@ S T E P H E L L E N C H A N

SNAPCHAT VS INSTAGRAM STORIES

T H E   G R E A T   D E B A T E

S O C I A L S H A K E U P

SC & IG

Compilation of snaps or slides that someone has posted within the last 24 hours. This compilation helps to tell a "story", so what story are you trying to tell?

SNAPCHAT

- Disappears in 24 hours
- 10 seconds per snap
- Filters, emojis, stickers, links, text
- Film and upload directly from the app

INSTAGRAM STORIES

- Disappears in 24 hours
- 12 seconds per slide
- Filters, emojis, stickers, links, text
- You can upload photos and videos from any time

👻 SNAPCHAT

PROS

- Millennials were our core audience from the start, we are able to be more liberal in our goofiness and fun
- Embed hyperlinks via chain-link button
- Truly raw and real-time social media

CONS

- Snapchat's photo and video quality is not as sharp as IG
- Have to find organic followers
- No follower data
- Self-collection of data
- No Live capabilities

📷 INSTAGRAM STORIES

PROS

- You already have a follower base
- Tag your location and friends
- Upload window is any time
- Utilize HQ images
- Text can have different colored backgrounds
- Embed hyperlinks
- Provides metrics within its app
- Instagram Live & polling

CONS

- No geofilters
- Not as many sticker choices
- Can't control how long your slide stays up

SNAPCHAT METRICS

We collect metrics and create a spreadsheet so we can get:

- Total unique viewers
- First snap views
- Last snap views
- Total views on all snaps
- Average view per snap
- Completion rate
- Screenshots

Delmondo: Snapchat analytics tool that collects key metrics daily

Mishguru: A platform where you can post content, keep track of metrics, and schedule posts

Snaplytics: Tool that gives you followers, average opens, percentage of open and completion rate

INSTAGRAM METRICS

Metrics can be found in the app itself, saves for 2 weeks

Gives you demographics on your follower's age, gender, location

Metrics in the app itself:

- Impressions—Add up every view on each post
- Reach—How many unique accounts viewed any part of your story
- Completion rate—How many watched beginning to end
- Taps forward—Going to the next post before finishing the last slide
- Taps back—Can be seen as replay count

INSTAGRAM METRICS

- Link open—How many opened your hyperlink
- Replies—Number who responded
- Swipe away—How many people swiped out of your story altogether
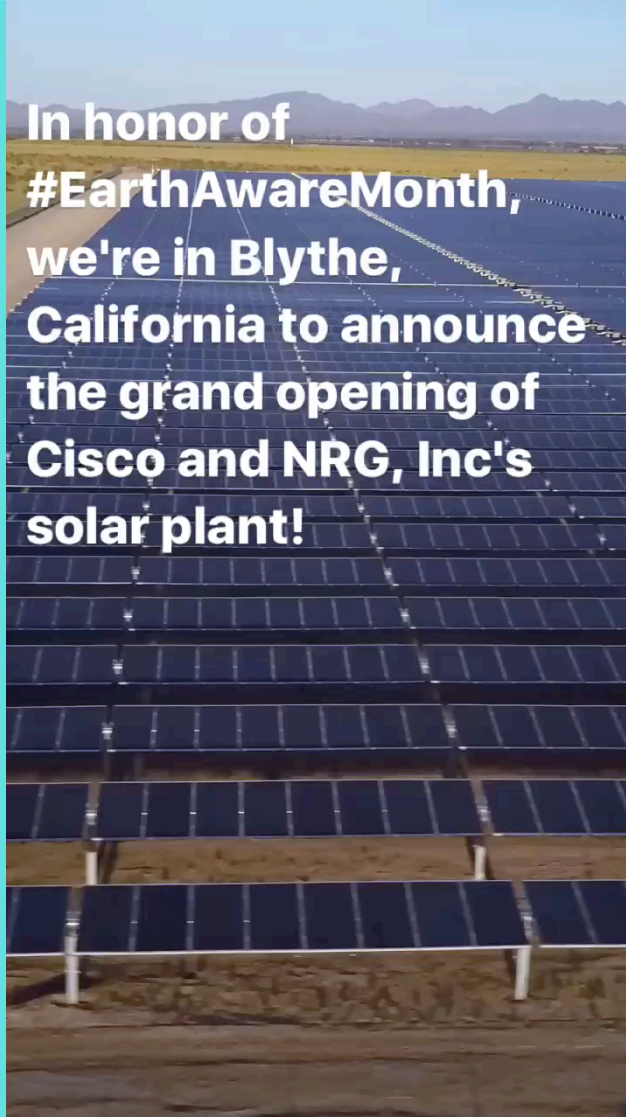- Exit—Number of people who left story by swiping left/right or out

