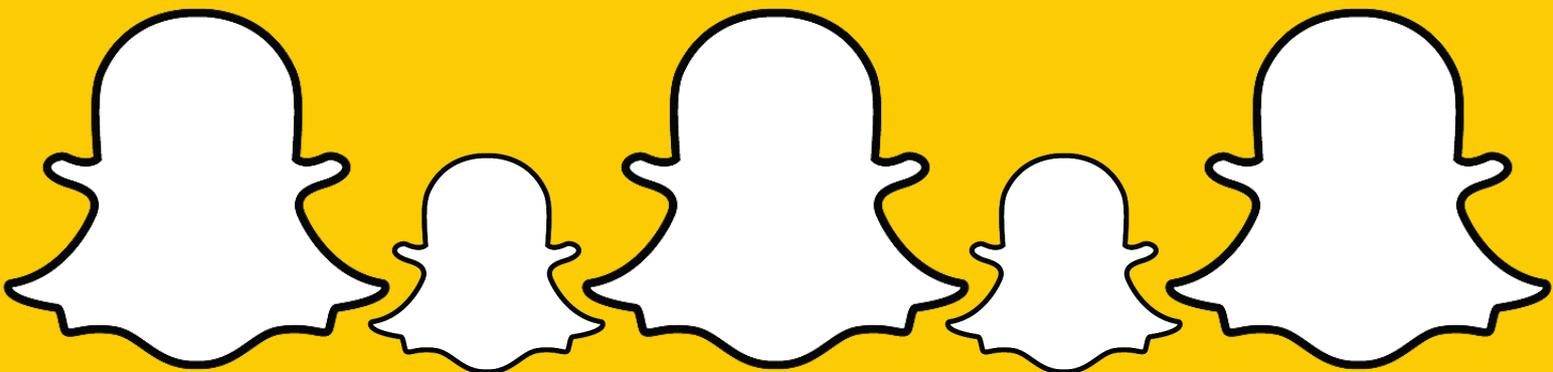


www.begoodbesocial.org.uk

ISN'T IT ALL JUST NUDES?

A #BEGOODBESOCIAL GUIDE TO
SNAPCHAT FOR CHARITIES

**be good
be social**



Who's behind the #BeGoodBeSocial Snapchat guide?

Ross McCulloch **Founder of Be Good Be** **Social & Director at** **Third Sector Lab**



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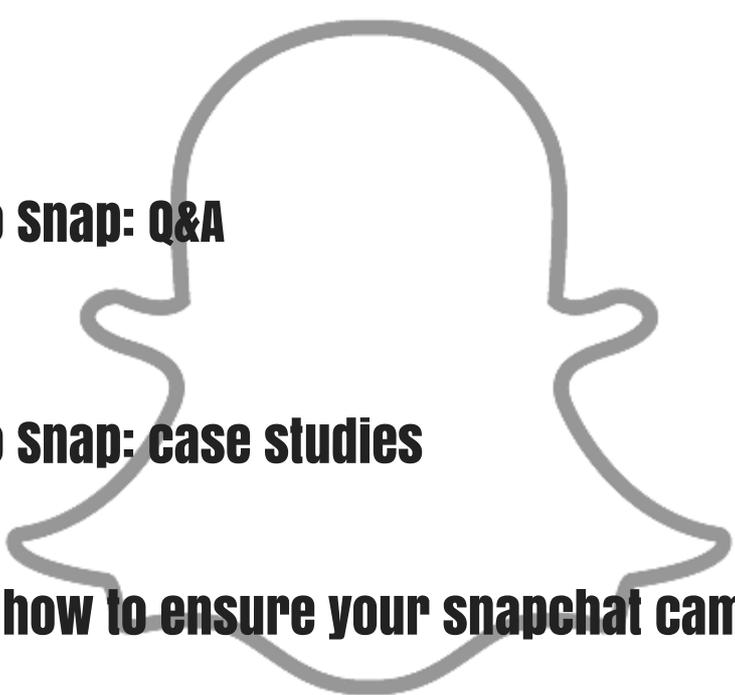
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This is a first version of our Snapchat guide for charities. We'll adapt the guide as new Snapchat features are released and as we gather more case studies. Please get in touch with Carrie or Ross with any feedback you have

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Isn't it all just nudes? A look at why you can no longer ignore Snapchat as a communications, marketing and fundraising tool

Why Should You Take Snapchat seriously?

Snapchat is fast becoming a popular marketing tool; brands and non-profits alike are recognising its power in engaging younger audiences. ActionAid's younger branch Bollocks to Poverty harnessed Snapchat during their involvement at Reading Festival 2014. They invited people to follow their antics (secret DJ sets, giant jenga, silly stunts) in real time, whether they were at the festival or not.

Snapchat bypasses our falling concentration spans. Some now estimate the average concentration span to have dropped from 20 minutes, to a paltry five. Snaps, which last a maximum of 10 seconds demand focus for a couple of seconds before disappearing. Snaps are brief and normally fun- perfect for engaging the 13-24 age bracket who are the biggest users of the app.

We spoke with a number of non-profits who claimed that Snapchat is the best way to communicate with the younger generations. Alastair Luke of Young Enterprise NI found that the young people they aim to reach weren't going with the more established social media platforms. The YENI Facebook account appealed to 18-30 bracket, whilst Twitter was favoured by businesses and other charities, rather than the young people they were aiming to connect with. He said:

“Snapchat means that we can connect directly with the young people. We find that a lot of young people really do go for it.”

Great. So Snapchat works for this non-profit. What does that mean for your organisation?

Snapchat in a Snapshot

Snapchat is the platform that's taken the social media world by storm. Its rate of growth has been unprecedented and estimates of its market value reach the £15 billion mark. The app is especially attractive to younger users, who should be at least 13 years old according to the user agreement. Businesses and marketers are taking this use very seriously. If you are a non-profit seeking to be a contender in a crowded sector you need to take this app just as seriously.

Global Figures

- 100 million Daily Active Users
- 400 million Snaps sent Every Day
- 70% of Users are Women
- 71% of Snapchat users are under 34

UK Figures

- 25% of UK Smartphone Users installed the app in 2013
- 46% of UK teens use Snapchat weekly in 2015

And, further, an estimated half of all Snapchatters are under 24. It's a platform of the young, but only time will tell if this trend continues, or if older generations will become as enraptured.

Why is Snapchat so popular?

This app may only be four, but with such impressive user figures its popularity has been a shock to the industry. Why so popular? There are a number of factors, a central one being that this app has spread through word of mouth. Teens are taught how to use the app by their friends, and recommend it to others in turn.

Firstly, it's a great alternative to other platforms which rely on newsfeeds; such as Instagram or Facebook. You can share the moments of your day without fear of filling up your friends' newsfeeds (a big no-no), in fact, posting loads is actually rewarded. There are ratings and trophies for the Snap-addict to earn. You might snap a bad moment at work, or funny supermarket sign and choose exactly who sees it. Snapchat is built to share the silly, stupid, private pictures and videos with friends that may not be suited to other forms of social media. I wouldn't tweet a silly selfie bemoaning an embarrassing moment, but I might snap that to a couple of mates in need of a giggle. It's actually a comparatively intimate way to engage in social media. There will be more on the functionality of Snapchat later.

Secondly, there's evidence to suggest that many young people are attracted to this platform due to short life span of these snaps. They are conscious that their online presence will be around for the rest of their lives. In a world where an online footprint can't be easily washed away, the temporary nature of these messages is really inviting.

Thirdly, there are a number of ways to use Snapchat. Snapchatters can send personal messages to individual friends- it's a fun, free alternative to texting. Or, they can share moments of their life throughout the day using MyStory. This is a series of chats sent in a 24hr period that friends can follow. This adaptability has proven popular with users, as has a new set of updates. The silliest of these is the "lenses" feature, used to convert a standard selfie into what is essentially a cartoon. More on this later.



How can non-profits use Snapchat?

Marketers are becoming increasingly wise to the idea of using Snapchat to connect with their customer base. Non-profits should follow their lead. Those businesses choosing to use Snapchat are typically those willing to take a chance in finding a successful way to connect with their customer or fan base. This format may not be suitable for your non-profit, but you should definitely explore the benefits of using this app.



