

OH SNAP!

How to use Snapchat
to attract Millennial
and Gen Z talent



3.5MM

**ACTIVE
USERS**



6,100+

SCHOOLS



14,000+

EMPLOYERS



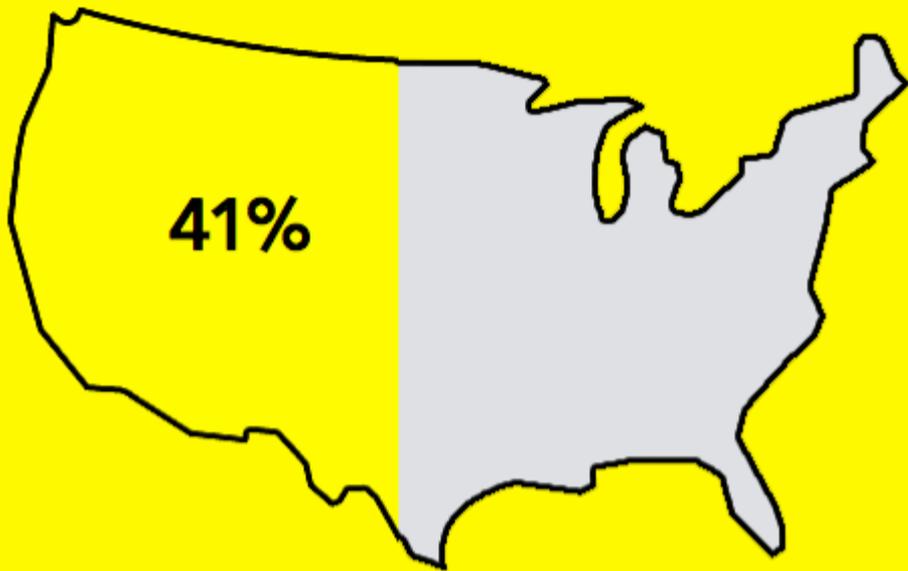


MICHAEL WIEDER

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...

