



ALEC MCNAYR



MCBEARD



MY SNAPCHAT CONTENT



DEADPOOL



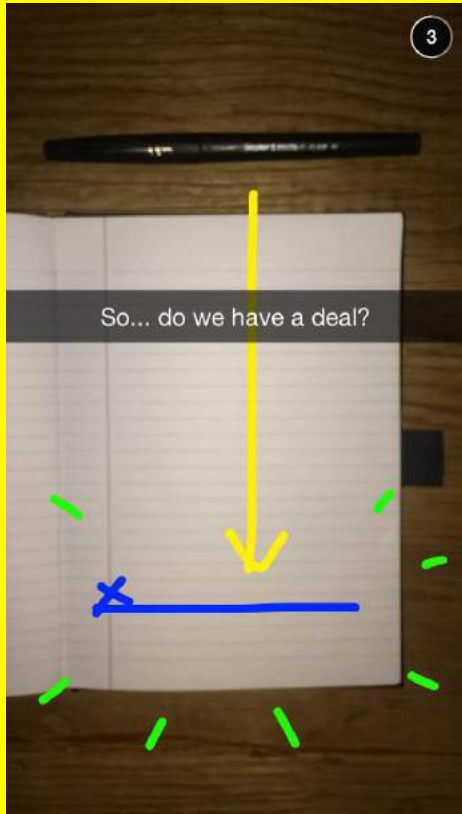
X-MEN



SECRET LIFE OF PETS



AT&T



MCBEARD

FULLSCREEN

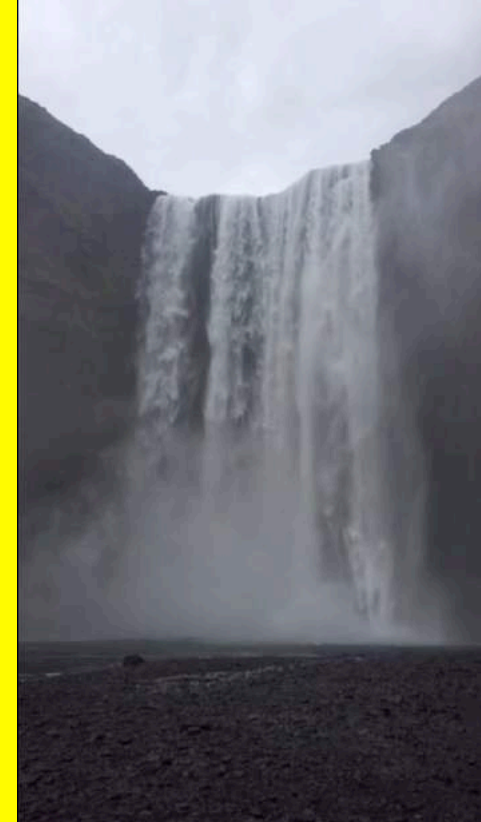




ROSS CLARK

sweet

SWEET



MY SNAPCHAT CONTENT