First and foremost the MyStory feature is your best friend. Seduce it. Invite it round to tea.



Or just make sure it's the method you share your snaps. Everyone who adds your account as a friend will be able to follow all snaps sent in the previous 24hrs- and able to save a screenshot of it if they wish.

Keep your content fresh- switch between using vids, pics and utilise the latest updates. Be silly and mess about- remember they only last a few seconds so it doesn't matter if they aren't all works of art.

Strengthen Bonds with your Target Audience

Many marketers use Snapchat to build a closer relationship with their target demographic. For example, during the New York Fashion Week 2015, the models shared their behind-the-scenes experiences with interested fans. Snapchatters were able to share the changing room excitement through up-close videos and images. Similarly, the cast of TV show *Girls* shared their behind-the-scenes experience at the Golden Globes last year. Personal messages to fans "I love you guys!" were shared to all, with the effect of deepening their relationship with their fans. People really connect with transparency- we live in a society that's grown to expect organisations and individuals to be incredibly open.

You could share an inside look at your organisation!

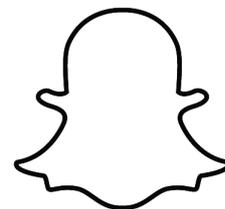
Got a new intern starting at your organisation? Ask them to share their experiences to the MyStory feature. Make sure you set up an interesting day for them, not just a schedule rammed with reading paperwork, or meeting a blurry sea of faces. Try a field trip that stakeholders would like to see; meet the CEO at a significant spot; share crazy facts about your organisations. There's a lot you could do with this idea.

Release exclusive vids and pics of your celebrity endorser. Giving your Snapchatters a first look of what your endorser gets up on campaign for your non-profit. Get lots of straight to camera reactions, silly moments and your key message out there. Again, use the MyStory feature.

Free the Face

Whether or not you like how celebrity-obsessed we are. We are. Sorry. Thankfully many famous faces are game for promoting non-profits and charities. Great news for the Third Sector! Famous spokespeople are useful for publicising a new idea or service you've got going - but can be edited by the media outlet you use. Why not have a go at giving them access to your Snapchat account? The idea is similar to the behind-the-scenes idea, but operated by the famous face who will bring their own fanbase to your non-profit. Greenpeace invited actress Emma Thompson along to their protest against Shell's drilling in the Arctic Circle in September 2015. She shared the limelight with a massive polar bear puppet made from the signatures of the campaign's supporters. She spoke straight to camera, sharing her ideas and humour with the viewer. But couldn't this engagement go further?

Setting up your account: how to set up Snapchat for Success!



Getting Started

Signing up is fairly self-explanatory. You need an email address: consider setting up a Snapchat specific address and invent an over 18 age range for your account. This means that any age-specific restrictions won't apply to your account. Unlike Facebook, there isn't an option to set-up a business or charity account. An annoying side-effect of this is that you won't have any inbuilt protection if someone does get hold of your login details, or a member of the team snaps something off-message or inappropriate.

Another couple things are different: there's no bio option or a verification icon so familiar to Twitter and Facebook users (yet). You won't be suggested as a friend on people's contacts, unless a lot of people start adding you to their contacts.

In short- it's new to the marketing / communications world in general, and most especially to non-profits! It's likely that Snapchat will, at some stage, start adapting their accounts to allow businesses and charities to use the platform in a simpler way. In the meantime find solace in the fact that you're ahead of the curve in even considering using Snapchat for your non-profit. Go you!

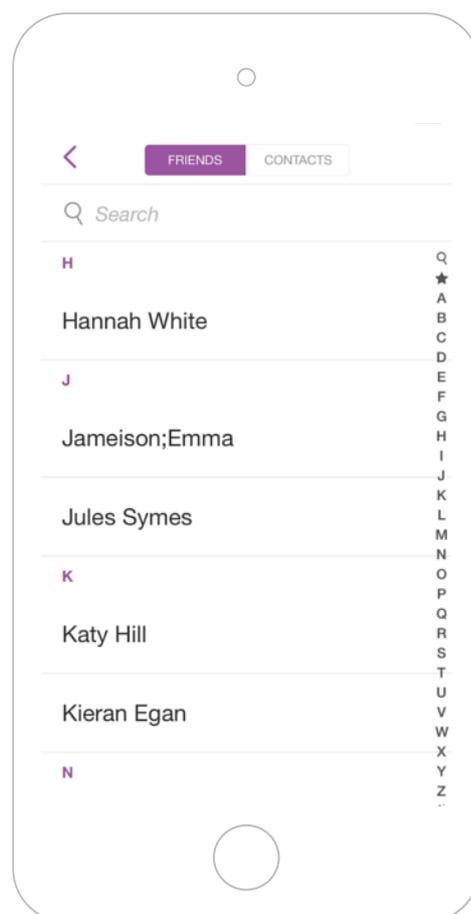
Your Home screen and your Ghost



Tap the ghost at the top of your screen. This brings you to your profile screen and ghost. It's a very simple layout and probably a different interface than you are used to. Simply tap each section: you can see who's added you, add more friends, or see your full list of contacts. You also **DON'T NEED TO FOLLOW BACK**. Just swipe left and select "ignore." You can also block people using this screen as well.

The "added me" option doesn't keep a running total of who's added you. It just updates you on the period lapsed since you'd last checked.

The ghost is disturbingly clever. It functions as essentially a QR code. Anyone can open Snapchat, and just take a picture of your ghost to add you as a friend. The ghost needs to be a decent size for this work, so you should have a larger image of it on your site. You **COULD** also take a selfie, or set a gif which replaces the white section of the ghost image.



Finding Accounts and Being Found

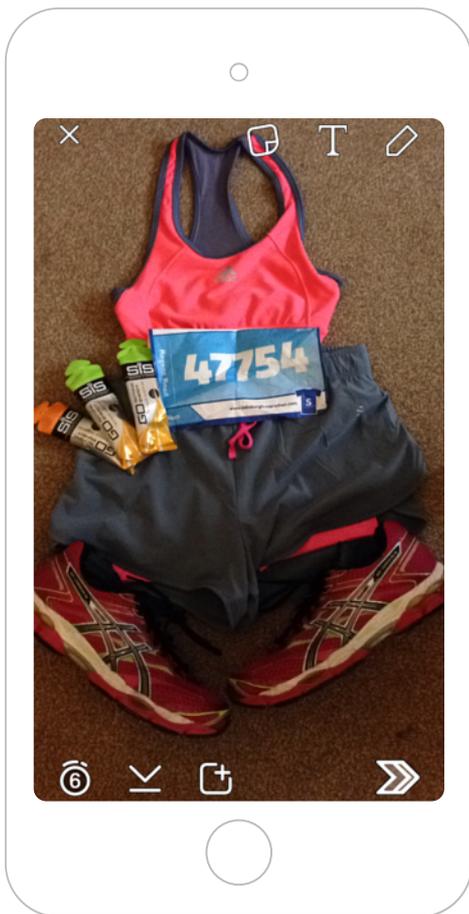


You can seek others out using the Add Friends option. The software for this is actually pretty clumsy. There's no decent attempt to suggest variations on your account name. So "Third Sector Lab" wouldn't work as a search term, but "thirdsectorlab" does. The story behind this is pretty sweet though. This lack of functionality arose through Snapchat developing as an app spread through word of mouth- people told each other their names directly, or had their contact already saved in their phone.

So, to reiterate, if you start typing "thirdsectorlab" or make a spelling mistake, suggestions will not come up. You need to know that your target audience knows your exact name. One way of doing this could be through your other social networks.

Avoid silly mistakes such as claiming your name is separate words "Third Sector Lab" when in reality it's "thirdsectorlab". It won't work. You'll get frustrated, your target audience will get frustrated... actually they won't. They'll just forget that they'd wanted to add you and move on. Meanwhile you will have lost the opportunity to connect with them.

