

# Social Media Nightmare

Or: Everything you wanted to ask about emerged platforms but were afraid to ask

Niki Sotiropoulou  
Digital Group Account Director, Publicis Greece

A young child with light brown hair, wearing a red long-sleeved shirt and blue overalls, is riding a blue tricycle down a long, brightly lit hallway. The child is facing away from the camera, looking slightly to the left. The hallway has a patterned carpet with orange, red, and brown geometric shapes. There are white walls on both sides with dark wood doors and trim. A large black trash can is visible on the left side of the hallway. The lighting is warm and comes from ceiling fixtures. The text "Some people talk about them" is overlaid at the bottom of the image in white font.

Some people **talk about them**



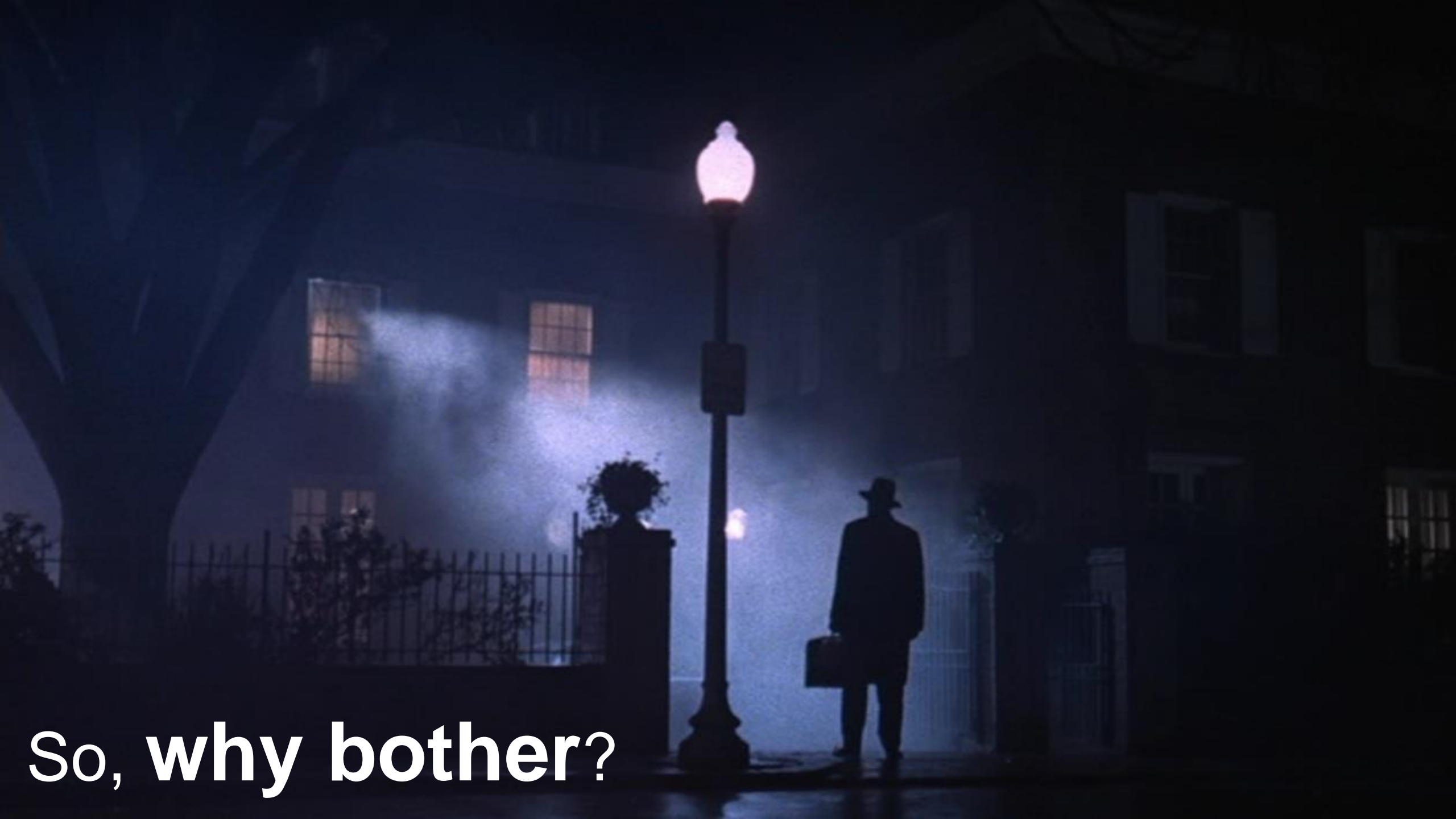


Some people **even use**  
**them**



People say that **no one** will  
use them in **Greece**

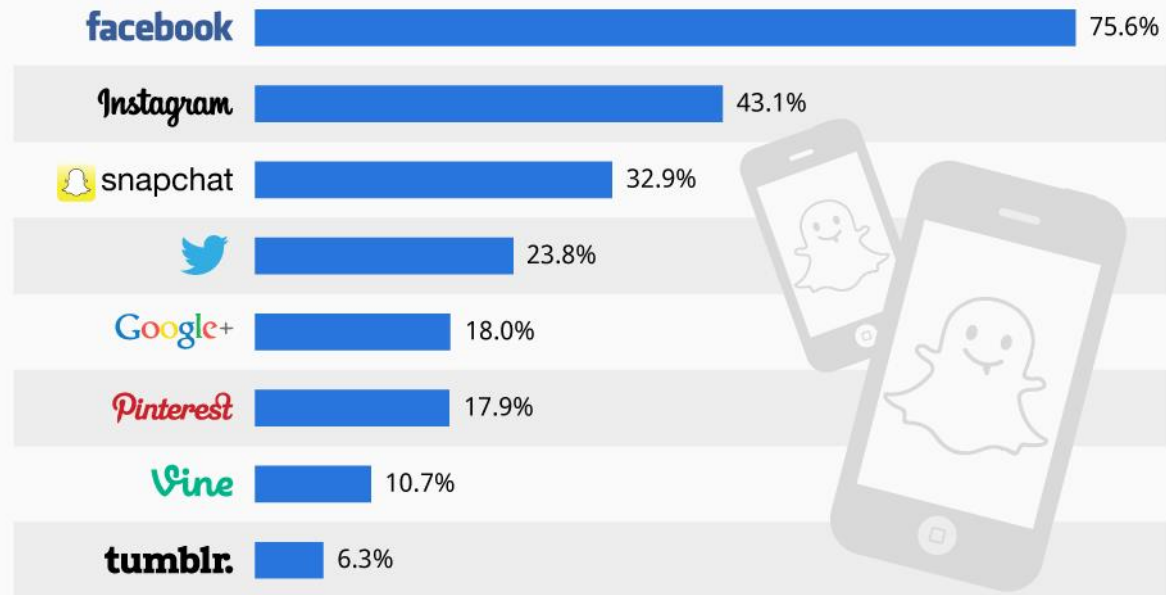




**So, why bother?**

## Snapchat More Popular Than Twitter Among Millennials

Most popular social media apps among Americans aged 18-34 (% of smartphone users)

