

# SNAPCHAT FOR NONPROFITS



Using Snapchat to Drive Social Change. Snapchat has close to [178 million daily active users](#), who use the app on an average of more than [25 times per day](#). Snapchat is a mobile social media app that allows users to send short-lived photos and brief videos, called “Snaps,” to followers. It is an extremely visual and highly customizable platform that can turn small moments into a shareable story.

## Why Use Snapchat?

If you have a lot of visual content you would like to share, or if you frequently engage with your audience at in-person events, Snapchat may be a good fit for your organization. When considering any new social network, you need to determine if the platform will serve your strategic goals. Start by asking: Who are your target audiences, where can they be found and what do you want them to do?

The [Spitfire Smart Chart®](#) helps you think through these questions and determine whether Snapchat fits into your overarching communication strategy. Snapchat is a great way to make audiences feel connected to your cause when they can't physically be there. For example, you can post a collection of videos or photos of volunteers, bring your issue to life by showcasing on-the-ground activities or make special announcements of upcoming events.



## Who Uses Snapchat?

Snapschat is most popular among younger demographics, with more than 78 percent of users under the age of 25 and nearly a quarter of them are high school-aged or younger. With 191 million people using Snapchat every day, this platform now surpasses the number of daily active users on Twitter. Statistics around how often users engage on the platform are staggering, averaging 18 visits daily and watching a total of [3.5 billion videos per day](#).

Snapschat is ideal for organizations looking to target younger audiences with 85 percent of daily users aged 18 - 34. In fact, Snapchat is so [popular with young adults](#) that 70 percent of 18- to 24-year-olds in the U.S. are already on the platform.

Individuals aren't the only ones using the app – more brands, businesses and public figures use Snapchat than ever. Nonprofits also are finding effective ways to use Snapchat. As a part of their #BringBackOurChildhood campaign, [UNICEF used the platform](#) to bring attention to the plight of 800,000 children in Nigeria who were forced to flee their homes as a result of conflict with Boko Haram. The organization partnered with leading Snapchat artists to tell the stories of the children who were displaced by violence in their region. UNICEF encouraged other users to share visuals about what they would miss about home, if they were forced to leave.

## How Does It Work?

Snapschat allows users to send a picture or a video – referred to as a “Snap” – to one or more of their friends. Snapschat offers two options for distribution: A Snap can be shared as a direct message to one person or group or it may be broadcast to all of your followers through the “My Story” feature.

On Snapschat all content is short-lived and has time constraints for when and how often it can be viewed. If you're using the “My Story” feature, as most organizations should, your followers can view your Snaps as many times as they want within 24 hours of posting. If you choose to send direct snaps, the content will disappear automatically once it has been viewed.

## Connecting With Your Audience

Once that you decide Snapschat is a good fit for your organization's digital strategy and create an account, you can start following users and begin to develop an audience of your own.

You can drive followers to your new Snapschat account by promoting it on your other platforms. Posting exclusive content on Snapschat about contests or giveaways is a good way to incentivize people to follow you and view your Snaps and Stories. Snapschat has its own form of QR codes that make adding accounts simple; users can scan Snapscodes with their phone. Many organizations change their profile pictures on existing social media accounts to this icon so that followers can add.

To attract and keep followers on Snapschat, your content should be visually appealing. You can enhance your organization's Snaps by adding text captions, Geofilters, Snapschat Filters and Lenses and other creative editing tools that appear along the right of your screen when editing. The most engaging Stories on Snapschat use a combination of photos and video to get a message across.

Many organizations on Snapschat make use of the platform's Geofilters to highlight an event, protest or other location-specific gatherings. “These on-demand filters can help event attendees share the experience with their followers or drive awareness of an issue with Snapschat users in a particular area – like around the district office of a member of Congress.

In 2016, a coalition of environmental organizations used Snapschat to amplify their #ExxonKnew campaign. Creating a custom-designed Geofilter, #ExxonKnew targeting the location around Exxon's annual shareholder meeting, empowering protestors, reporters and others nearby to spread a consistent message to followers.

## Analyze and Listen

As with all digital platforms, evaluating how your audience is engaging with your content and whether you need to make changes to achieve your objectives is important. The Snapchat platform provides analytics in real time, but like your Snaps, the analytics disappear after 24 hours. You'll want to compare:

**Unique Views** gives you an accurate metric of how many people viewed each of your Snaps.

**Screenshots** is a of audience engagement that is unique to Snapchat: A large number of screenshots demonstrate that followers are interested in your content and want to keep or share it outside of the platform.

**Completion Rates** refers to how many viewers engaged with your story from start-to-finish, helping you identify which stories are resonating with your audience. Fall-off rates are also valuable to review as these numbers can show you where in your story people are losing interest.

**Time-of-day activity** tests show when your audience is most active. You should run several test Snaps at different times and days of the week and compare engagement metrics to identify which perform best.

**On-demand Geofilters** from Snapchat give you access to metrics about how many people used and viewed that filter.

[To collect and analyze your metrics](#) accurately over time, you'll need to pull data from the app daily or use a third-party analytics tool, like one of the following:

**Snalytics** automatically tracks open and tap-through rates and provides a feature to post content automatically to other social media platforms. (Free or Paid Version)

**Delmond** tracks performance metrics including number of views, time watched and account growth and offers connections to Snapchat influencers. (Free Trial or Paid Version)

Snapchat's [non-viral nature](#) continues to change the social media game and [nonprofits are finding creative ways](#) to use this platform to share stories about their impact, inspire new activists and build awareness of their issues.