Taking Photos, Videos and adding Text



Add some Text

The tricky bit is editing the picture or video afterwards. To add text, just tap on the image and a grey box appears. This allows you to type a short message. You can drag the caption box wherever you want it on the image.

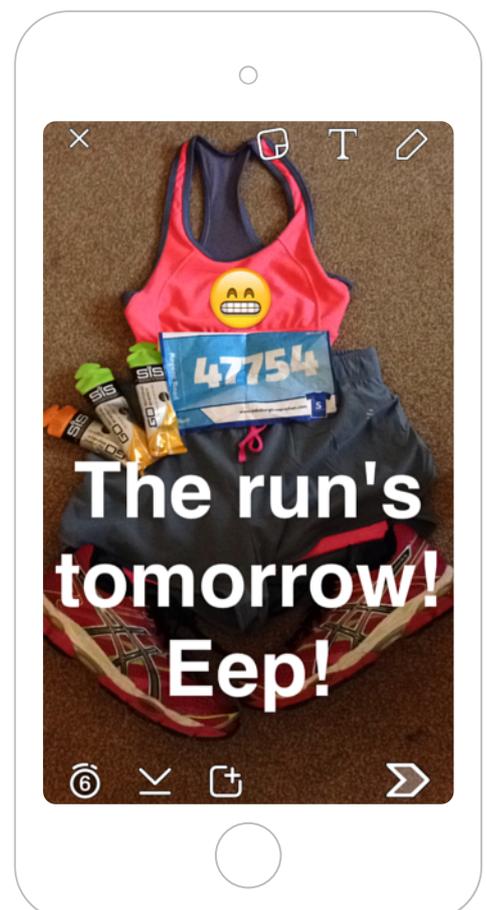
To alter the size of the text, tap the T that has appeared at the top of the screen. The first tap enlarges and left-aligns the text. Another tap will centre the text. Larger text can then be changed to a different colour. Select the text, then choose a colour from the palette. To resize text to your liking, use two fingers to make the text smaller or larger, and rotate it alter the angle.

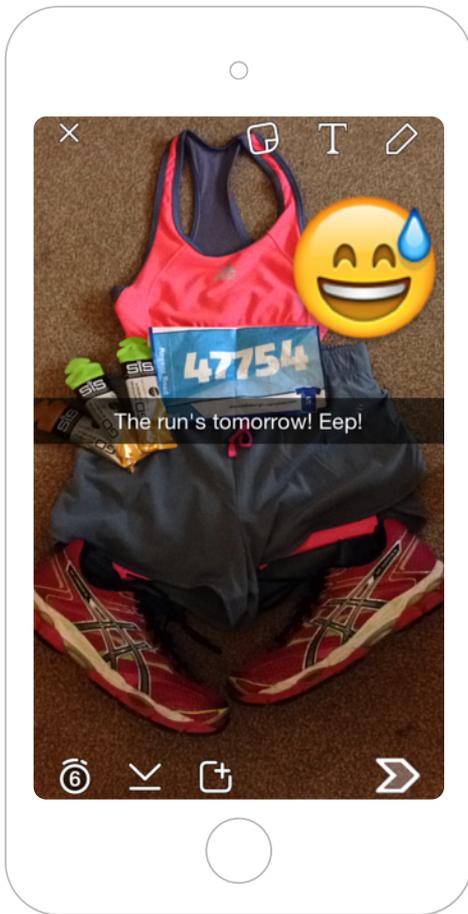
Ok, the Snaps. This is the fun bit. At least I had fun learning to use it. Remember windows '95 paint? I do. It was ruddy excellent. You can draw on your pictures just like that. But with touchscreen- it's very clever. But I've got ahead of myself.

The fun bit is the Snap: taking pictures, videos and applying lenses that you'll share with your friends.

Start with a Snap

It's easy. I learned how to do it in about five minutes. If you're clever it'll take you two. To take a picture, tap the big circle at the bottom of the screen. Want to take a video? Tap and hold the circle. You may want flash- use the icon on the top left. You can take a selfie very easily as well- tap the icon on the front right to switch the camera to selfie mode.





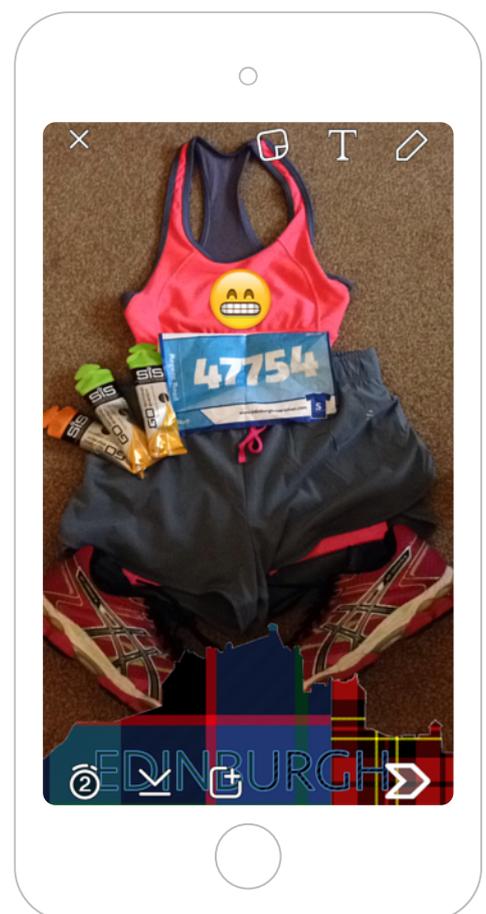
The colour palette doesn't give greyscale (black, white grey) options. To select black, start in the colour palette and keep dragging down out of it and to the bottom of the screen. This gives you black. Keep dragging across and to the left-side and up, this gives you shades of grey. To get white, continue dragging up.

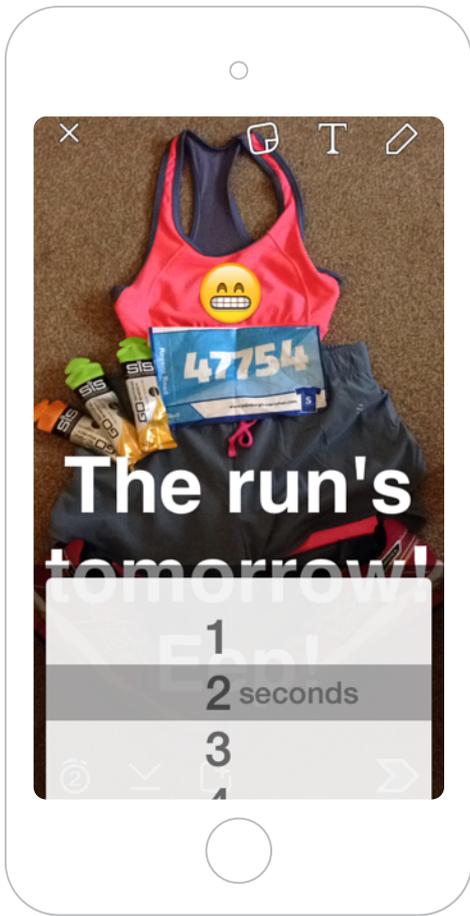
Get Creative

To add an emoji, tap the paper icon beside the T. It has the standard selection for you- great to use for those occasions when words fail.

Or, to revisit the glory days of Windows95, select the pencil icon in the top right corner. Select the colour you want from the palette and then draw to your heart's content. You can use multiple colours by lifting your finger and selecting another. If you aren't happy with your edits, just use the Undo icon that appears beside the pencil icon. Or, start again by tapping the X at the top left of the screen.

If you swipe right, you have the choice of a number of clever things. You have few colour filters (similar to Instagram), a speedometer (and a reminder not to snap and drive), the temperature, the time, and location filters (Geofilters).





By default, your pictures will show for three seconds. If you want a longer or shorter period, look for the clock icon at the bottom left of your picture. Tap that, and scroll through to set your choice of between 1 and 10 seconds.

You can add videos and pin emojis to them too. Check out this link for more.

