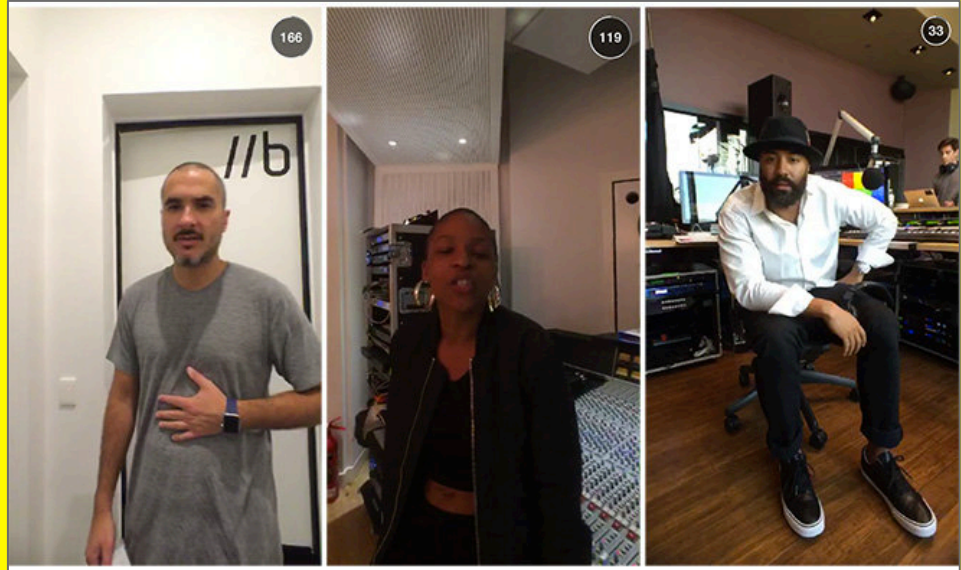
Inside Look

3 Types of Stories

Day In The Life

Recruiting

Inside Look

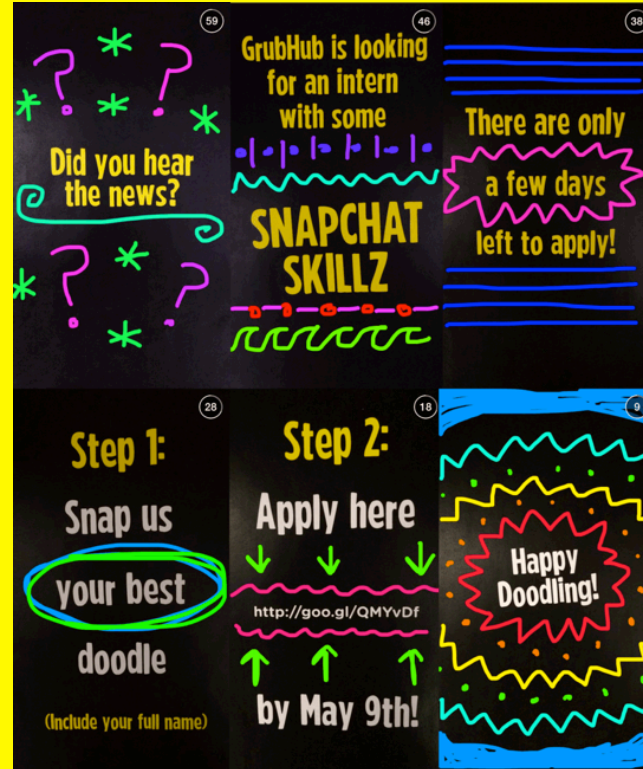


3 Types of Stories

Day In The Life

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Inside Look

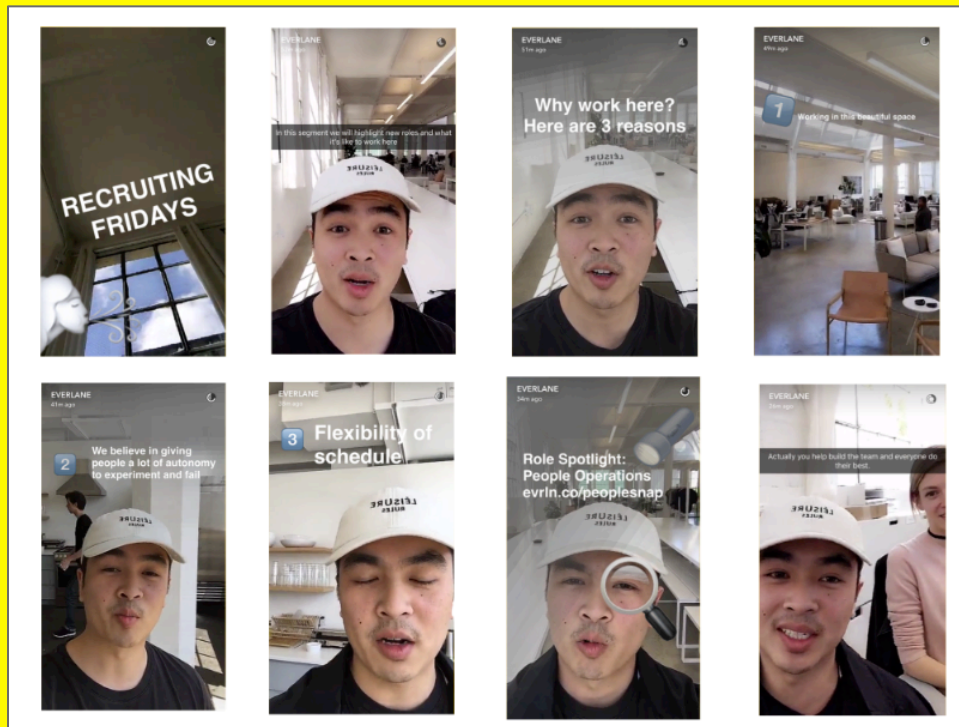


3 Types of Stories

Day In The Life

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Inside Look