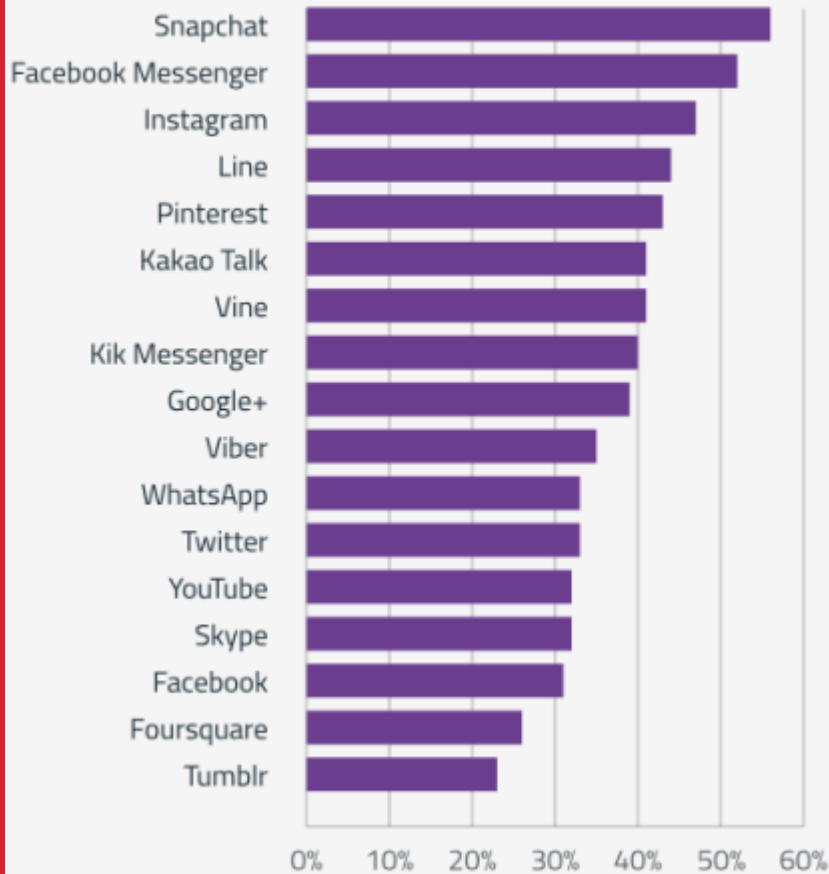


@StatistaCharts Source: comScore Mobile Metrix, June 2014

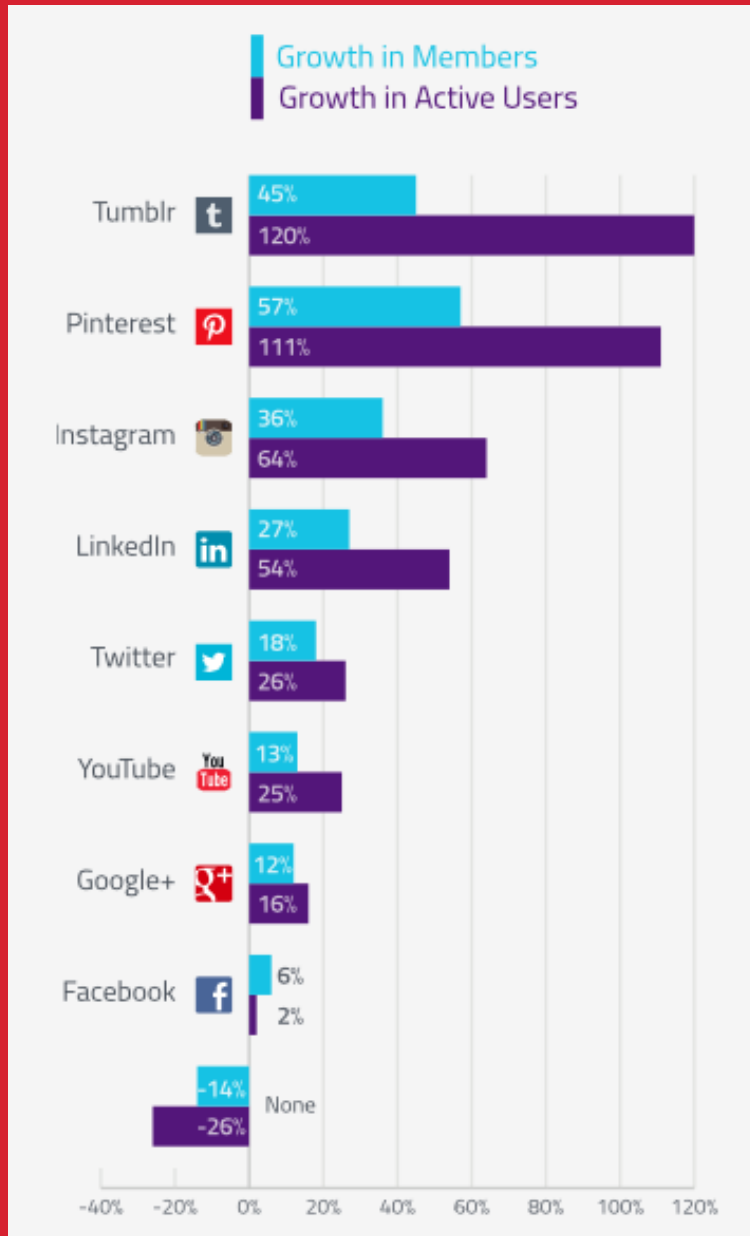
statista

Studies show that  
**millennials**  
are using them

CHART 17: Social and Messaging Apps: Growth in Last Six Months



And their numbers  
are **growing** day  
by day



Facebook users are starting to **lose interest** and turning to other platforms





We no longer need to fear them



It's time to **embrace** them

# A small intro to...





# SNAPCHAT

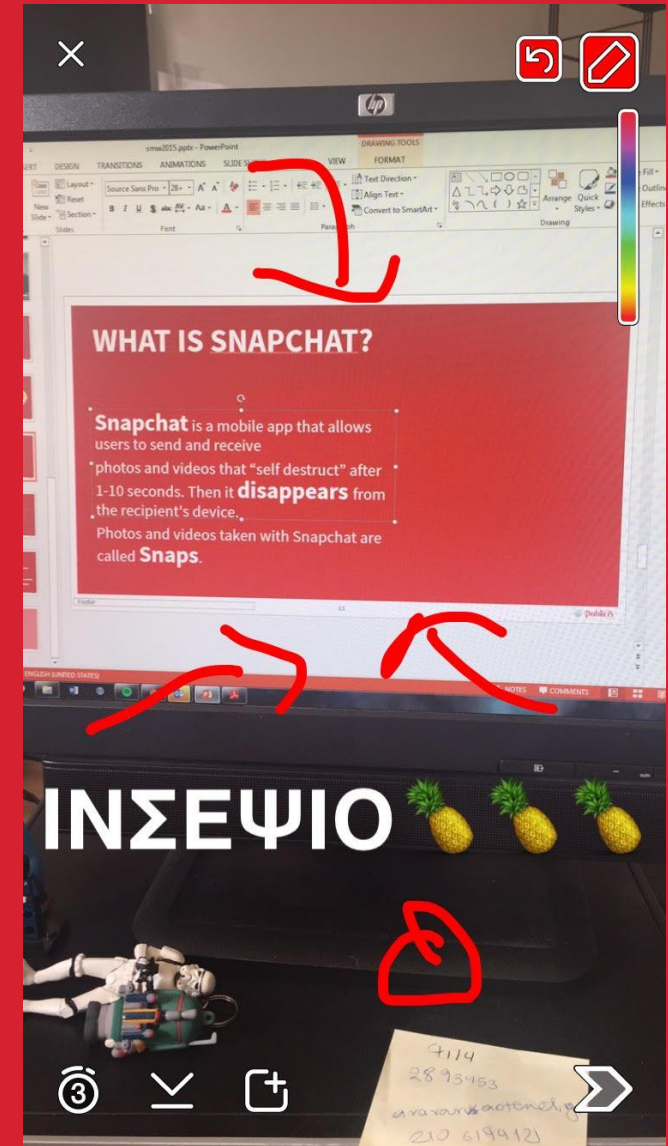
Who of you uses  