Sharing to My Story or Individuals

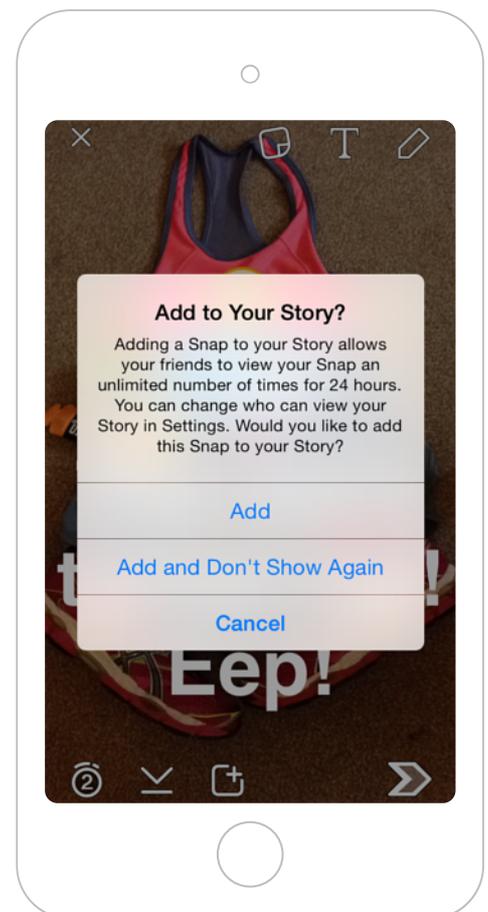
Now you've created your snaps, there are two ways to share it with your friends. The arrow icon in the bottom right corner allows you to send it to "My Story" or to one or more of your contacts. As a non-profit, you should be using the story share option. This is denoted by the square with the plus symbol in the corner.

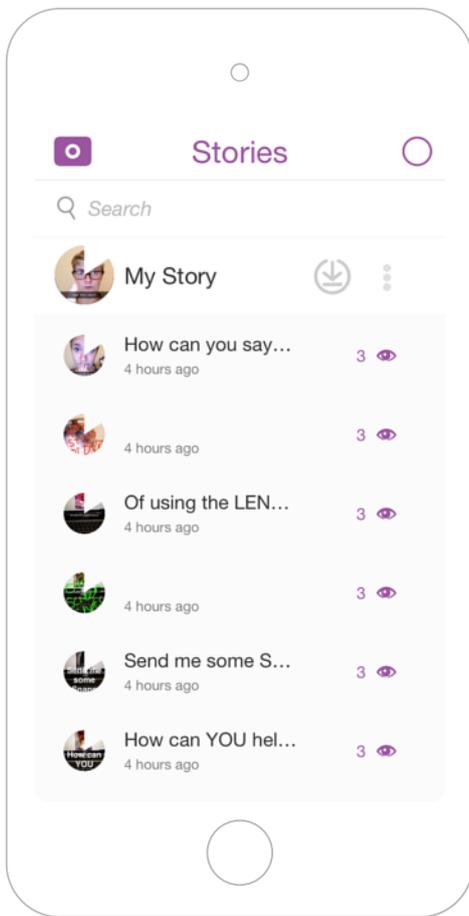
Stories: Public Snaps shared for 24hrs

Stories are a bundle of snaps that your contacts can view. The My Story is basically your feed for others to follow.

Each snap you send to your story can be seen by anyone- if you choose this option in your privacy setting. The snaps last 24 hours from when they're sent. When you send a bunch of snaps they are always viewed in the order you sent them.

You might be put off by the fact that these only last for 24 hours before disappearing. Make this work to your advantage. Tweets don't have a massively long lasting effect in a busy Twitter feed. Tweets sent directly to followers make short impressions before being pushed off the feed. Snapchat has the same short burst effect that you can make the most of.





To control who views your snaps, go to your ghost. I bet that's not a sentence you ever expected to read. So tap that and look to the top right, for the universal settings icon. There's a section titled "who can..." with an option called "view my story". Tap that, and you'll see that the default is "My Friends". If you change this to "everyone" then people who follow you can view your snaps, even if you don't follow them back.

Viewing Snaps and Editing Stories

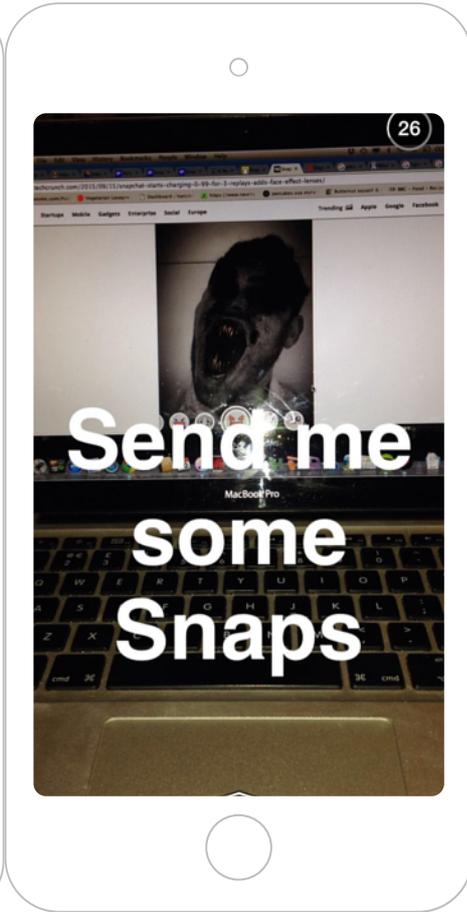
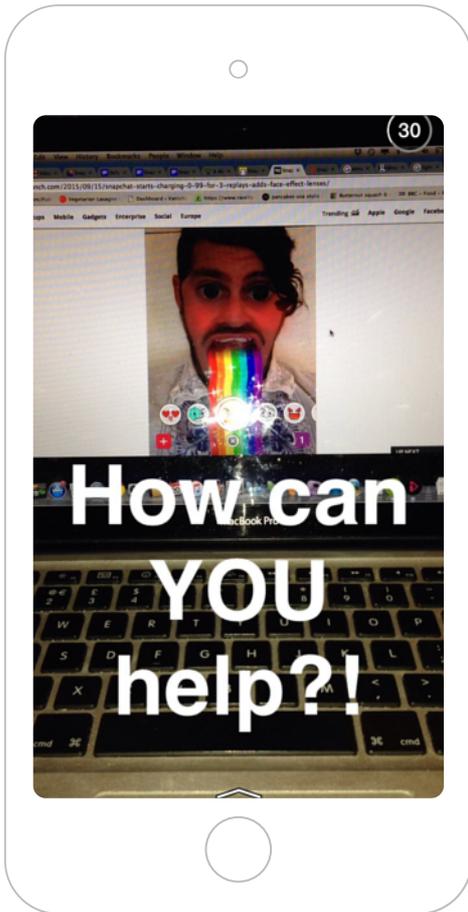
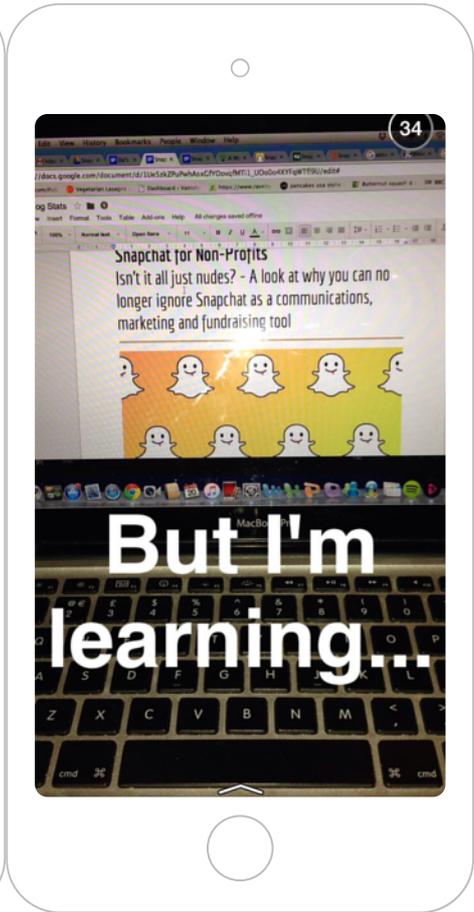
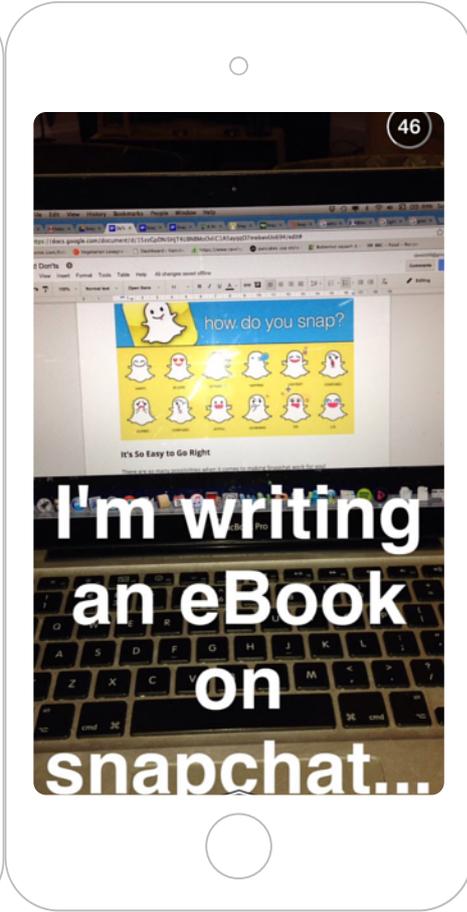
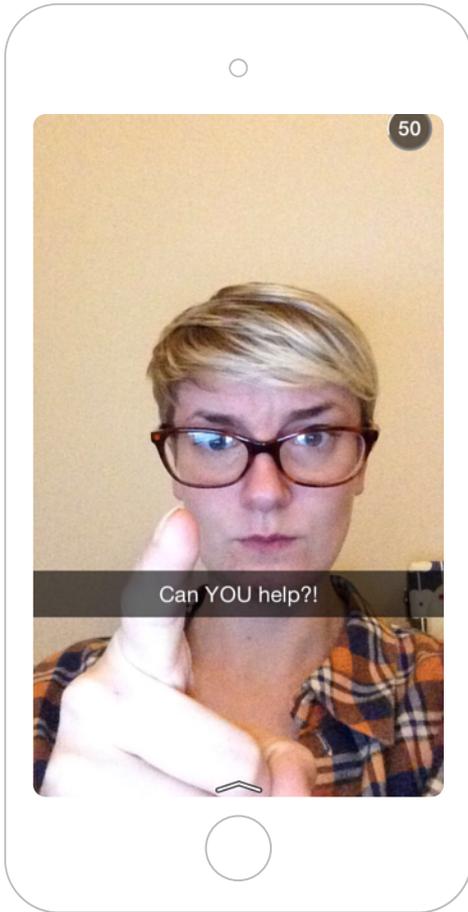
To see your story- and understand how others will see them - go to the Stories area. From your home screen use the icon in the bottom corner. That will either be a list-style icon, a number in a purple square (this shows up if you have new stories to view)/ Or, just swipe left from the home screen.