3 Types of Stories

Day In The Life

Recruiting

Inside Look



1.Stories

2.Takeovers

3.Geofilters

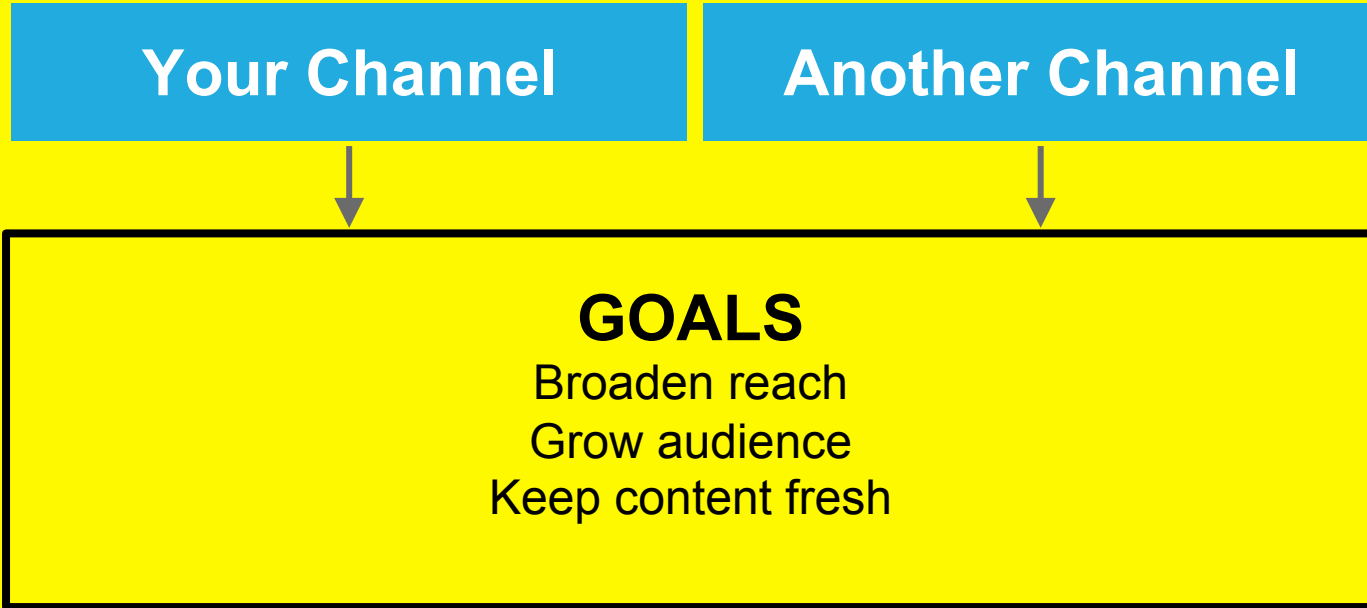
4.Ads

2 Types of Takeovers

Your Channel

Another Channel

2 Types of Takeovers





UNH Admissions [@UNHAdmissions](#) · Feb 23

It's #TakeoverTuesday on [@UNHStudents](#) Snapchat! Joshua Winn '19 will be sharing his day. Follow along! #VisitUNH

Takeover Tuesday!