Snapchat?  
...on a daily basis?



# WHAT IS SNAPCHAT?

**Snapchat** is a mobile app that allows users to send and receive photos and videos that “self destruct” after 1-10 seconds. Then it **disappears** from the recipient's device.

Photos and videos taken with Snapchat are called **Snaps**.



# WHY SHOULD I USE IT?

Stats:

**100 million** active monthly users

**1 billion Stories** viewed per day

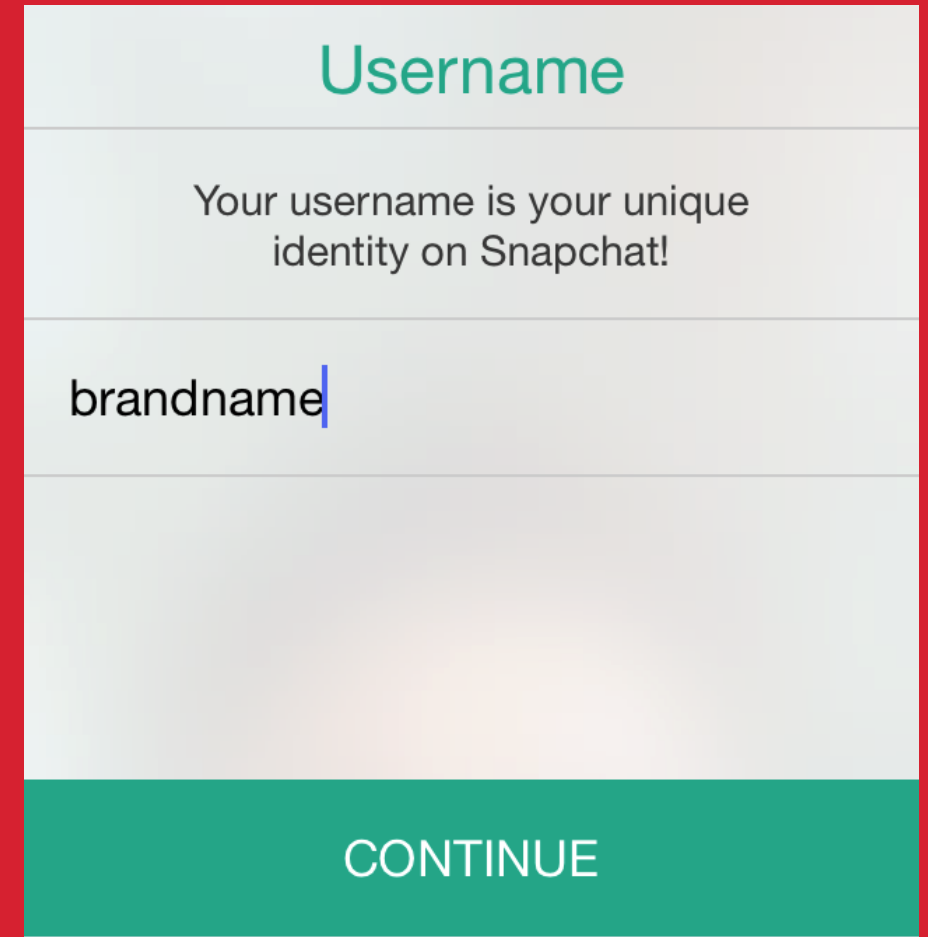
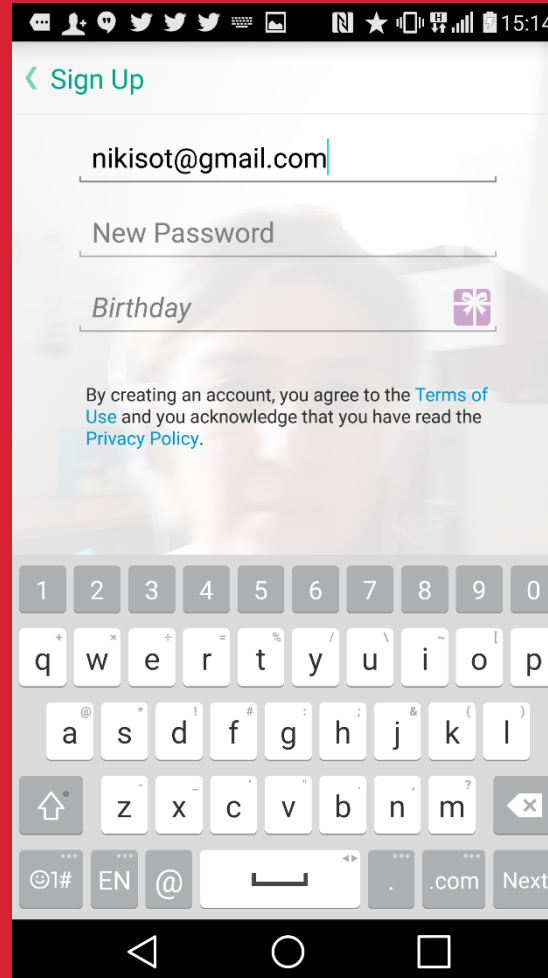
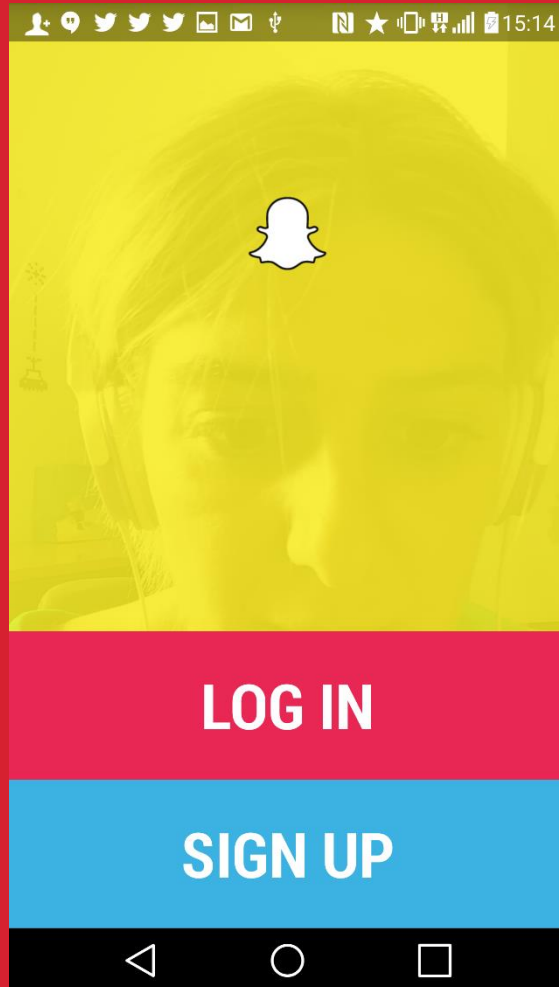
**400 million snaps** sent per day