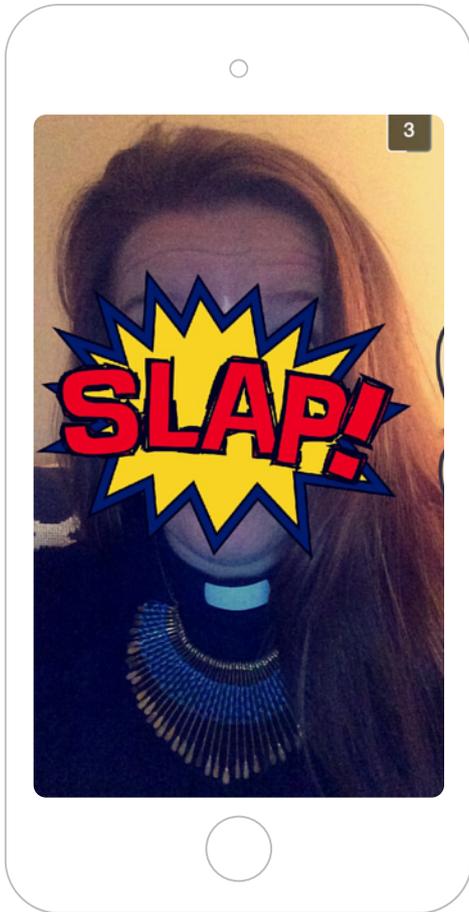
On the Stories screen, your own story is the first on the list. This is called "My Story", with other recent updates. Tap on a story for it to play. You can fast forward by tapping once on the snaps.

Above is my own My Story I used in researching this guide. My story is opened at the top, with all the snaps falling beneath. You'll notice there are eye icons alongside each Snap, each with a number. This is a handy way to see how many people have seen each element of your My Story. Tap on the purple icon- this brings up a list of everyone who has viewed the snap.

You can't edit a snap once it's been sent, and this includes the snaps in the Story you have created. You can delete individual snaps from the story though. There is an X icon on the list view which lets you delete it. You could also just want to delete the remaining snaps from an old story to start a new one. This would be a good move for you if you've got events running on consecutive days. The editing feature is very limited. You can't upload images from your phone, or change the order of the snaps in the Story.

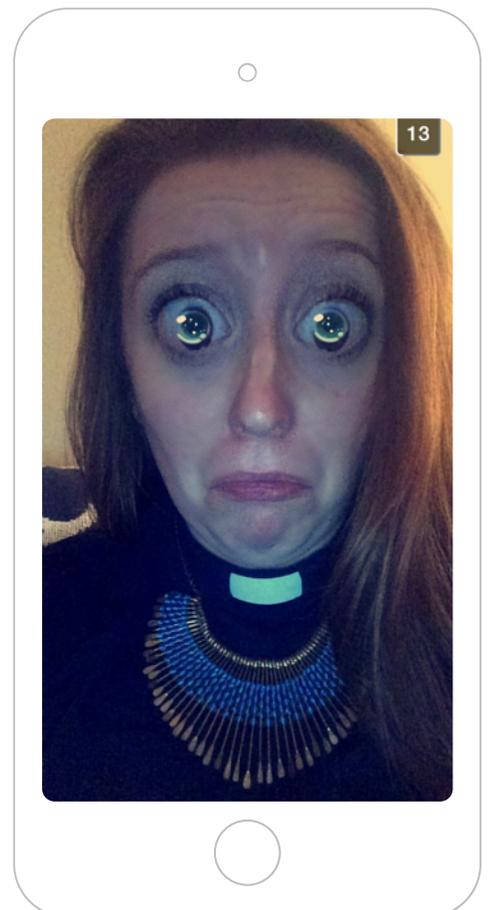
Here's mine...





My iPhone isn't the newest shiniest version of its make, so I couldn't use the new updated "Lenses" feature. I asked my friends to help out by providing me with some images of their Lenses. Emma, a recently ordained Church of England minister responded to the call with hilarious results! The Lenses feature basically turns your selfies into cartoons. This probably won't be of much use to you, unless you plan on sending loads of selfies. But it's fun

Larger organisations will share similar content on all their platforms. BuzzFeed shares a selection of their content each day. The content is rarely different and the point is that they're getting the content out on multiple platforms to reach their audience.



What about the Future?

Snapchat has built in-app purchasing for users to buy “replays” of snaps. Each user gets one free replay per day. Currently it costs 99c for three replays. In the future, there may be other in-app purchasing available, which would be pretty useful for fundraising.

If you have the budget, you can go to the Snapchat business development page for ways to pay for advertising. <https://support.snapchat.com/ca/press-bd>

You can submit enquiries for a live story - sharing, to advertise, or to sponsor a geofilter. Live Stories are great- they are a curated stream of user-submitted Snaps from various locations and events. Users who have their location services on at the same event location will be given the option to contribute Snaps to the Live Story. The end result is a Story told from a community perspective with lots of different points view. I'd love to see a non-profit getting control of a Live Story: for a huge marathon event or nationwide fundraiser. That'd be awesome. And I want you to let us know when you do that.