EXAMPLES
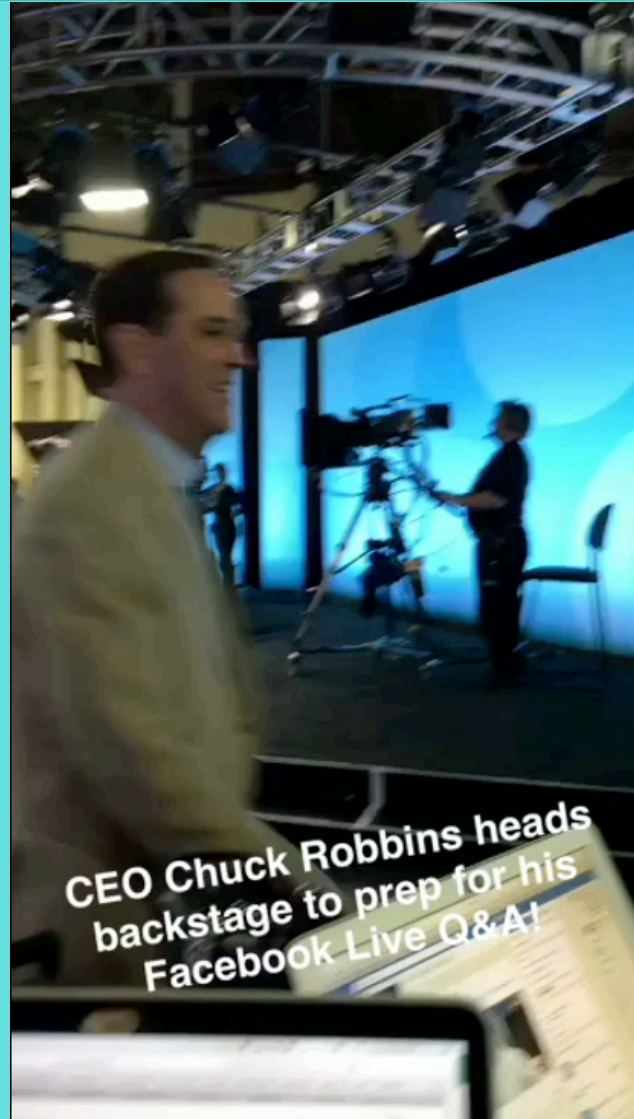
CEO Chuck Robbins heads backstage to prep for his Facebook Live Q&A!

EXAMPLES

In honor of #EarthAwareMonth, we're in Blythe, California to announce the grand opening of Cisco and NRG, Inc's solar plant!

HOW WE DO IT

- Research
- Outline
- Storyboard
- Execute... and be flexible!
- Collect metrics
- Evaluate what's working

The judges are listening to the final presentations via Cisco Telepresence.

HackIT VIII
THE FINALS

In The News

Snapchat's next trick: More dancing hot dogs, but as ads

Snapchat to launch augmented reality art platform

You'll soon be able to post Instagram Stories to Facebook Stories

Instagram Stories break free of the app and hit the web

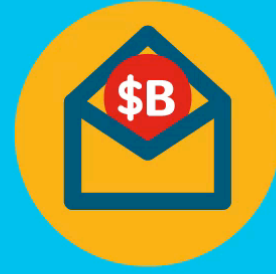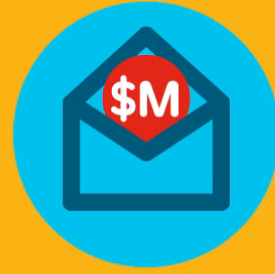Instagram's new stickers let you add polls to your Story

Mashable

BEST PRACTICES

Tip 1: Make sure your story has a purpose – include a call to action to increase engagement

Tip 2: Plan ahead by outlining your visuals and copy

Tip 3: Explore the different features of the text including size, color and layers

Tip 4: Make sure your images are HQ and visually appealing

Tip 5: Short and simple is key – keep your story to 5-6 slides

BEST PRACTICES

Tip 6: Ask a question at the end of each story and keep track of replies

Tip 7: See which stories had lower than average exits on the first post

Tip 8: Take advantage of the sticker features: Use the location and hashtag stickers to reach a broader audience

THANK YOU!