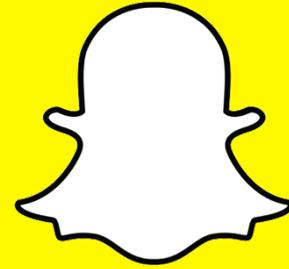


**Snapchat grew as much in 1 year as Twitter
did in 4 years...combined**

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

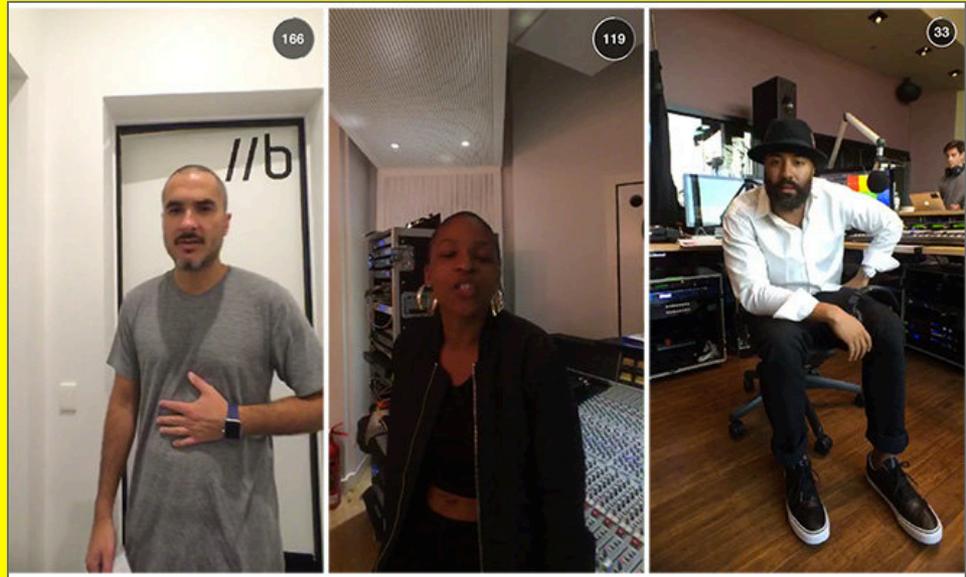
Inside Look

3 Types of Stories

Day In The Life

Recruiting

Inside Look



3 Types of Stories

Day In The Life

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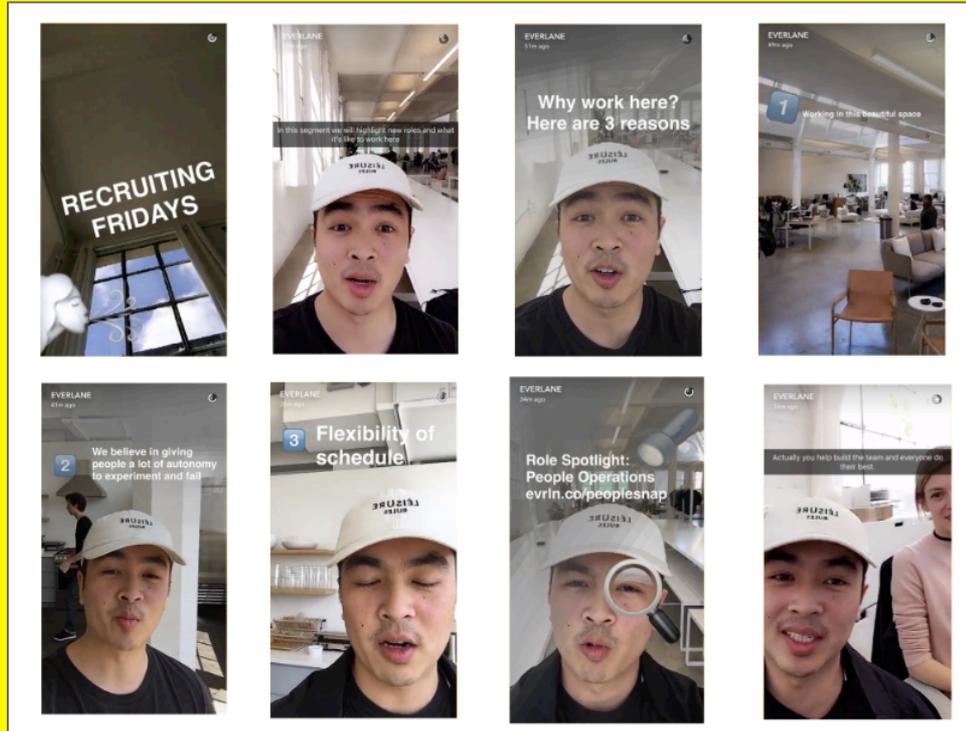


3 Types of Stories

Day In The Life

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3 Types of Stories

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Inside Look



1.Stories

2.Takeovers

3.Geofilters

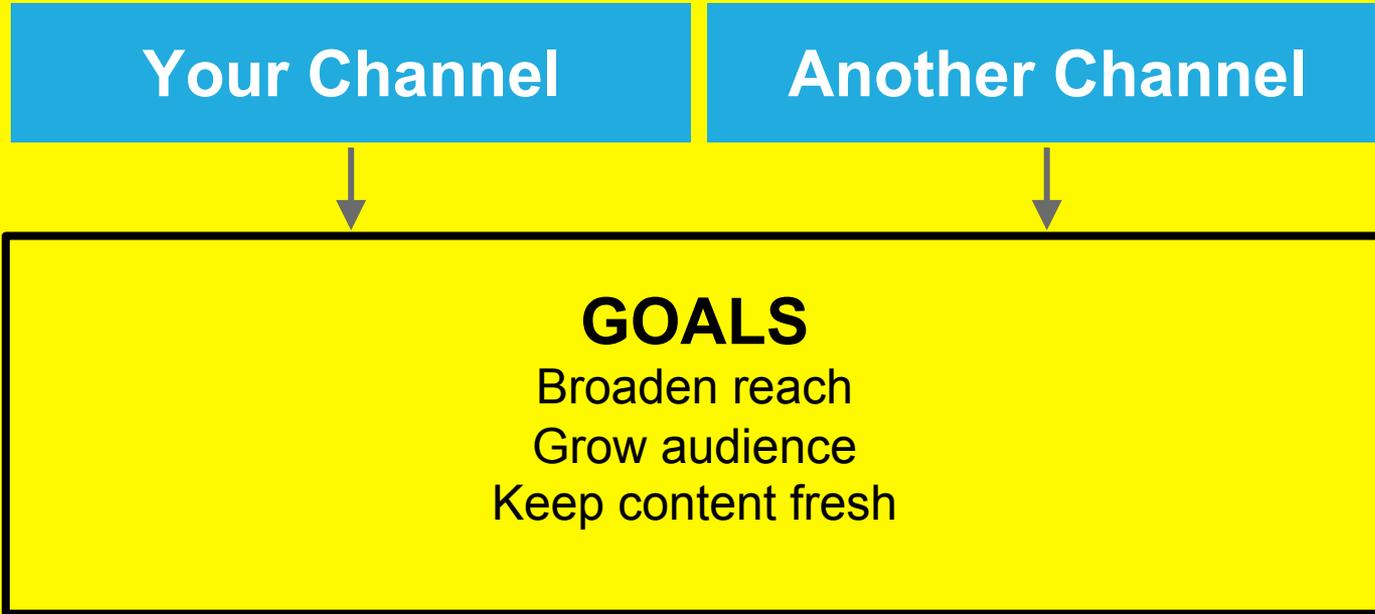
4.Ads

2 Types of Takeovers

Your Channel

Another Channel

2 Types of Takeovers



 **Logan Paul** 
@LoganPaul

  Follow

GUYS! I'm taking over @SourPatchKids Snapchat account for the next week. Add them to see the madness: SourPatchSnaps



Add on Snapchat: SourPatchSnaps



 **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





Check out NextGenVest.com! A Money Mentor will help you get ★ for college!