Some geofilters will be branded at some point in the next year. Geofilters are available at certain locations, as a sort-of “I was here” banner. Snapchat are welcoming bids for these Geofilters. Again, one of these at a massive non-profit event would be mint.

Comedy Central has pushed out the boat and created an original series for Snapchat. One bit of this is a slang translation show “Swag-a-Saurus.” This will be available on the Discover media hub, with words and phrases explained in fast-paced, witty ways. There are plans to expand to other shows as well. This is an indication that Snapchat’s diversification may mean the platform is here to stay. And who knows: with the right connection and a great concept your organisation might get the same opportunity!

Anything Else?

There are a few areas I left out. If you do get stuck with any features, the Snapchat website has a fantastic help section. Including a key for all the symbols that appear beside your snap.

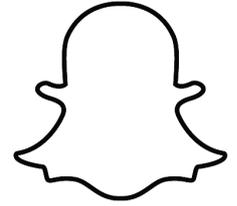
<https://support.snapchat.com/>

You should also take a look at the Brand Guidelines area. If users think you're being too spammy-sending annoying material, or always targeting them with unwanted ads, they will report you. Irresponsible behaviour could cost you your account- in the same way that too much spammy behaviour on Facebook can lead to accounts being frozen. <https://support.snapchat.com/ca/brand-guidelines>

I didn't review the newest Chat 2.0 feature. Non-profits should be extremely cautious of communicating one-on-one with young people. Check out this vid if you want to learn more about the March 2016 updates.

Non-Profits Who Snap:

Q&A



We got in touch with UK charities already using Snapchat. Young Enterprise NI and Muslim Aid both chose to use the app to connect to younger people. Check out their tips and trips to work out how best to use Snapchat for you.

Q&A - Young Enterprise Northern Ireland

Alasdair Luke, Stakeholder Engagement Officer, for Young Enterprise NI started using Snapchat in August 2014. Young Enterprise NI is a charity developing the entrepreneurial skills of young people across Northern Ireland. They work with 100,000 people aged four to twenty-five each year, through engagement in business or in education. Developing the skills of young people, YENI aims to prepare young people for work and life after leaving education.

Why did you decide to use Snapchat?

Our 'Company Programme' is a project giving young people the opportunity to create and start their own business over the academic year. This programme is targeted at 15-18 year olds and Snapchat fitted perfectly as a way to communicate with them.

We were using Facebook, Twitter and LinkedIn and we found that young people weren't using these platforms in the same way as they used to, so we wanted to diversify our social media channels to specifically target this audience.

We found that the demographics using Facebook were typically volunteers in 18-30 age bracket. Our Twitter and LinkedIn were mostly used by businesses and charities, we found that young people just weren't following us and we needed to find a new way to connect with the young people we work with.

A successful route of connection is going through schools. And in fact, most things we do have to go through schools and the teacher in the classroom. This means we rely on the teacher to get the message through to the young people.

Using Snapchat means that we can connect directly with the young people. We find that a lot of young people really do go for it.

How Many Followers (Friends) do you have?

We have about 100 or so. The growth has been restricted over the summer, as the the programme only starts in September. Amazingly, we found that the levels of engagement are incredibly high. The majority, around 70%, would view all of our snaps.

Which features do you use most often? Which works best for you and why?

The Young Enterprise NI account uses exclusively the My Story feature. We don't ever send direct messages to young people as part of our social media policy. The My Story feature allows us to provide timely content, business ideas, and interesting photos to young people.

Our chief concern was how Snapchat works in terms of our Child Protection policy. Any of our followers could send something through: what if it's inappropriate? How do you deal with that? Do you ignore it? Or try to work out which individual sent it and get in touch the school to take forward? Or, what if a staff member at Young Enterprise NI sends something inappropriate?

This is the reason we decided on using the MyStory feature exclusively, with absolutely no direct messaging to young people.

What content do you use for your Snaps, and what devices do you use?

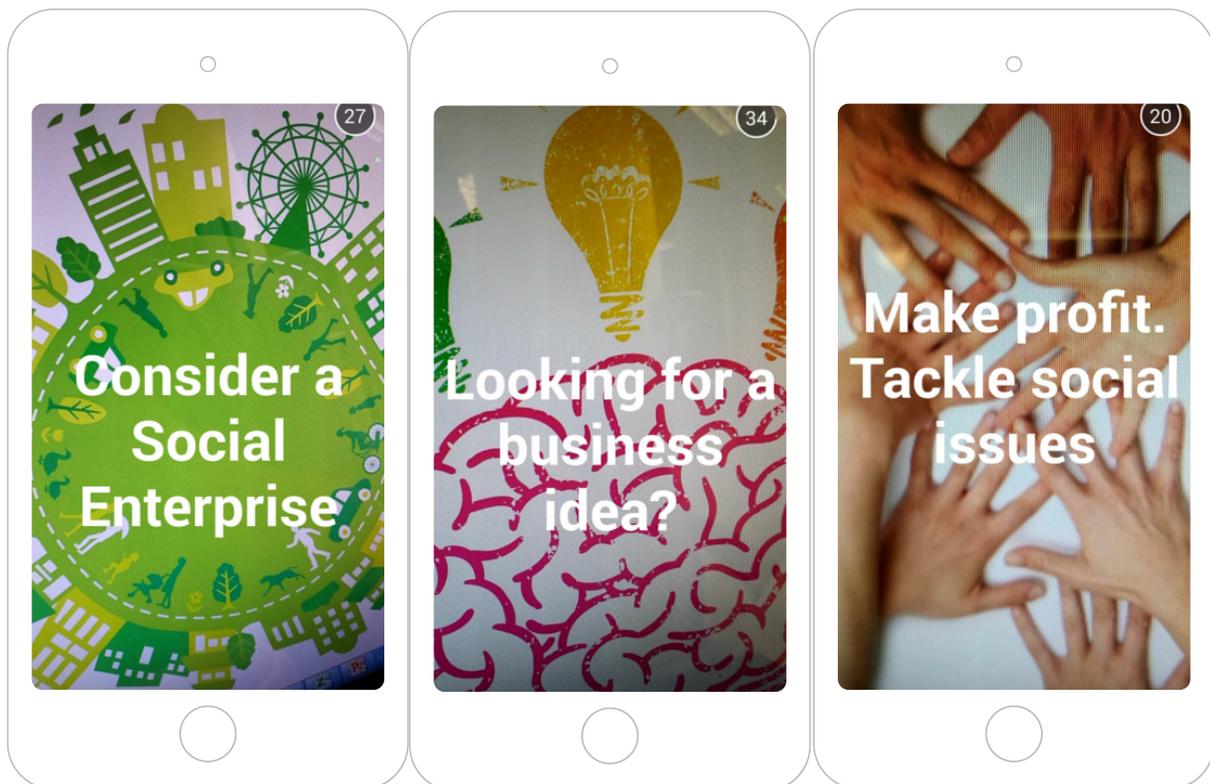
Our aim is to guide and inspire young entrepreneurs. We provide them with business tips and advice. Initially the idea was to share the best articles and tips through Snapchat, by posting a shortened url over the image. However, feedback from the users showed that they found this clunky and unhelpful. Snapchat doesn't support hyperlinks and followers found it too much hassle to type it into a search bar.

We use a variety of events and images. A focus is during Trade Fair events, so we can share ideas with our followers. We takes a lot of Snaps and pictures to use. In the lead up to events and deadlines, we'll share business, development and marketing ideas.

A number of local businesses enjoy supporting Young Enterprise and send through their advice or creative ideas. Sometimes this would consist of a leaflet Snap, which young people can save on their phone and use for reference.

For example, over the summer Generation Innovation were running summer internships. We snapped an image of the leaflet and young people were able to screenshot the image and refer to it later on.

We don't use the desktop feature, and typically use a phone, or iPad. Although Snapchat now has the Discover feature, the majority of businesses don't have the opportunity to be supported by it. This means that you're restricted to using the app as a normal consumer. You can't use it like you would use HootSuite (for example) to allow a team of people to build and release content.



Have there been any stumbling blocks to using this platform?