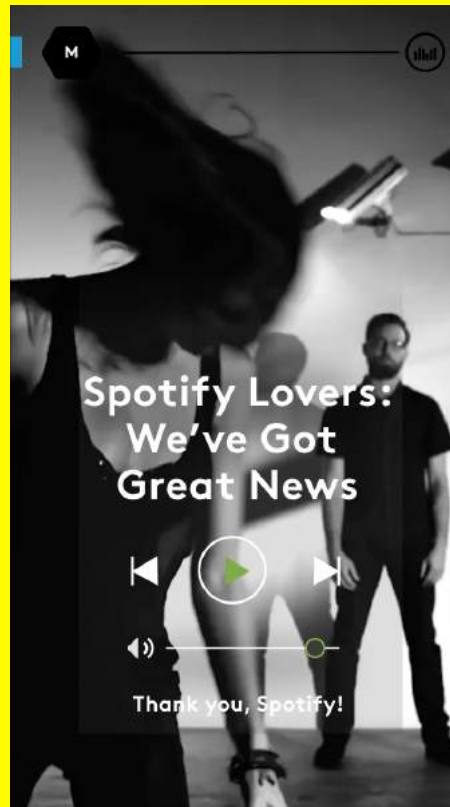
sweet



SNEAKER OF THE WEEK



HOW TO GET THE
BEST HANDWRITING



BEST NEW ON SPOTIFY



CHEVY

#1

**MOST
IMPORTANT
SOCIAL
APP
AMONG
TEENS**



SPRING 2016, PIPER JAFFRAY

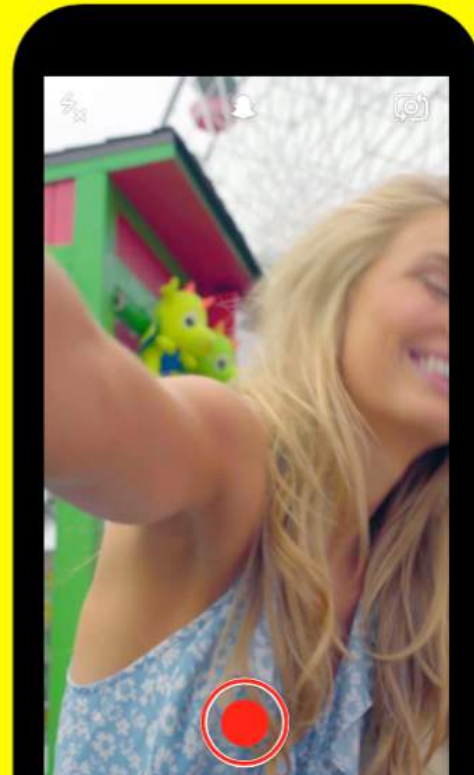
WHY IS SNAPCHAT SO POPULAR?