**71% of Snappers** are under 25 years old (USA)

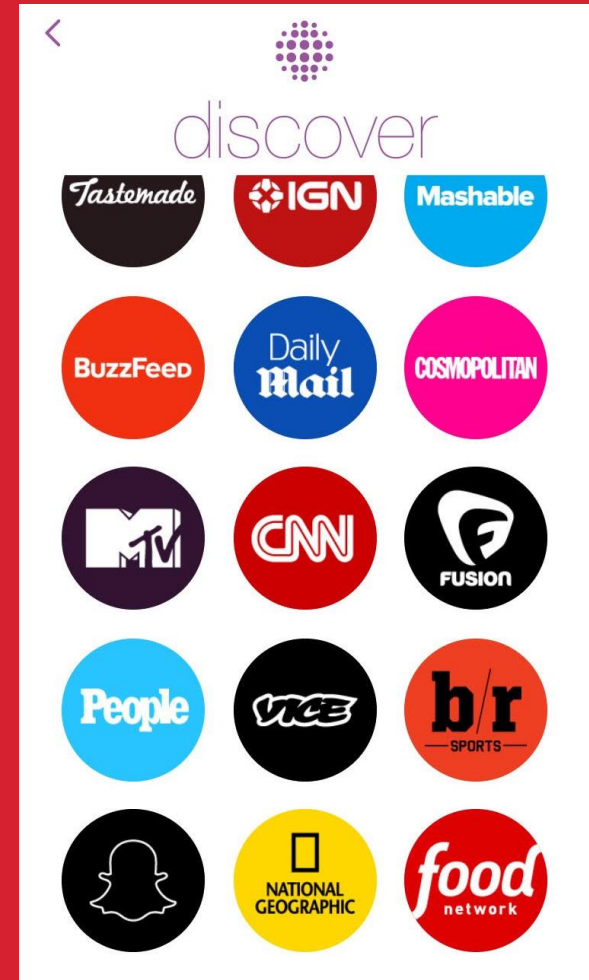
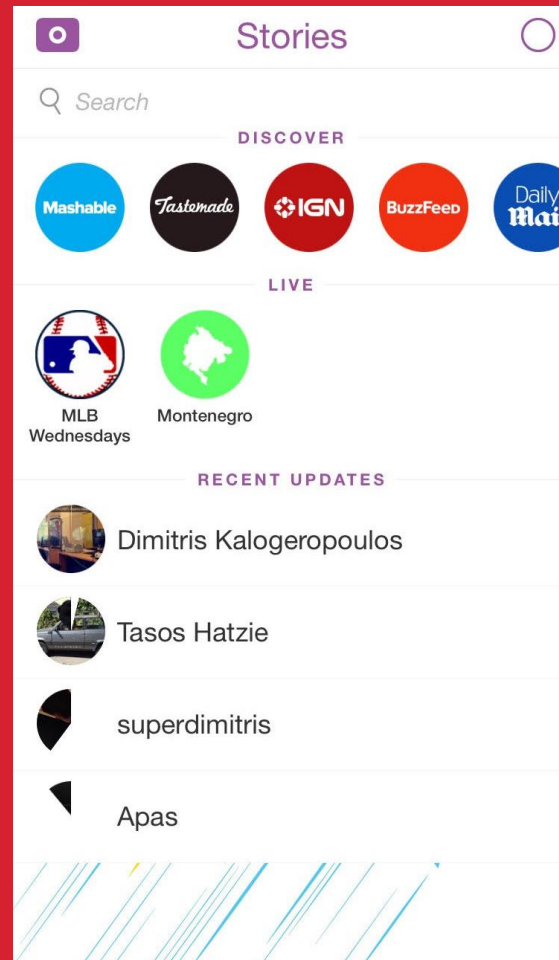
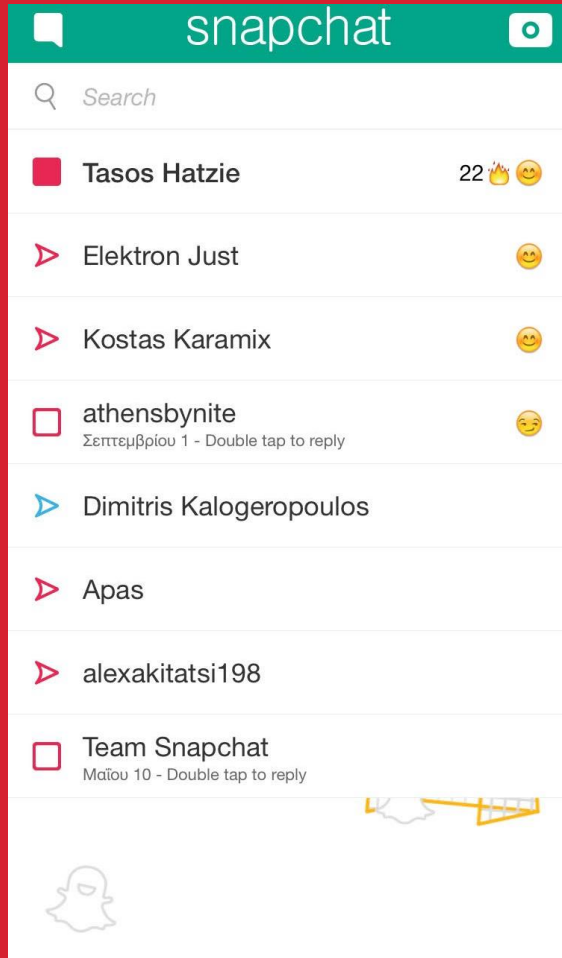
**77%** of college kids use Snapchat daily (USA)