The fact that Snapchat is photo only platform, is tough because we want to be able to share links along with our images. We tried putting short links as text, but the audience didn't appreciate it! So now we stick to just photographs, it feels quite limiting at times, but essential is a platform to have some fun on, so fun photos are more engaging than articles.

Do you have any advice for other charities seeking to use it/ lessons you've taken away?

Snapchat is best used as a way to connect with young people. If that is your audience, then by all means see if the platform will fit into your social media strategy. Otherwise, research your audience, find out which channels they use and be there for them.

Q&A - Muslim Aid

Sabir Ahmed from Muslim Aid shared his thoughts on using Snapchat. Muslim Aid is an Islamic humanitarian organisation aiming to relieve poverty and develop sustainable solutions for communities and individuals.



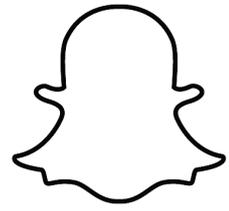
Muslim Aid is very new to using Snapchat, having set up their account in September 2015. After only a few weeks, and around 30 followers, Sabir was impressed with the response they've received. "This app fits in with our social media strategy very well, as we are trying to raise awareness and connect with a younger audience who may or may not volunteer with us, to better engage with them."

My Story is the most used feature of Snapchat. Muslim Aid prefers to focus on their volunteers in action, as well as promoting their events. This Snap shows people holding branded bags after one of our events- Sabir glimpsed these on his lunch break.

Initially, there were some teething issues. Muslim Aid had been using an iPad for their social media on-the-go at events. However, they had problems with the app's compatibility and switched to using a Smartphone instead

"We would highly recommend getting your charity onto Snapchat, purely because the new generation are moving away from the likes of Facebook, and immersing most of their time on apps like Instagram and Snapchat. It is a great way to engage with a wider audience, and it only takes up a few seconds of your time. Oh and it's fun!"

Non-Profits Who Snap: Case Studies

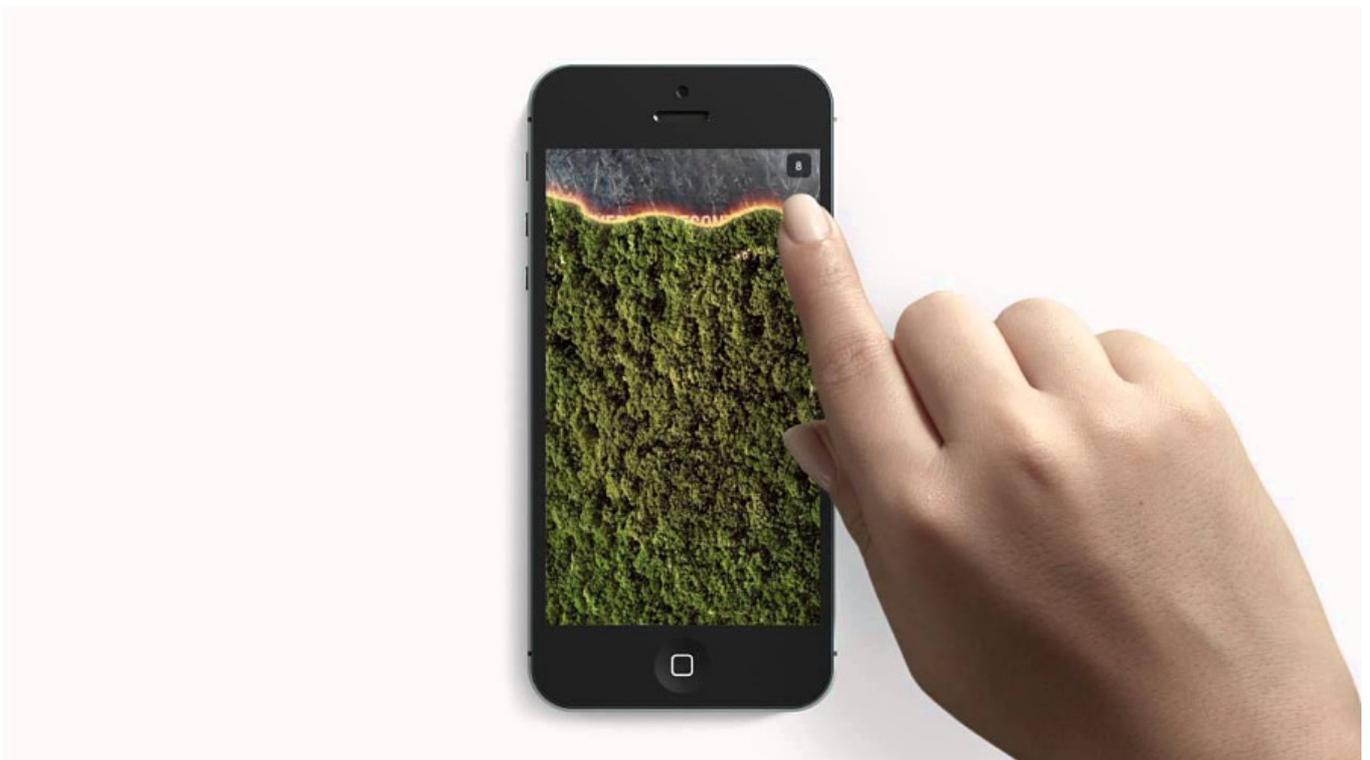


Check out these Snapchat campaigns from larger non-profits. There's a lot you can do - and you don't need a big budget either

OndAzul - Nature Snapfacts

Brazilian environmental NGO, OndAzul harnessed the fleeting nature of Snapchat. OndAzul shared 10 second Nature Snapfacts - with their followers. Teens who opened their Snap would catch a fleeting glimpse of natural beauty before being destroyed by man-made hazards.

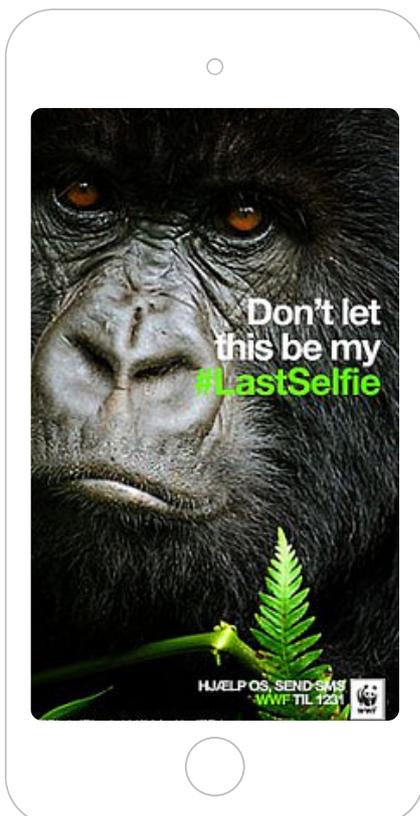
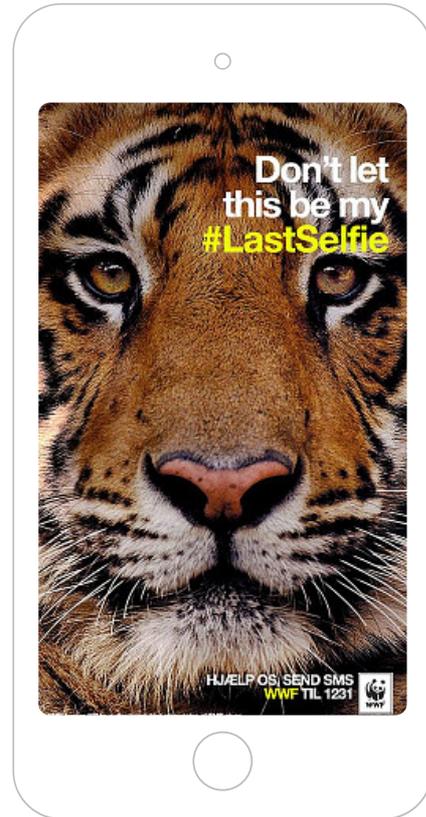
Their effective campaign on the delicate health of the planet is a successful example of what is possible with bigger budget- they hired an agency, NBS for the design of their Snaps.