1. CREATING



We Start with
the **Camera**



CREATIVE



STICKERS



TEXT

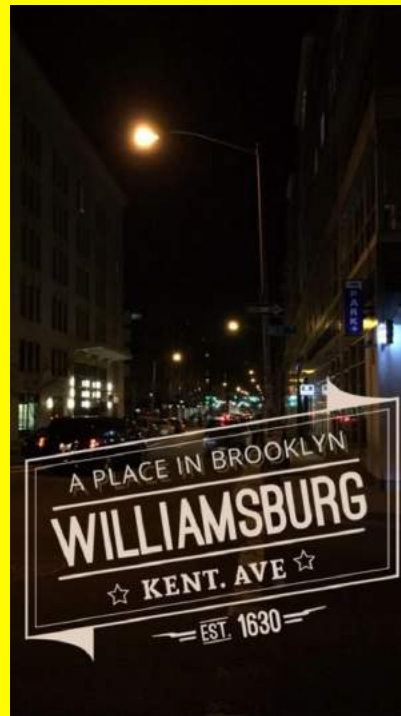


DOODLE

FILTERS



CREATIVE

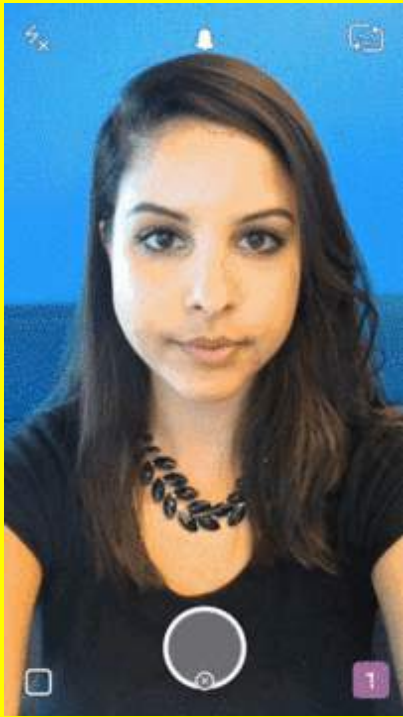


REGIONAL



SPONSORED

LENSES



FOCUS



STANDARDS



SPONSORED



FACE SWAP

MEMORIES



SAVE



FIND

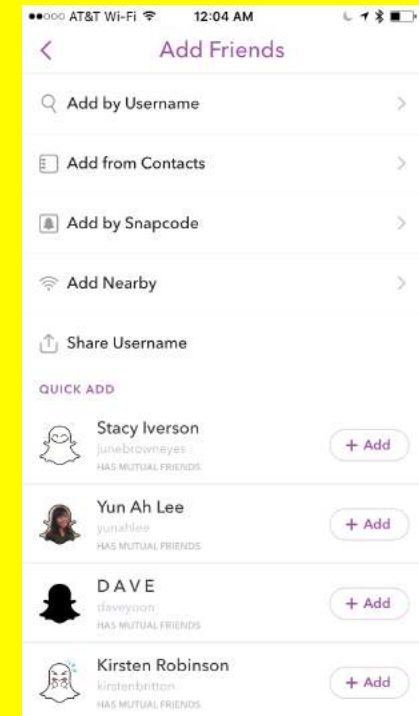
FOLLOWING



GHOST CODES



SETTINGS



ADD FRIENDS

2. SHARING

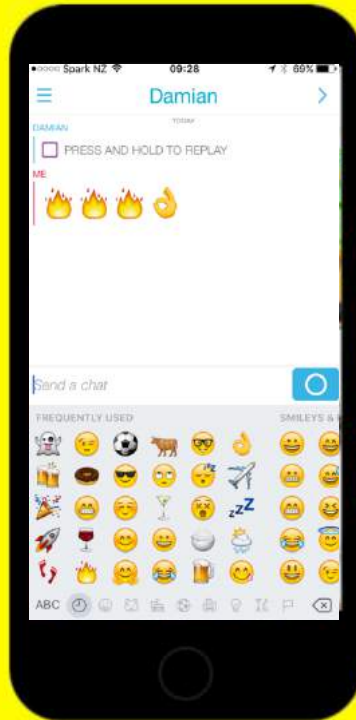


**SHARE WITH
ONE FRIEND**



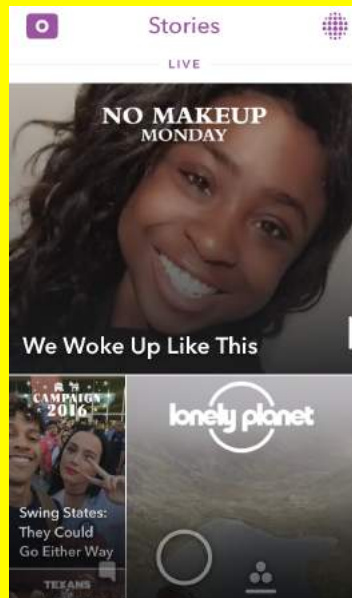
**SHARE WITH
MANY**



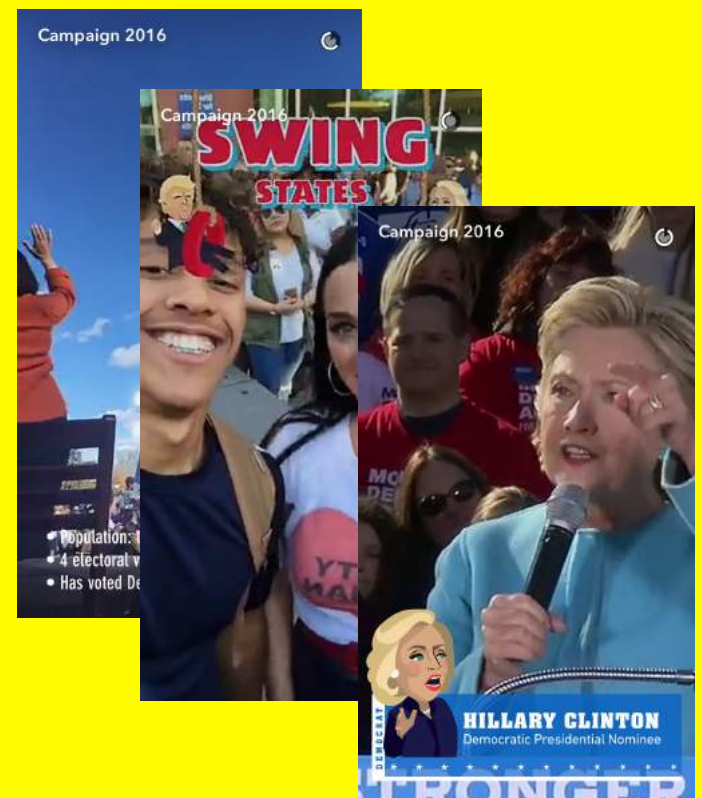


Live Stories Overview