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

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GRANT ACCESS

How to launch a takeover



ESTABLISH GOALS

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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



Map Satellite University of Michigan, Ann Arbor, MI, United States

FEATURED EVENTS

BACK

RESET FENCE

NEXT

Google Pauline Blvd

Map data ©2016 Google Terms of Use Report a map error

How to use geofilters

3 ways to use geofilters

Schools

Events

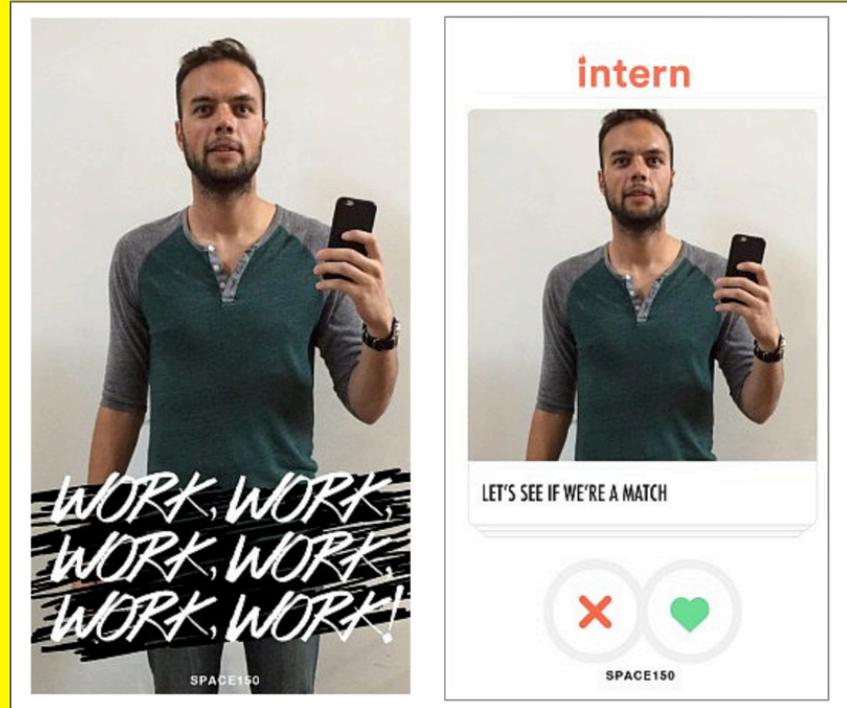
Competitors

3 ways to use geofilters

Schools

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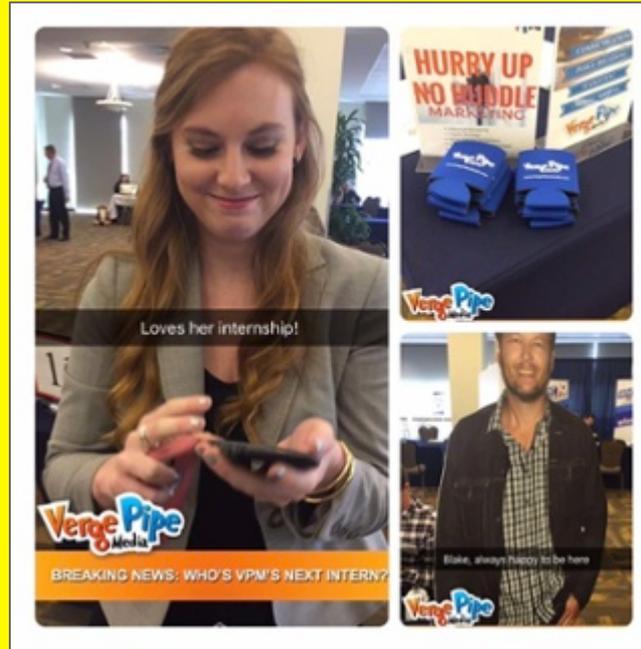