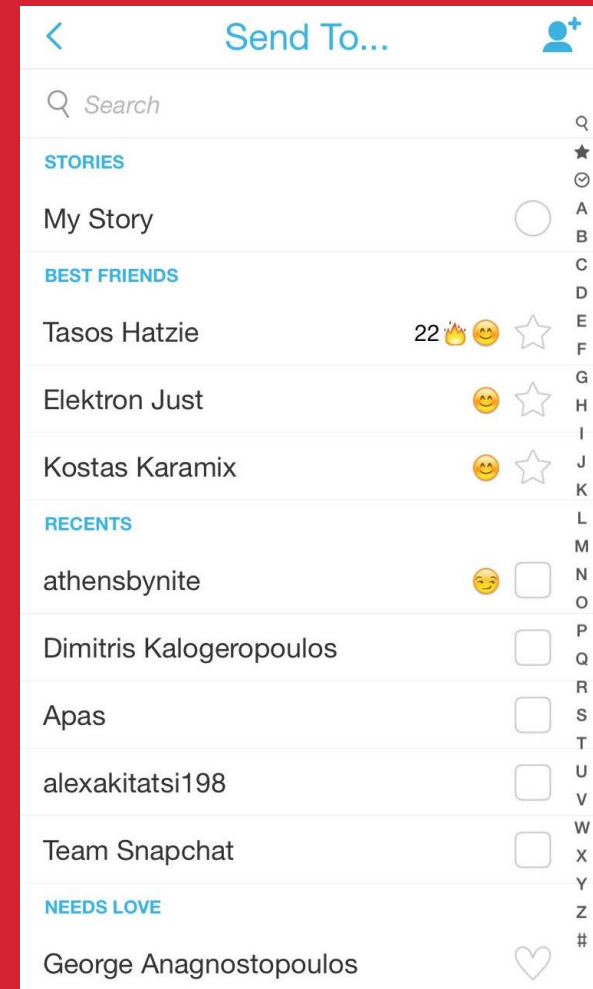
# SET UP YOUR ACCOUNT



# BASIC SCREENS



# HOW TO SNAP





# CREATE WONDERFUL STORIES!

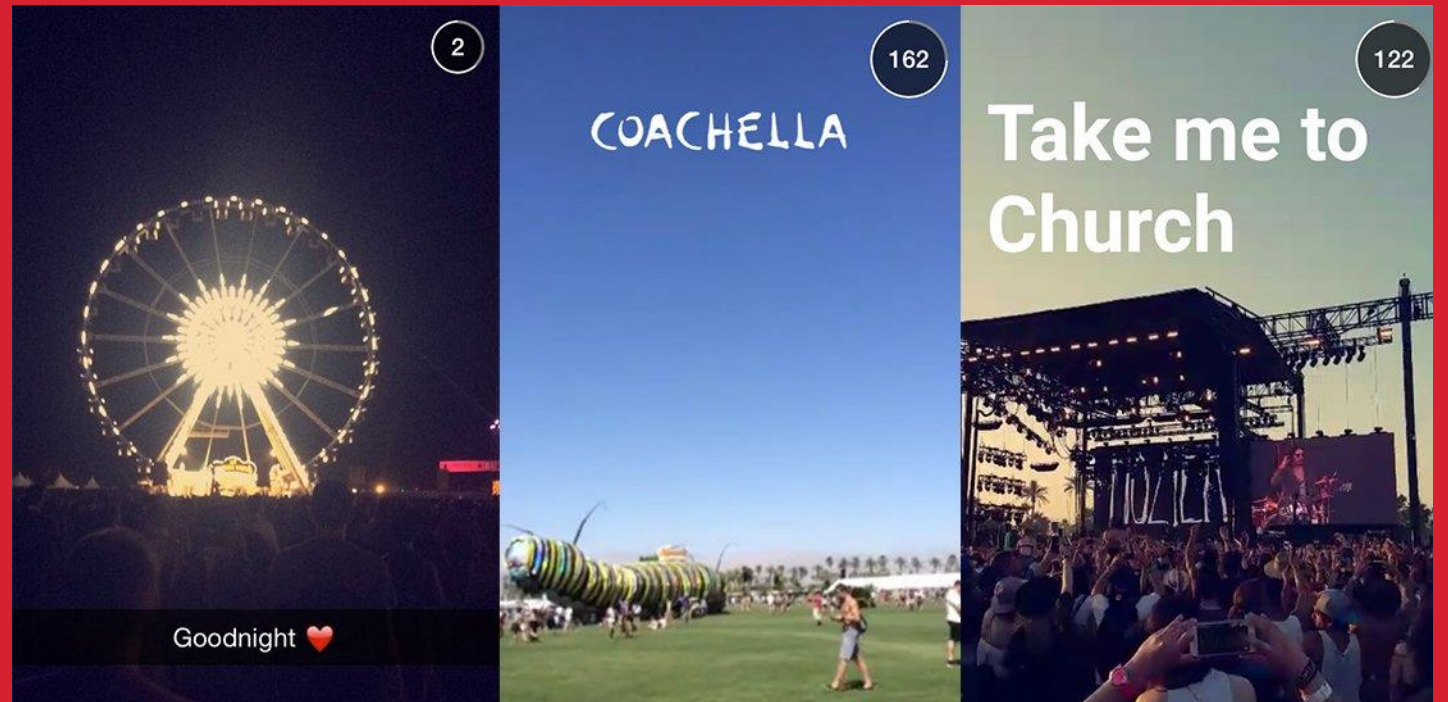


# BRANDS AND NGOS ARE USING IT



# FESTIVALS CREATE WONDERFUL STORIES

Over 40 million  
people viewed  
**Coachella  
Festival**  
Snapchat Story





# TUMBLR

Who of you has a tumblr  
blog?

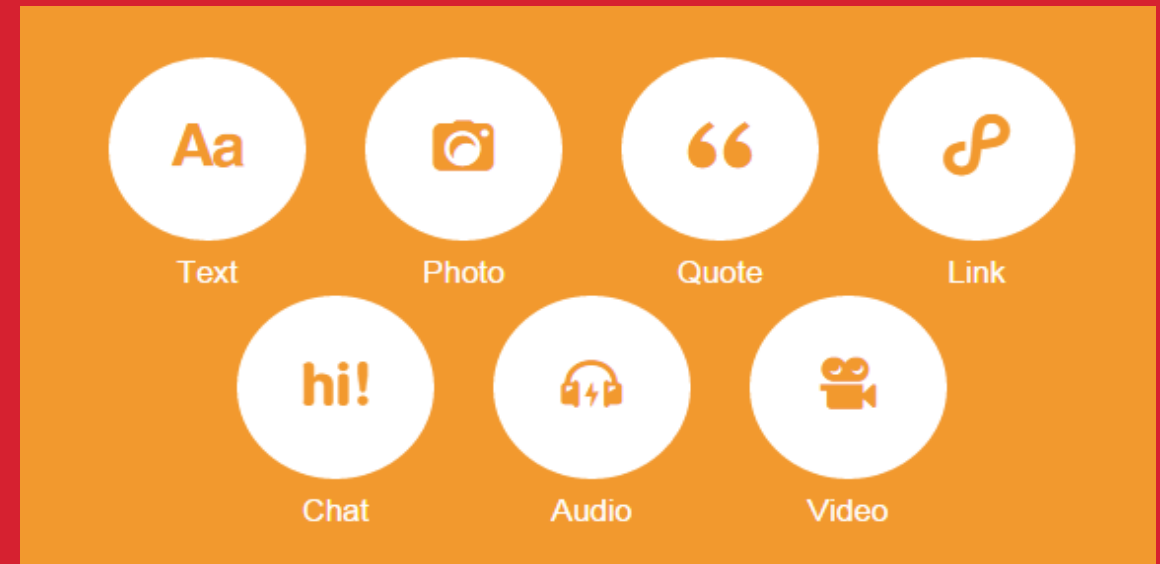
And who of you visits it  
daily?