LIVE STORIES



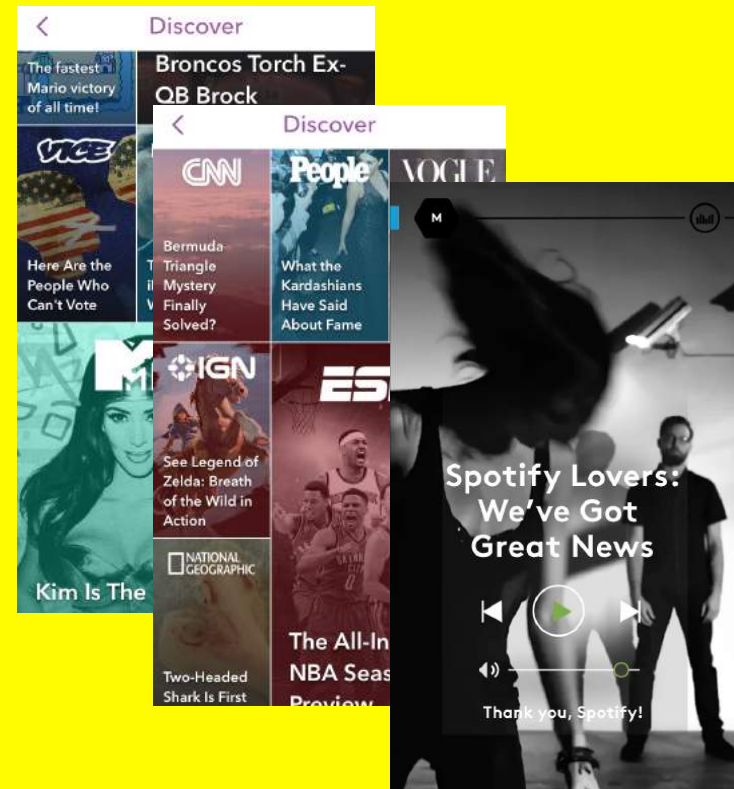
- A curated stream of user submitted Snaps.
- They tell stories from a community perspective.
- Users who are at the same location can contribute snaps to a Live Story.



Discover Overview

DISCOVER

- **Combines professionally-made and community-curated content on one platform.**
- **Curated content from top publishers that live on the platform for 24 hours.**



Shows Overview



Fast-paced, short form, high energy
video programs produced for the platform, told in
10-20 second chapters

Shows are original and exclusive to Snapchat



QUESTIONS?