3 ways to use geofilters

Schools

Events

Competitors



3 ways to use geofilters

Schools

Events

Competitors



FashionOfficeHours622RedBull



Delivery

- Complete

Start Time

June 22, 2016 6:00 PM EDT

End Time

June 22, 2016 9:00 PM EDT

Date Submitted

June 14, 2016 11:53 AM EDT

Order ID

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

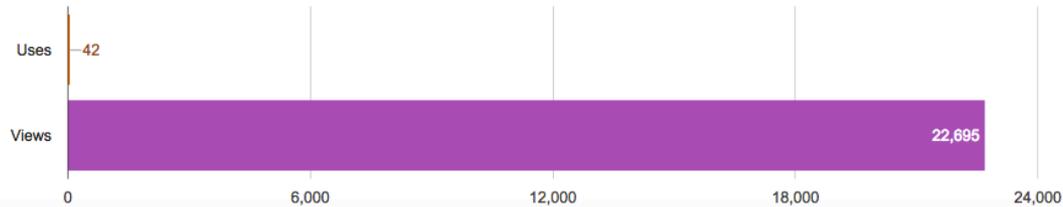
Area Covered

46,981 Sq Ft

Cost

\$17.62 USD

Metrics

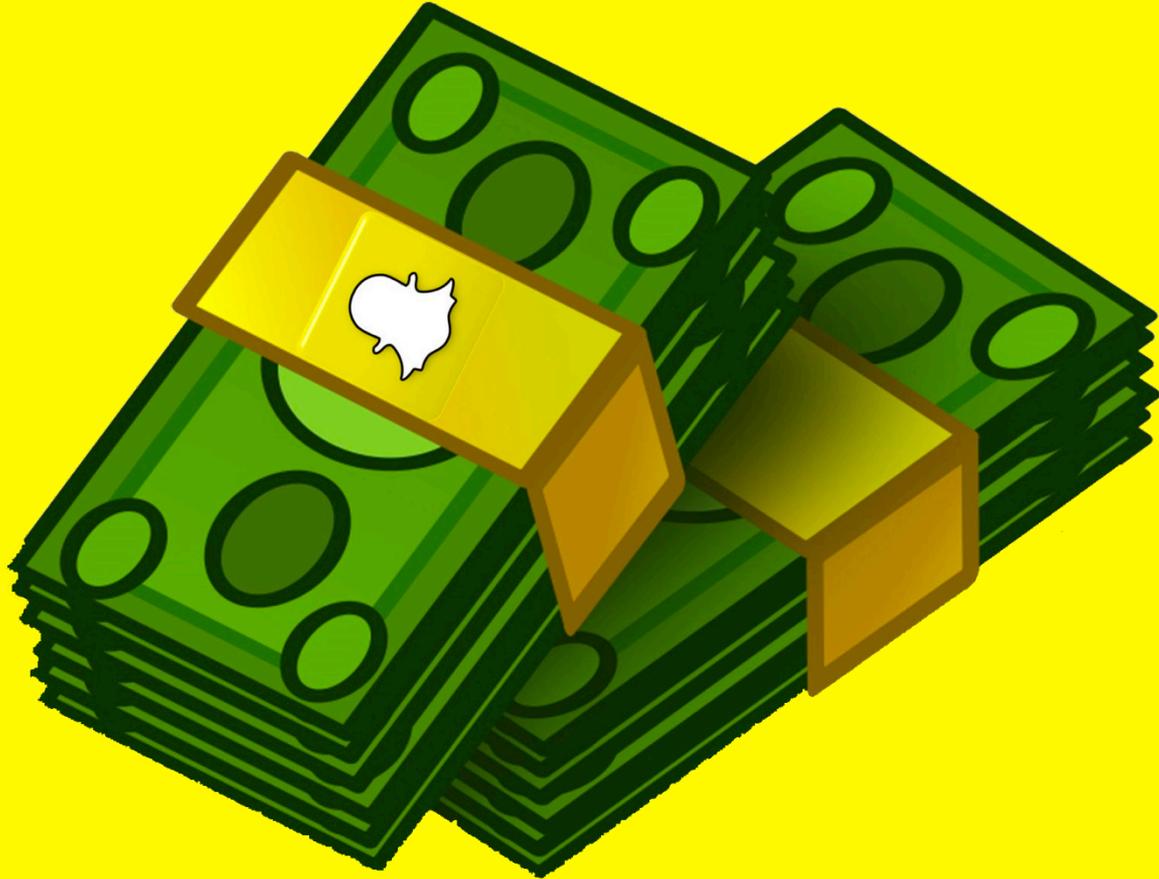


1.Stories

2.Takeovers

3.Geofilters

4.Ads



CROWD
FUNDING
CHAMPION?

YOU CAN
MAKE AN
IMPACT.

gs.com/campus

Goldman
Sachs

SPONSORED



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

2.1 million views in 9 days

82% increase in organic traffic to career site





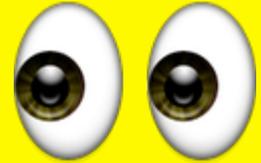
Ads

+



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://www.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