# WHAT IS TUMBLR

*“Tumblr is so easy to use that it’s hard to explain.”*

Blog with stories, photos, GIFs, TV shows, links, quips, dumb jokes, smart jokes, Spotify tracks, mp3s, videos, fashion, art, deep stuff.



# WHY SHOULD I USE IT?

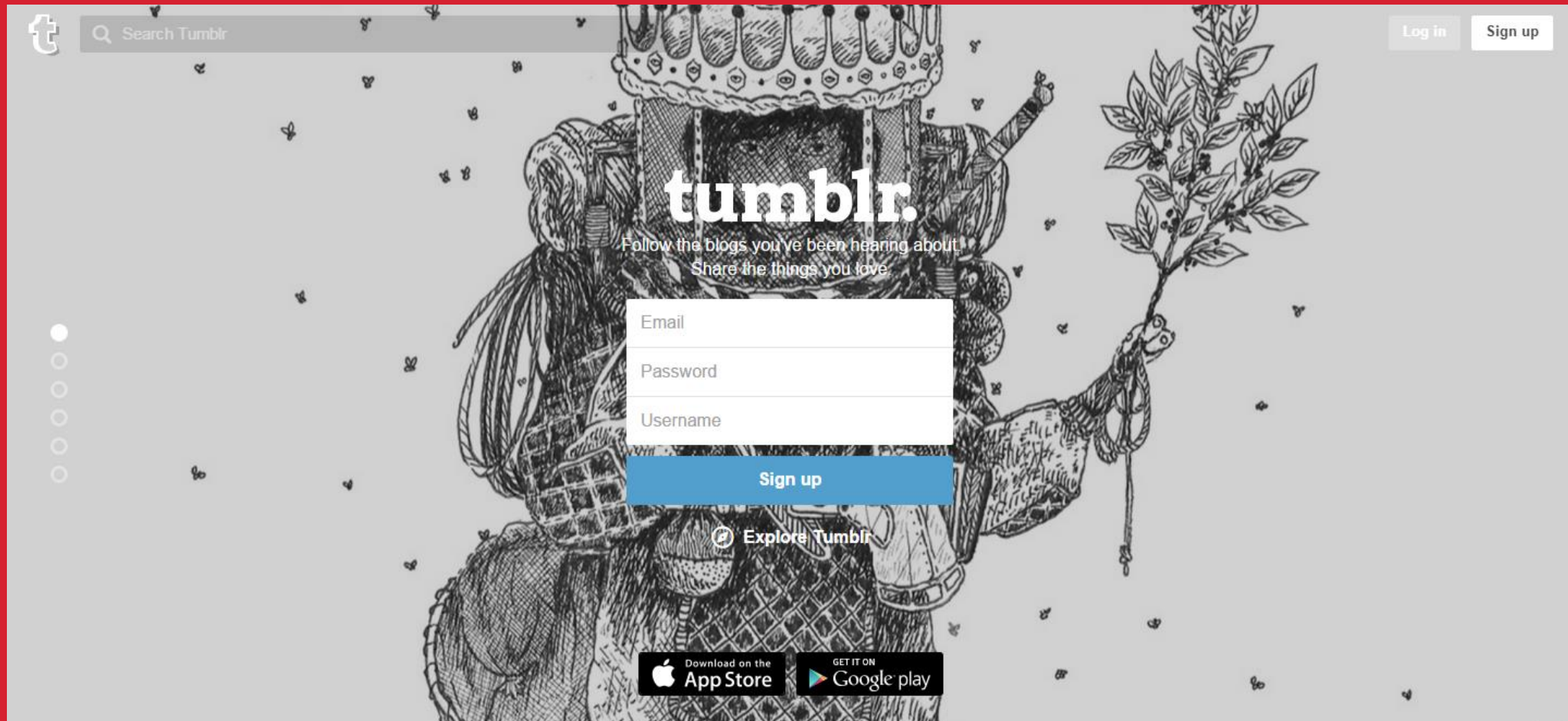
Stats:

**420 million** users

**254 million** blogs

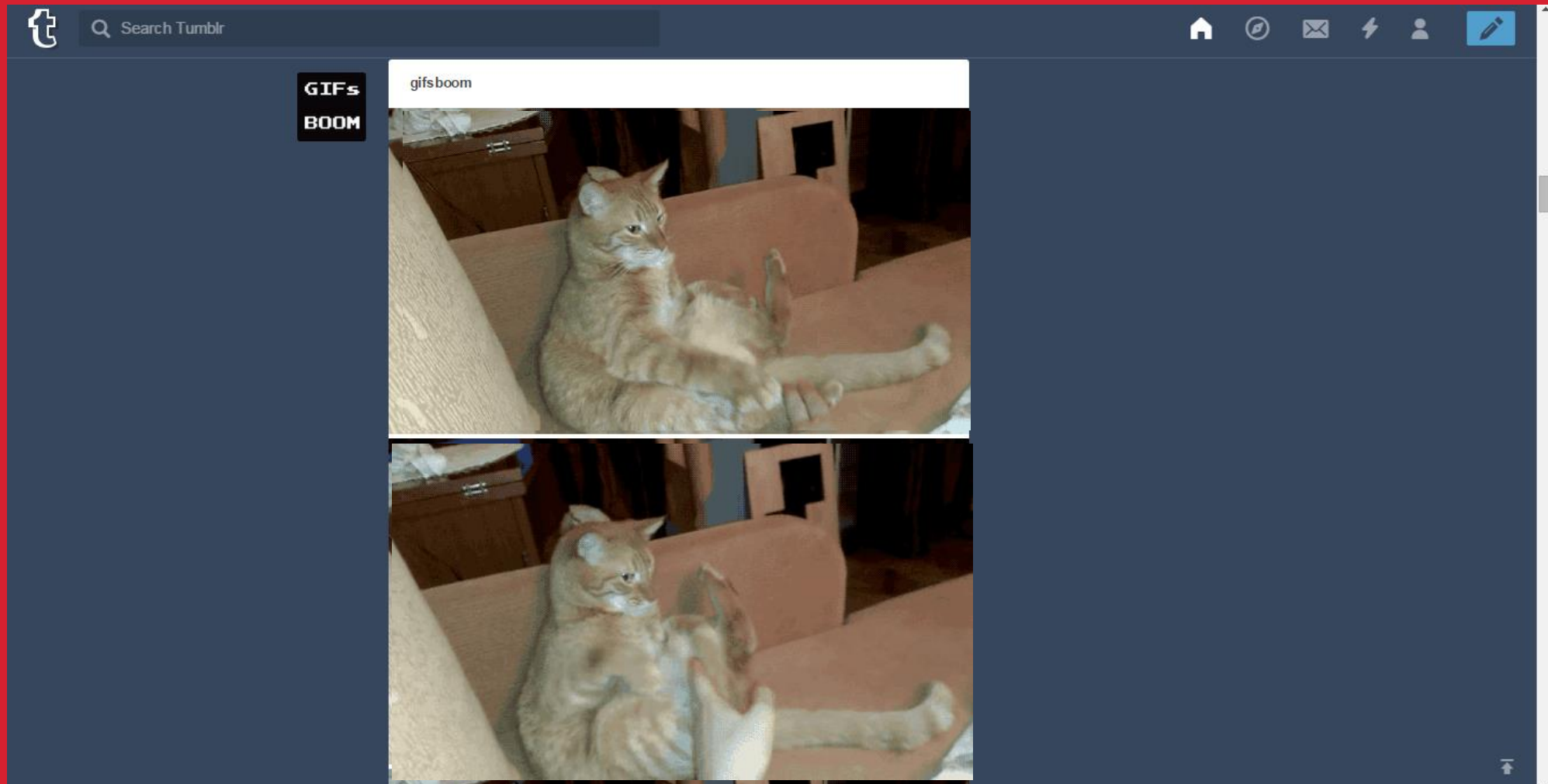
**113.6 million** tumblr posts/day

# GETTING STARTED

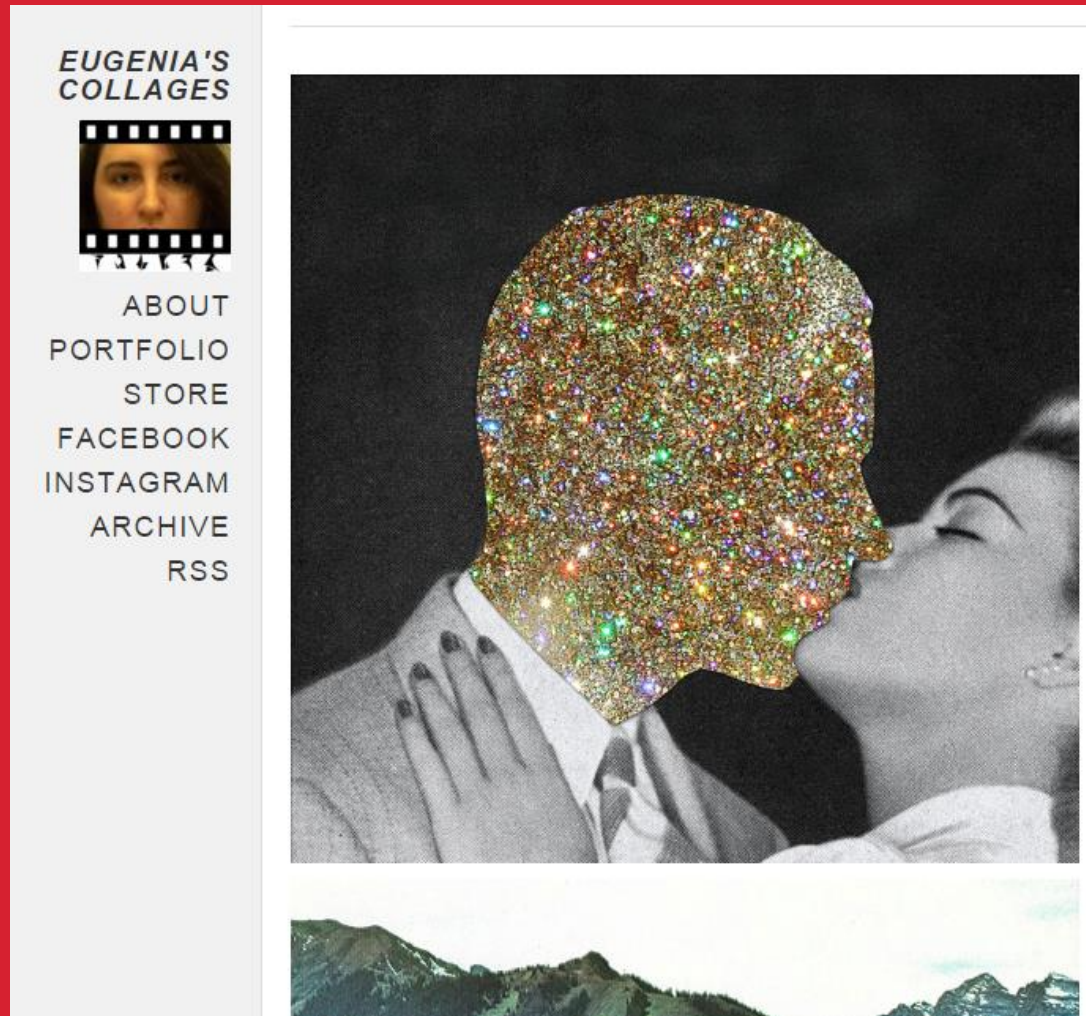




# YOU CAN FIND GREAT CONTENT



# OR CREATE AND SHARE IT

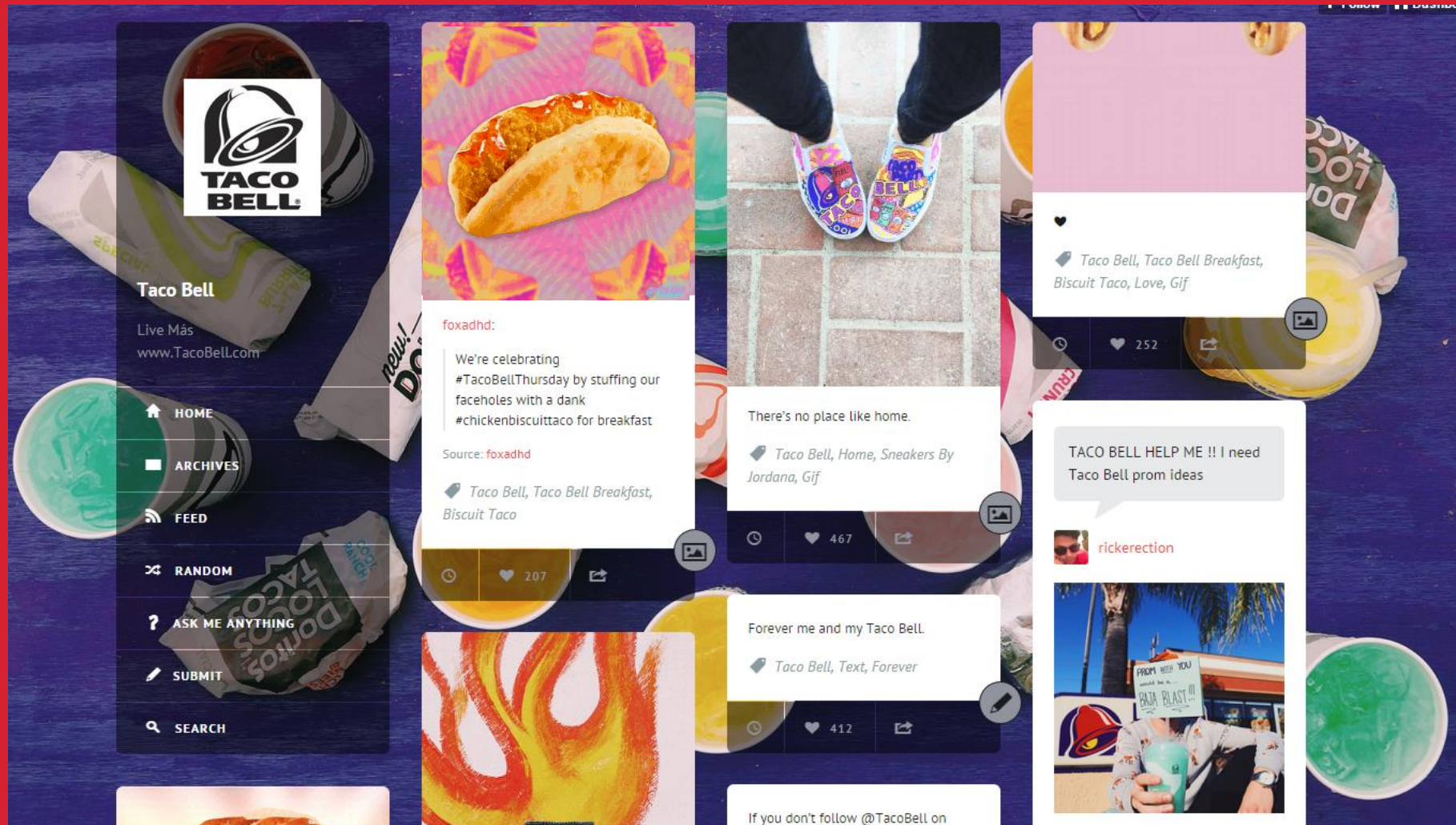