WWF #lastselfie

WWF's Danish branch exploited the fleeting nature of Snapchat to emphasise the speed that endangered species could disappear. Each ad featured one of five endangered animals with tagline "Don't let this be my #lastselfie."

The campaign draws on the popularity and pervasiveness of the selfie in popular culture—particularly for younger demographics. Users were encouraged to snap and send the image to their friends, a sober image to raise awareness of the issue.



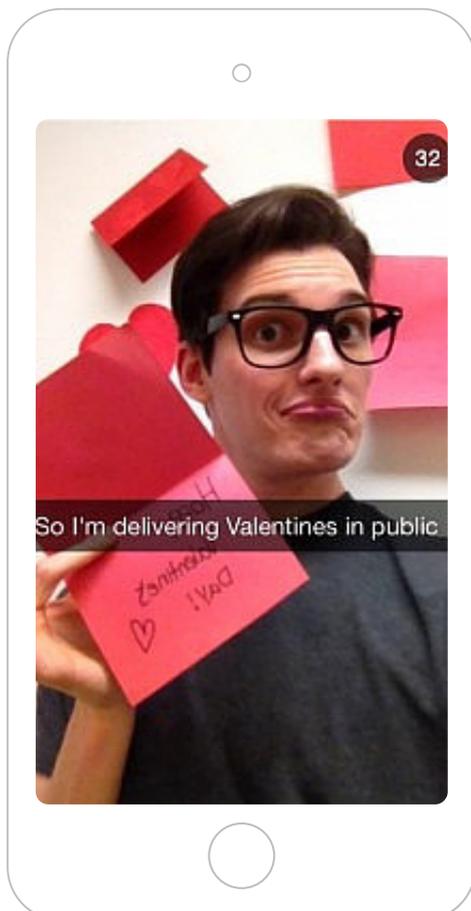
"In a way Snapchat is a mirror of real life. The images you see are transient, instant, unique, yet only live for a few seconds. Just like these endangered animals," a video for the #lastselfie campaign reads.

WWF worked with agencies UncleGrey and 41? 29!

DoSomething.org - Would you Rather

DoSomething.org is one of the largest non-profits for teens and young adults in the United States, connects 13-to-25 year olds through a wide variety of social causes. It didn't take long for DoSomething.org strategy leaders to realise that Snapchat users fall within that exact age demographic.

Through clever snapping that appeals directly to their target demographic, this non-profit has a strong Snapchat following. How do they do it? By creating charismatic Snapchat stories, DoSomething.org has been able to connect with and keep their followers. When Mashable asked how they'd been so successful, Colleen Wormsley and Bryce Mathias responded: "When we make interactive Snapchat stories, we ask ourselves, "How ridiculous can we be? How much fun can we have?" Recently, we've been experimenting a lot with interactive Snapchat stories and cross-platform engagement. All of DoSomething's campaigns have an SMS text message component, since text messages have a 97% open rate and it's one of the best ways to reach teens."



Check out their Snapchat story. Snappers were asked to text in keywords to vote for different dates for Bryce to go on. Voters were then encouraged to take part in their Would You Rather Campaign.

RNLI - A Day as a Lifeguard

RNLI trialled sharing live photo and video footage in August 2014. Snaps included beach safety advice, recruitment information and a question and answer session with a lifeguard on the beach.

They aimed to communicate at closer and more personal level with their younger supporters. Emily Pykett, their Social Media Manager explained “The RNLI has a long history of communicating innovatively with supporters – holding the first ever charity street collection in 1891. Social media is an important way for us to have conversations with our supporters and Snapchat allows us to connect with younger users. By providing engaging content on a channel that is relevant to them, we hope to raise awareness of our lifesaving work.’

The RNLI has since held competitions, shared coastal safety advice and stories of their volunteer lifeboat crew on Snapchat.



Dos and Don'ts- how to ensure your Snapchat campaign is a success



It's so easy to go right

There are so many possibilities when it comes to making Snapchat work for you. Be creative! Feel free to experiment with new ways to communicate with your target audience. Just have a go. It's suited to the kooky and the inventive- but isn't restricted to it. So you can share an image's worth of key info- an invite to an event, some fundraising ideas; whatever you fancy.

This chapter gives you some general Do's and Don'ts to help you avoid any basic or fatal errors that you might easily make. Pay particular attention to the account set-up Don'ts.

Dos

- Make your username specific and personal. It's an intimate, personal way to connect. Don't mess it up by making your name impersonal. And try to make it similar to your Twitter handle.
- Set up a Snapchat account, **EVEN IF YOU DON'T USE IT**. This is the only way to guarantee you'll be able to use the name of your organisation. You may fancy switching to Snapchat further down the line only to find that you've got to pay a mint or go through the courts to get the name you want.
- Make a snapchat-specific email address.
- Use the MyStory Feature. There are a large number of reasons for this including, but not limited to: Child Protection policies and; engagement rates. Once your friend list starts to grow you won't want to have to select individual snaps.
- Experiment. Do 2 second videos work better than 10 second ones?
- Use the seen-by features. Work out what snaps are doing well and amend your strategy accordingly.

Dos

- Have a plan. Sure, Snapchat is a great way to stay informal and fun, but to keep people coming back again and again you need to ensure that your content is something that's going to interest them. Young Enterprise NI demonstrates this perfectly. Although they may only have 100 Snapchatters, 70% of them look at ALL their Snaps. Alastair makes sure the Snaps are going to help support, develop or guide the young entrepreneurs; they aren't hit with tons of posts that won't interest them.
- Build a relationship. Let the character of your organisation come across in your Snaps. This might mean that only one or two of your communications team have access to the account. Or that you include stakeholders in your snaps when you can.
- Do consider creating narratives for your Snaps. The MyStory feature was created for this purpose. You'll get people keen to see all your snaps to get to the end of the story. It's very easy to insert a "Call to Action" and explain WHY it's important. The MyStory features are particularly useful for the non-profits as it goes beyond the one-to-one limitations of the original Snapchat. The one-to-many broadcast mechanism is familiar to brands who reach out the thousands of followers at once - Twitter, Facebook, Instagram. It also bypasses concerns you might have around privacy and child-protection.
- Do personalise your ghost. It used to be that any manipulation of the ghost element made the image unreadable, but after the latest upgrades, selfies, gifs and other images can now be added.

Don'ts

- Don't be naive about security. We all know of people and organisations who have been hacked. Try to avoid this with tight software security and strong passwords. If your account is hacked, any content could be released and as the Snaps are so short, you may not have a way to work out everything that's gone out.
- Remember that Snapchat isn't a great fit for most demographics. It is primarily used by younger demographics (under 24) who own a smartphone and have a good data package/ reliable access to Wifi. Think about whether that is really your target audience.
- Try not to treat Snapchat like other platforms. What you share on Twitter and Facebook should vary a little from the content of Snapchat. Don't just snap for sake of it. It's easy to fall into the trap of churning out uninteresting, weak content. Ensure your snaps have entertaining or informative content - this should be the priority, rather than trying to meet a quota.

Building your following may be a challenge. Unlike other platforms, there isn't the same ability to share and like posts. On Facebook a user might see what other friends have shared or liked, this acts as an endorsement. So, to build a following, you should invest in some multi-platform promotion. Make it obvious on your website and your promotional materials that you use Snapchat. This investment in time should reward you with followers who will, hopefully, spread the word.

Measuring your success on Snapchat is a little different to the ways you track engagement on other platforms. Snapchat hasn't developed a set of analytical tools just yet. However, as the platform is growing and becoming a little more brand-friendly, this may be possible in the near-future.

When using Mystory, keep track of the number of views in the Story screen. You can then very easily chart the number of views, against the number of followers you have. Encourage followers to take screenshots of vital information. This could be for upcoming events, or for part of a fundraising campaign. Listen out on other platforms. If something's going well on Snapchat, you'll likely be able to track this on Twitter or Facebook.

**be good
be social**

If you've got any questions about the guide or if you would like support with your charity's social media presence, get in touch with
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