Follow
unhstudents
Joshua Winn '19





**How to launch a
takeover**



ESTABLISH GOALS

How to launch a takeover



ESTABLISH GOALS

CHOOSE AN INFLUENCER

How to launch a takeover



ESTABLISH GOALS

CHOOSE AN INFLUENCER

COORDINATE

How to launch a takeover



ESTABLISH GOALS

CHOOSE AN INFLUENCER

COORDINATE

GRANT ACCESS

How to launch a takeover

ESTABLISH GOALS

CHOOSE AN INFLUENCER

COORDINATE

GRANT ACCESS

SAVE CAMPAIGN

1.Stories

2.Takeovers

3.Geofilters

4.Ads

GEOFILTER



**A designated
location set by you**



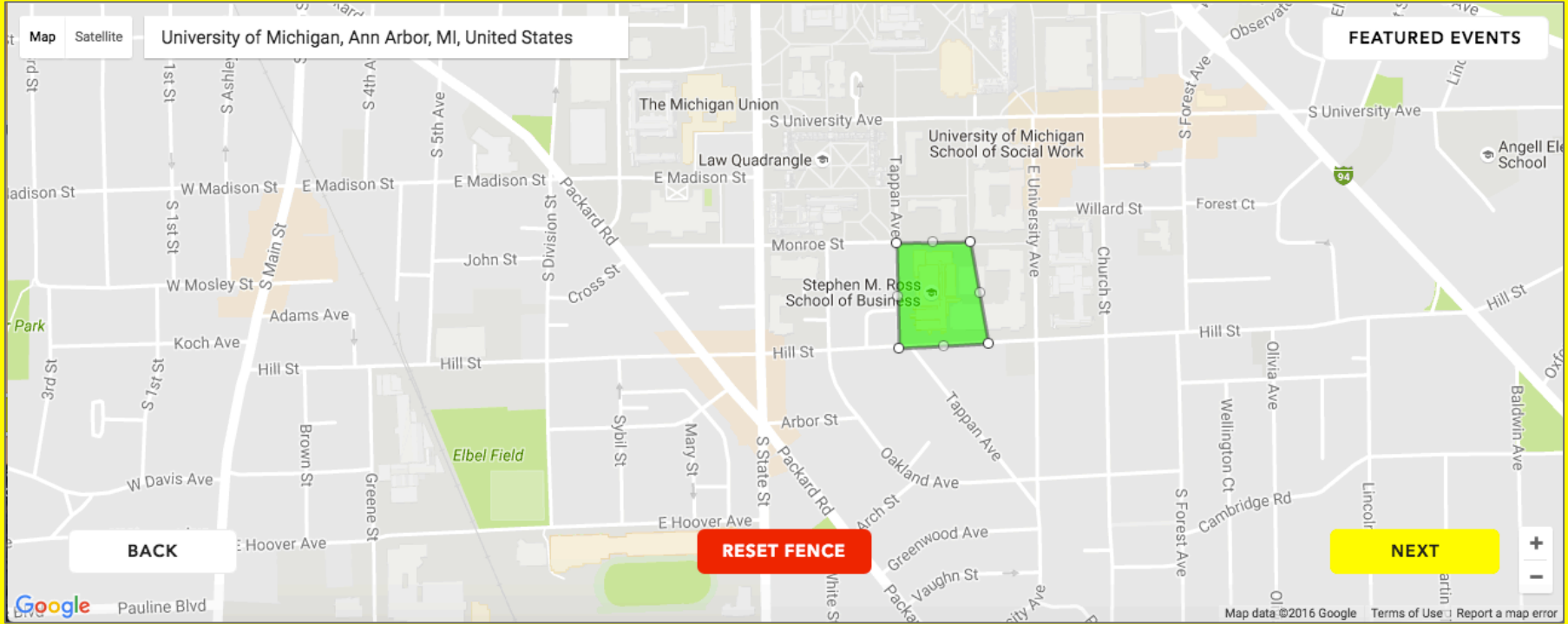
**A custom design
that lays on top of a
snap**



