



SNAPCHAT IN SPORT

HOW TO USE SNAPCHAT
#LIKEABOSS

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1. INTRODUCTION

1.1 What is Snapchat and how to use it?

Snapchat is a very simple real-time app that shows ‘in the moment’ experience. What is specific to this app is that your content (Snaps) will automatically be deleted 24 hours after it’s been recorded.

Snapchat is really simple to use. When you start your application, it goes into fullscreen mode. All you need to do from there is create Snaps on which you can write, draw, add emoticons, use filters, etc. You can create photos or videos (just hold the snap button for videos). It’s really a great platform for creative people, and if you have a lot of creative content, people will have no other choice but to follow you.





SNAPCHAT STORY

An integral part of Snapchat is the Snapchat Story, which displays a collection of videos and photos you have taken over a period of 24 hours, and can be viewed (and replayed) by friends.

All the Snaps you publish within 24 hours are saved in your Story. Stories are a day long slideshow inside Snapchat, and they contain photos and videos the user took during the last 24 hours. Nice feature is the ability to see a list of people who viewed or took a screenshot of any of your snaps throughout the day, but we will get to that later.

Why Millennials love Snapchat? Because there are no ads inside Snapchat (everything is based on content) and users can easily skip through Snaps that are less interesting with one tap on the screen (Millennials love to save time, and the growth of short videos on all social media platforms shows that). This way users can 'choose' what they want to see. For example, Facebook, Twitter and Instagram show you all the content immediately. Also, as the average person's attention span is getting shorter, Snapchat is becoming even more attractive to a wider audience.

Snapchat is attractive to its users because Stories are updated in real-time and unedited, which gives them a more personal approach to users. Content like this is loved by Millennials because they are engaged with content that isn't planned or staged.



FOMO PHENOMENON

Snapchat attracts users, especially Millennials, with **FOMO phenomenon**. What is this? It's 'The **F**ear **O**f **M**issing **O**ut on an interesting event that may currently be happening elsewhere', meaning users are regularly returning to Snapchat for more 'unique experiences'.

1.2. Snapchat dictionary

For better understanding of content within this eBook, we put together a list of terms that are mentioned throughout the book. Whenever you find a term you don't understand, please refer to this list.

Camera switch - from your home screen, you can flip between front and back camera by clicking on the Camera icon in the top right corner of your mobile screen.

Discover - It's a way to explore Stories created different editorial teams (currently 18). These stories are updated every day, and they will give you more value through content. To get to Discover, slide left on the Stories screen. Once you tap on any Story in Discover section, swipe left to skip through Snaps, or swipe up to find out more.

Drawing - You have the option of drawing on your Snaps as well. Once you've created a Snap, you can draw on it by clicking on the Pencil icon in the top right corner of your screen. Draw away and change colors based on your needs (color bar will appear under the Pencil icon).

Emoticons - You have the option of adding emoticons to your Snaps. Once you've created a Snap, you can add emoticons by clicking the Emoticon icon on top of your screen (refer to image in Chapter 1.1). You can choose as many emoticons as you want to 'decorate' your Snap. Once they are on your Snap, you can move them around and make them bigger or smaller (just hold an emoticon with one finger, and slide away from it with another finger, and vice versa).

Filter - you can put a filter on every Snap you take. More on types of filters later in the text.

FOMO - It's the acronym for 'Fear of missing out'. We've explained its importance at the end of Chapter 1.1.

Geofilter - is customly created by Snapchat users, and is based on geolocation. This can be any type of location, from a stadium or gym, to airport or a whole city. Application for geofilter goes through Snapchat. Once it is approved, anyone on that specific location can use that geofilter to 'decorate' their Snaps.

Lenses - To make this option available, switch to the front facing camera, and hold a finger on your face (on the mobile screen, of course). You will see a grid forming on your face, and many circles appearing in the bottom of your screen. From there on, slide through all the lenses and follow the on-screen instructions. Have fun!

10. OVERTIME TEAM

Overtime is an award-winning (Sporto 2015 Media Award) sports marketing company focused on helping sports clubs, associations, sports events, championships & individual athletes. We believe that quality content combined with an original approach can achieve great tangible results. Overtime is not an usual marketing agency. We are strategists, content creators, fundraisers, project managers and problem solvers. Our focus are digital communication, sponsorship activation and content marketing.
#ItsPossible

Authors:

Blumenschein Bruno
Palić Marijan
Tomić Alen
Vukušić Vedran
Žarković Tomislav

Contact us:

boss@snapchatsport.com

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