

Social Network



Facebook



Snapchat



Instagram

SURVEY:

Snapchat, Instagram, Facebook
in dead heat for student use



SNAPCHAT WINS BATTLE FOR REPEAT USERS

According to an online survey of 333 college and high school students conducted by SCG, a Parsippany, NJ-based advertising and public relations agency, about 95 percent of students say they use the three major social media platforms, but 88 percent say they use Instagram and Snapchat often, versus 81 percent for Facebook. Twitter trails on all fronts with only 66.6 percent reporting use and fewer than 50 percent using it often. Students report lower usage of Tumblr, YouTube, and Pinterest.

Snapchat wins the battle for daily use, with 78 percent saying they use the service daily, as compared to 76 percent for Instagram, and 66 percent for Facebook. Seventy-one percent say they use Snapchat more than six times per day, and 51 percent says they are on Snapchat more than 11 times per day.

Snapchat, Instagram and Facebook are in a statistical deadhead when it comes to college and high school students and the social media networks they use, but Snapchat and Instagram jump to a solid lead when it comes to how often they use them.

"Students – mostly GenZ – are spending about 11 hours per day in front of up to five different screens so it should be of no surprise that they are not married to just one platform," said Michael Cherenon, SCG's executive vice president for public relations. "Marketers and brand must be agnostic when it comes to platform. This means being open to use of several social media networks, often in unique ways."

When it comes to Snapchat, respondents say they are most interested in keeping in touch with friends (89.5 percent) and sharing and creating videos, images and stories (56.8 percent). A whopping 49.2 percent say they return to Snapchat daily simply to maintain a Snapchat streak.

"More than half of Snapchat users say they would feel disconnected from friends if not for Snapchat, which speaks volumes about the relationship students have with the platform and their peer networks," Cherenon said. "Almost 25 percent indicated Snapchat is essential to their relationships."

Almost 90 percent of Snapchat users say they enjoy the GeoFilters, while 85 percent say they like the Snapchat Lenses. Students report little to no interest in ads that appear in stories.

There also is a high degree of interest in content, including "Real Stories or day-in-the-life," "Behind-scenes videos," and How-To videos. When asked about what brands or companies use Snapchat well, Cosmo, BuzzFeed and the Kardashians were cited most frequently.

"Brands would be wise to use the platform for storytelling, providing new and interesting perspectives, and for engaging in a thoughtful, interesting and meaningful way with students," said Cherenon. "Cookie cutter content will be pushed aside quickly."

FOLLOWING SNAP'S IPO, JURY STILL VERY MUCH OUT REGARDING LONG-TERM RESULTS

Snap, Inc. – the Los Angeles-based parent company of the Snapchat messaging platform – had its initial public offering on March 2, with an immediate result that was either quite good or disappointing ... depending on who you ask.

This lack of clarity isn't unusual with an IPO, and in the specific case of Snap, it seems to reflect and continue the debate that marked the months leading up to the offering. Essentially, there were two camps – one insisting Snap's best financial days had already passed, and another that envisioned opportunities for continued impressive growth.

Immediately after March 2, in commentary that appeared on Forbes.com, Yair Livne – who holds an Economics Ph.D. from Stanford – discussed two perspectives on the IPO. He noted that on the plus side, Snap ended up being worth 50% more on the day the IPO was issued than even the company and its underwriters had projected. In his mind, this demonstrates the overall market's bullish perspective on the company. Then again, Livne wrote, the IPO's mechanics were seriously flawed – with Snap likely leaving a huge amount of cash on the table by failing to employ an auction model to sell its shares.

Of course, as with any recent IPO, final determinations of success or failure remain in the future. Where Snap's stock will sit next year, or even next month remains to be seen, and social media utilities in particular have been hard to gauge. As an example, Facebook's value has increased by 250% since it went public in 2012, while Twitter's value has been cut in half since its 2013 IPO.

That said, experts – as reported in TheDrum.com – aren't shy about expressing opinions.

Mark Read, Wunderman's global chief executive, projects Snapchat as becoming the "media and social destination of choice" – while noting it still needs to figure out how to monetize its huge audience.

iProspect UK's Chief Executive, Stefan Bardega, says Snap will "deliver its goals over the next three to five years," provided it can "innovate at twice the speed of Facebook."

Marc Curtis, TMW Unlimited's head of labs, says Snapchat's primary challenge is "to not alienate its userbase by slowing down its drive to create new functionality and novel content types." Regarding whether the utility will survive, he predicts it is "here for the medium term at least."