**“COMPARED TO OTHER
MEDIUMS, A CUSTOM SNAPCHAT
GEOFILTER IS A BRANDED
IMPRESSION
ON STEROIDS.”**

Gary Vaynerchuk, CEO VaynerMedia





How to use geofilters

3 ways to use geofilters

Schools

Events

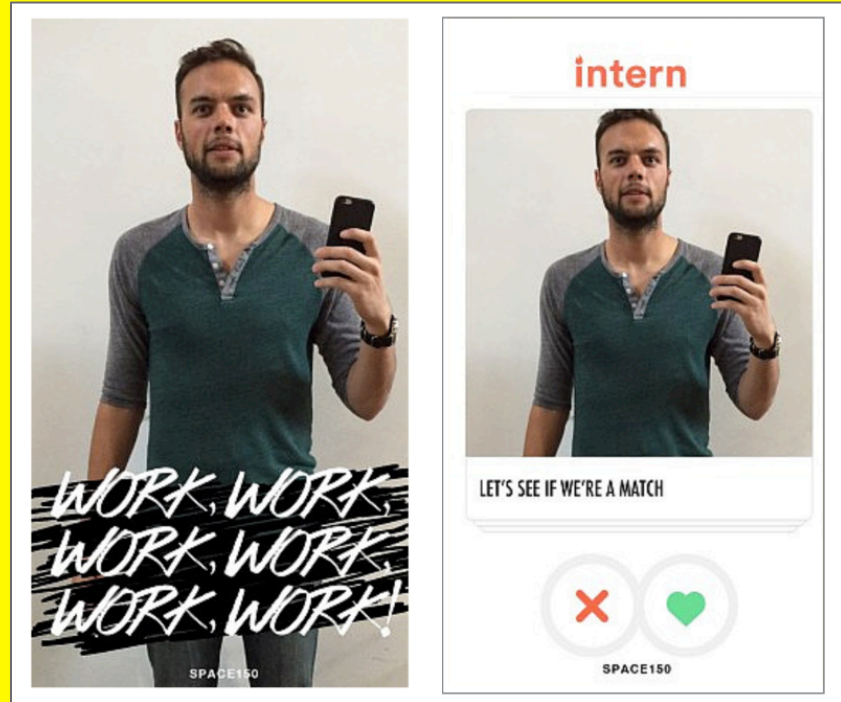
Competitors

3 ways to use geofilters

Schools

Events

Competitors

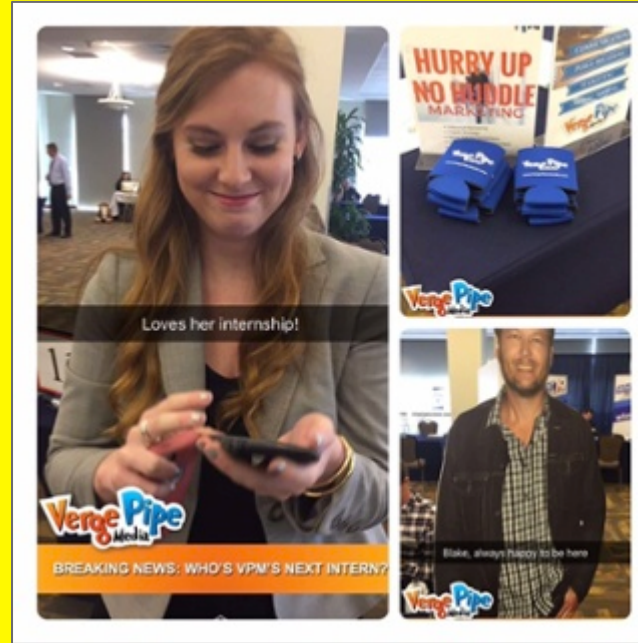


3 ways to use geofilters

Schools

Events

Competitors



3 ways to use geofilters

Schools

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Competitors



A graphic featuring the word "FASHION" in a large, blue, sans-serif font, with "OFFICE HOURS" in a smaller, blue, sans-serif font below it. The text is enclosed in a thin blue rectangular border. Below the text is a solid blue silhouette of a city skyline with various building shapes. The entire graphic is set against a light gray and white checkerboard background.



