



# Social Media Toolkit

This toolkit identifies social media platforms, including Facebook, Twitter, Instagram, Snapchat, and blogging, for your library to consider using to connect with your audiences and share your messaging. As you move through the toolkit, you'll be able to identify which channels make the most sense for your library when considering resources and communication goals.

Social media is an integral part of how the world now communicates – touching the lives of your patrons, partners, and community leaders. Your voice and participation on social channels is key to ensuring Idaho's libraries are thought leaders in the digital space.

Example posts are customized to an extent but each message should be adapted to fit the platform, audience, and context of the situation.

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## SECTION 3D: SNAPCHAT



### What Is It

Snapchat is a photo and video sharing app for users to send messages that disappear after viewing and watch stories that exist for only 24 hours. Users connect with friends, family, and celebrities and influencers to watch abbreviated snapshots of people's daily lives.

### Users

- 50+ million daily active users (as of March 2017)<sup>1</sup>
- Over 10 billion videos are watched per day on Snapchat
- On average, users spend 25-30 minutes a day on Snapchat
- 60% of daily active users create Snaps every day
- Over 400 million Snaps are sent every day<sup>2</sup>
- Snapchat is the most-used social media platform among 12 to 24-year-olds (as of March 2016)<sup>3</sup>
- 86% of Snapchat users are 34 or younger (as of March 2016)<sup>4</sup>

### Why People Use It

Snapchat is popular with younger audiences because it provides a platform where they can share moments throughout their day with friends and family without the pressure of having the perfect photo or video living on their profile indefinitely. Snapchat's entire platform is built around content that disappears quickly, either after being viewed (in the case of Snaps) or after 24 hours (in the case of Stories). It's also been said that the Snapchat phenomenon created the vehicle for millions of users to define themselves through the content they post.<sup>5</sup>

Snapchat also incorporates filters for selfies that are now prominent among younger generations and geofilters for users to highlight where they are at in the moment. A geofilter is only available to users physically in the designated area and are common elements in Snaps and Stories because they allow users to show off where they're at, from attending a local event to a culture-filled European vacation.

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<sup>1</sup> "Advertising on Snapchat." Snapchat. <https://www.snapchat.com/ads>. Retrieved March 9, 2017.

<sup>2</sup> Morrison, Kimberlee. "Snapchat Is the Fastest Growing Social Network." Adweek. <http://www.adweek.com/digital/snapchat-is-the-fastest-growing-social-network-infographic/> Retrieved March 10, 2017.

<sup>3</sup> "The Infinite Dial 2016." Edison Research. <http://www.edisonresearch.com/the-infinite-dial-2016/> Retrieved March 10, 2017.

<sup>4</sup> "How Snapchat Demographics Are Shifting in 2017: Mediakix." <http://mediakix.com/2016/06/snapchat-demographics-infographic-statistics/#gs.13soNpY>. Retrieved March 10, 2017

<sup>5</sup> Stein, Joel. "Snapchat Faces the Public." Time. <http://time.com/4688214/snapchat-faces-the-public/>. Retrieved March 10, 2017.

## Pros

Short, digestible videos and photos that last no longer than 24 hours leave room for creativity and innovation in sharing experiences. The time limit on content creates a sense of urgency, encouraging users to check the app daily to not miss anything and avoid FOMO – Fear of Missing Out.

Best for:

- Visual content
- Short, digestible content
- Creating a sense of urgency
- Connecting to young audiences
- Vertical content – vertical videos are watched nine times more than horizontal videos on Snapchat<sup>6</sup>

## Cons

A limited audience that is largely under 35. Instagram and Facebook now offer their own versions of Stories and are direct competitors with larger and broader audiences.

Wrong for:

- Text-heavy posts
- Information that needs to be shared in more than a few videos or images to get the point across
- Audiences over the age of 35

## Engagement

Snapchat's user database is not user friendly when searching for friends or brands to connect with. The easiest way for people to know you're on Snapchat and quickly find and add your account is to share your username or an image of your Snapcode (the profile image that can be read like a QR code) on your other social media channels.

## Measuring

The lone analytics metric Snapchat provides for Stories is unique views. While a Story is active – remember that Stories only live for 24 hours – you can see how many people have viewed each post in a Story. From this metric, you can determine 1) unique views, 2) screenshots, and 3) completion vs. drop-off rates.

## Time Commitment

A successful Snapchat campaign requires posting new content regularly to train your audience to check back regularly for updates. Account administrators need to be aware of when content will expire to check analytics before they also disappear.

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<sup>6</sup> Fontein, Dara. "The Top Snapchat Statistics You Need to Know for Business/" Hootsuite. <https://blog.hootsuite.com/snapchat-statistics-for-business/>. Retrieved March 9, 2017.

## **Suggested Post**

- Share glimpses of new technology at your library through a few photos and videos on your Story. Start with an introductory photo or video to explain what people are about to see or learn and follow it with 3-4 more posts highlighting interesting features and benefits that encourage your audience to visit the library and learn more. It's best if someone who is comfortable on camera can be recorded talking about the new equipment, but you can also use short amounts of text to explain each post in the Story.

## **How**

### General Guidelines:

- Embrace mobile: Posting to Snapchat requires using the mobile app for the platform.
- Stick to Stories: Your library should post all content to your Story so it's visible to all your followers.
- Use vertical visuals: Keep the display of content consistent and avoid people swiping out of your Story.
- Take advantage of filters: You can enhance your Snapchat content with filters, geofilters, and stickers. Use these strategically to add context to your post and make it fun without distracting from your message.

*How to Create a Snapchat Account for Your Library*

1. Download and open the Snapchat mobile app.
2. Click Sign Up and enter your name.
3. Enter your birthday.
4. Choose a username. Aim for a username that is short in length, memorable for your audience, and consistent with your library's other social media usernames.

The image contains two side-by-side screenshots of the Snapchat sign-up process, each enclosed in an orange border.

The left screenshot is titled "What's your name?". It features two input fields: "FIRST NAME" and "LAST NAME". Below the "LAST NAME" field, there is a line of text: "By tapping Sign Up & Accept, you agree to the [Terms of Service](#) and [Privacy Policy](#)."

The right screenshot is titled "Pick a username". It includes the text "Your username is how friends add you on Snapchat." and an input field labeled "USERNAME". A refresh icon is located to the right of the input field.

5. Set your password.
6. Verify your account.

### How to Post a Snapchat Story

1. From the home screen, point your camera at the scene you want to capture. For a photo, press the large circle near the bottom to take a shot. For video, press and hold the circle to capture up to 10 seconds of video.
2. Once you have your image or video, you can swipe right or left to add a filter or add stickers, writing, or text with the options in the top right of the screen.
3. Click the blue and white > symbol to add to your Story. The image or video will be visible for 24 hours.