Nestlé's Pete Blackshaw, the company's head of social and digital, cites Snapchat's significant "last movers advantage." By this he means that Snapchat has benefitted greatly by watching Facebook and Twitter, and taking lessons from what its rivals did right, as well as what they did wrong.

Clearly, there's a good deal of positivity out there.

But writing on LinkedIn, Jan Rezab, founder of Socialbakers, is far less positive. He cites an overall lack of transparency, fierce competition from Instagram and also Facebook, and a question about how truly committed those who download the app are as reasons investors should be cautious.

Writing on Zirra, Assaf Gilad expresses concerns about what he identifies as Snap's limited expenditures on R&D, its sluggish rate of revenue growth, and a general failure to make inroads with older users. These, he notes, add up to "a large number of risk points."



FIVE EFFECTIVE SNAPCHAT STRATEGIES FOR CORPORATE USERS

PRODUCT DEMONSTRATIONS

With 37.8% of survey respondents confirming they enjoy “how to” videos on Snapchat, it’s wise to leverage the platform’s natural spontaneity by creating “one take” instructional videos. The lack of editing and general refinement will actually provide a greater degree of credibility.

GEOFILTERS

For a very small fee, companies can utilize geofilters – location-sensitive stamps that make it possible to engage with users who are within a pre-specified geographic area. And with 89.4% of survey respondents indicating they find geofilters enjoyable and useful, this particular strategy is pretty much a must-do.

PERSON-OF-INTEREST TAKEOVERS

Takeovers – when a given individual, be they the company CEO, a celebrity, an athlete, or simply someone with an interesting perspective – becomes the focus of all content shared during a period that generally lasts from a few hours to an entire day. The key is to pre-plan all content in advance, to ensure that it confirms to specific goals.

FLATTERING LENSES

Of course, Snapchat offers a variety of lenses – and those that make users appear more attractive are particularly appealing. Of survey takers, 84.9% acknowledged they’re fans. Incorporating a company or brand logo, or possibly a highlight product, can even further enhance overall impact.

BEHIND-THE-SCENES PERSPECTIVES

Naturally, it’s desirable to provide content that a target audience finds intriguing. Employing Snapchat to offer unique, never-before-seen perspectives can attract significant interest from followers, while also attracting additional views.



HOW STUDENTS USE SOCIAL MEDIA

What platform is winning the war for college-aged consumers?

A survey of over 300 Millennials and members of Gen X, has provided insight into their social media reach, and what can be done to better reach them.

DAILY USAGE

78

PERCENT

of respondents said they use Snapchat on a daily basis

76

PERCENT

of respondents said they use Instagram on a daily basis

66

PERCENT

of respondents said they use Facebook on a daily basis

Of those who use Snapchat daily,

71% use it more than **6** times per day

51% use it more than **11** times per day

SOCIAL MEDIA STATS

FREQUENCY



88% of respondents said they use Instagram and Snapchat often



81% of respondents said they use Facebook often



Less than 50% said they use Twitter often

50%

said they would feel disconnected if not for Snapchat

25%

feel that Snapchat is essential to their relationships

90%

of responding Snapchat users enjoy its Geofilters

85%

of responding Snapchat users enjoy its Lenses

HOW IS SNAPCHAT USED?

89

PERCENT

of respondents said they used it to keep in touch with friends

56

PERCENT

of respondents said they use it to create and share content

49

PERCENT

of respondents said they used it to maintain Snapchat streaks



COSMOPOLITAN

IS THE TOP BRAND ON SNAPCHAT

according to our survey of over 300 Millennials and members of Gen X

COSMOPOLITAN was cited by survey respondents most frequently as the brand that does well on Snapchat. What are they doing that makes them so successful?

TARGET MARKET

Women between the ages of 18 and 49, student or professional, single or married.

CONTENT

Celebrities & Entertainment

Career

Parenting

Politics

College

Food & Cocktails

Sex & Relationships

Horoscopes

Tips/Advice

Relevant/Relatable

Health & Fitness

Beauty & Style



Articles are usually numbered and include an image/gif



Some content stands alone as memes or graphics meant to be shared with friends



Videos are used for how-to's

COSMO SNAPCHAT STATS

COSMO Discover stories are shared up to

1.2

MILLION times a day.

COSMO received

3

MILLION content views from Snapchat Discover in 2015.

Out of all Snapchat users,

72

PERCENT click through every COSMO Discover Story.