- Complete

June 22, 2016 6:00 PM EDT

June 22, 2016 9:00 PM EDT

June 14, 2016 11:53 AM EDT

f8b2ef85-81a4-440c-be27-9a44fda03a0b

46,981 Sq Ft

\$17.62 USD

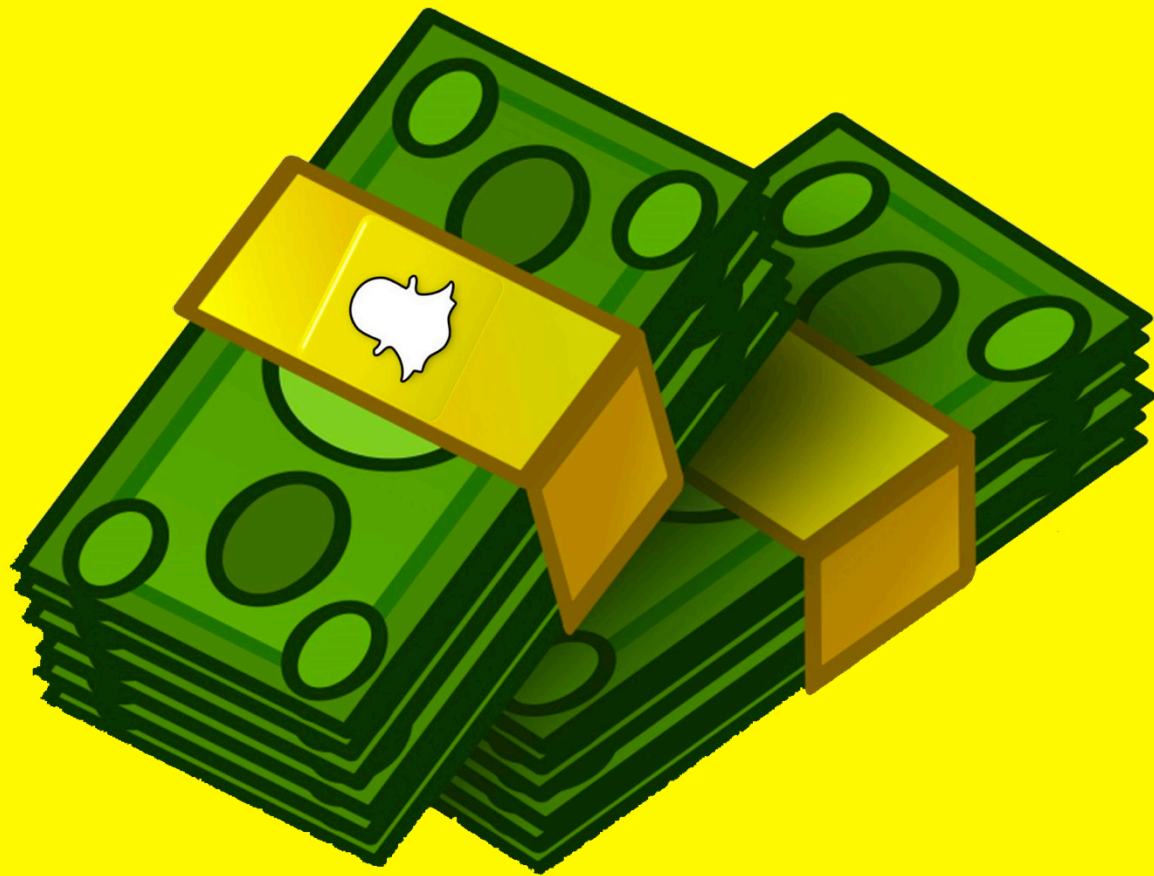
Metric	Value
Views	22,695
Uses	42

1.Stories

2.Takeovers

3.Geofilters

4.Ads





CROWD
FUNDING
CHAMPION?

YOU CAN
MAKE AN
IMPACT.

gs.com/campus

Goldman
Sachs



Live in **campus stories** at over 60 universities

2.1 million views in 9 days

82% increase in organic traffic to career site



Ads

+



Geofilters

=



One last thing...

One last thing...



**Spectacles enhance your stories by
giving a first person perspective.**



**Now available to everyone
for purchase for \$130 at
[Spectacles.com](https://spectacles.com)**



WHY



**FASTEST
GROWING
PLATFORM**



**HUMANIZES
EMPLOYER
BRAND**



**RAW &
AUTHENTIC**



HOW

**STORIES
TAKEOVERS
GEOFILTERS
ADS**

What we **didn't** cover...

1. Messaging

2. Memories

3. Instagram stories



THANK YOU!

Hit me up!
michael@wayup.com