ACTIVITIES

**1. MAKE A SNAP:
DOODLE, USE A LENSE, FILTER**

**2. FOLLOW A NEIGHBOR
AND CHAT**

3. SHARE A MULTI-STEP STORY

**4. FIND AND SHARE
DISCOVER CONTENT**

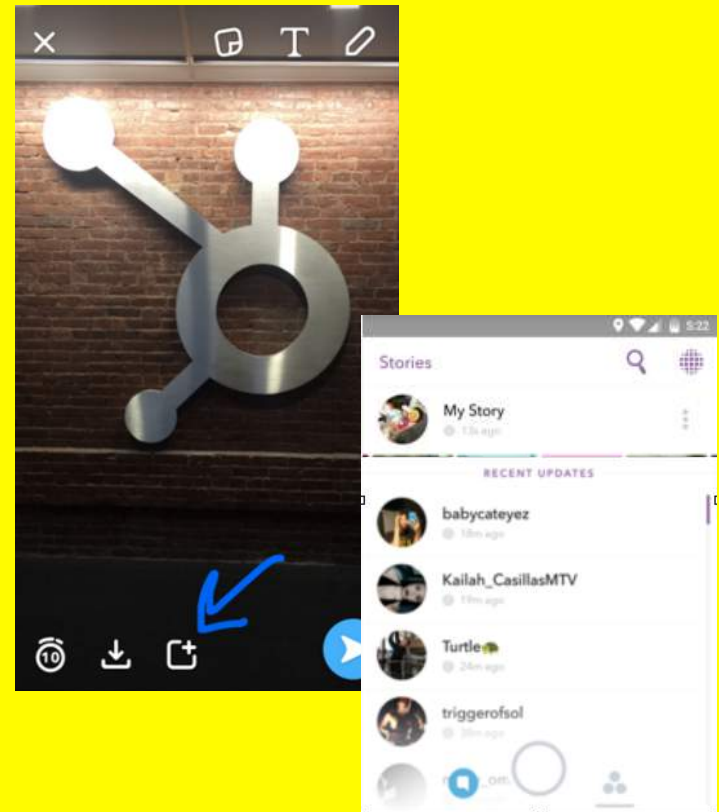
EXERCISE: SHARE YOUR SNAP

- 1) Take a photo or video.
- 2) Share it by tapping on the blue Arrow icon at the bottom right of your screen.
- 3) Snapchat will open your contact list. Select the contacts to whom you want to send the photo or video and then tap the blue Arrow at the bottom right of your screen to send.



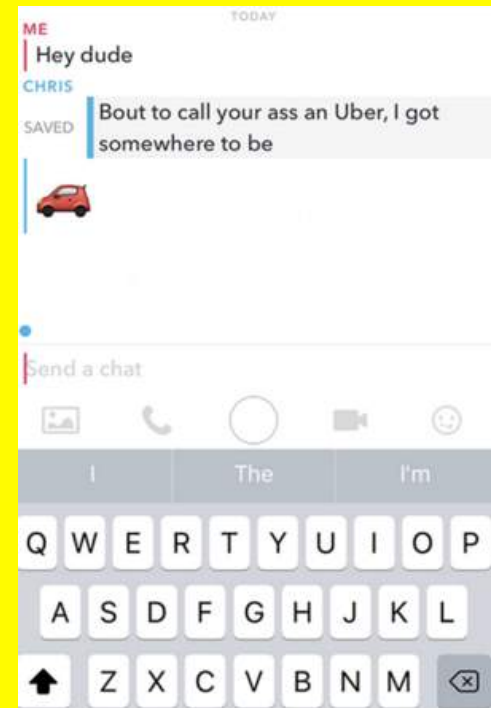
EXERCISE: CREATE A STORY

- 1) Take a photo or video.
- 2) Share it to your Story by clicking the Story Icon indicated below.
- 3) Tap Add.
- 4) Adding a snap to your Story allows friends to view your snap an unlimited number of times.
- 5) Add more snaps to your Story.



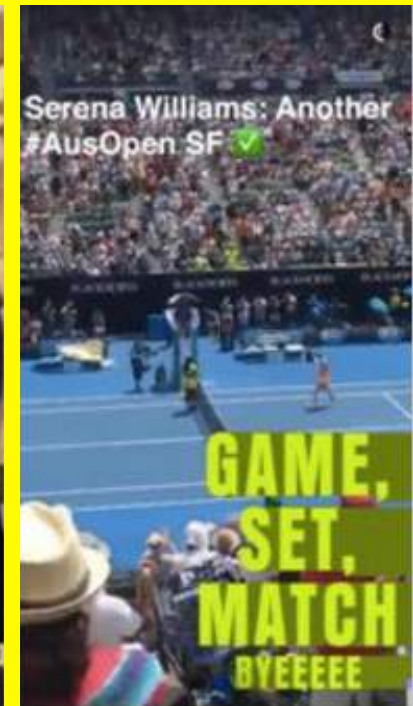
EXERCISE: CHAT WITH A FRIEND

- 1) **Swipe left on the camera screen.**
- 2) **Tap on the Chat icon in the top left corner.**
- 3) **Select a friend from your friend list.**
- 4) **Type your message and tap send.**
- 5) **You can also call, video call, or send a snap to your friends via Snapchat messaging.**



EXERCISE:

- 1) Swipe right or tap the Discover icon in the bottom right corner of your screen.
- 2) Watch one Live Story and comment on the nature of the storytelling on Snapchat.



EXERCISES:

- 1) Pick a piece of content on Discover and share it.
- 2) Pick a piece of content on Discover and comment on it.
- 3) Subscribe to Sweet and one another Discover Channel on Snapchat Discover.