# BRANDS THAT DO IT RIGHT





# BRANDS THAT DO IT RIGHT





# Vine

What is Vine?

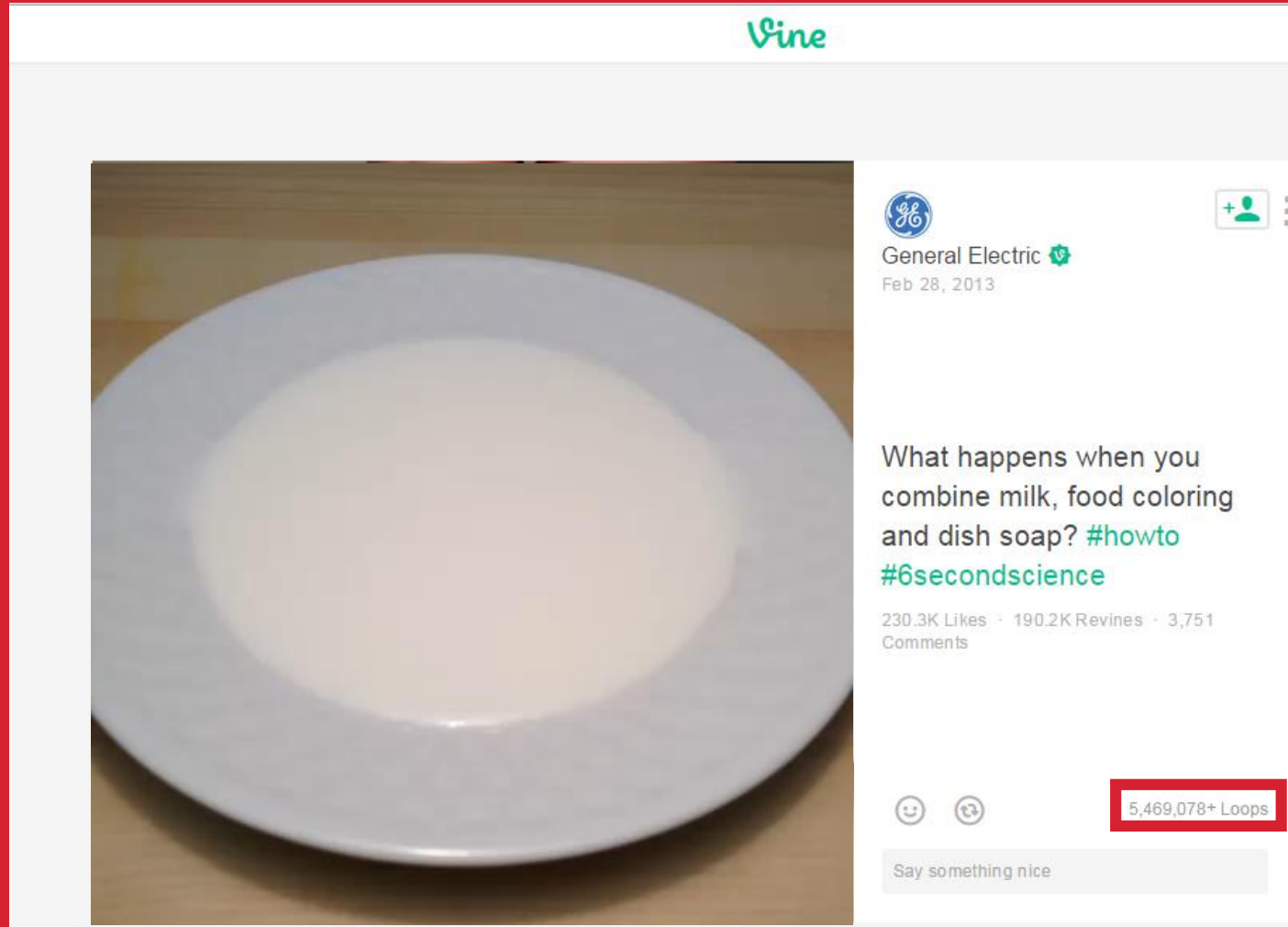
**Vine** is 6 seconds video that loops.

*“Vine is to video what a tweet is to text. **Can you convey your message in six seconds?**”*

*- Stephen Waddington*



# ARE 6 SECONDS ENOUGH?

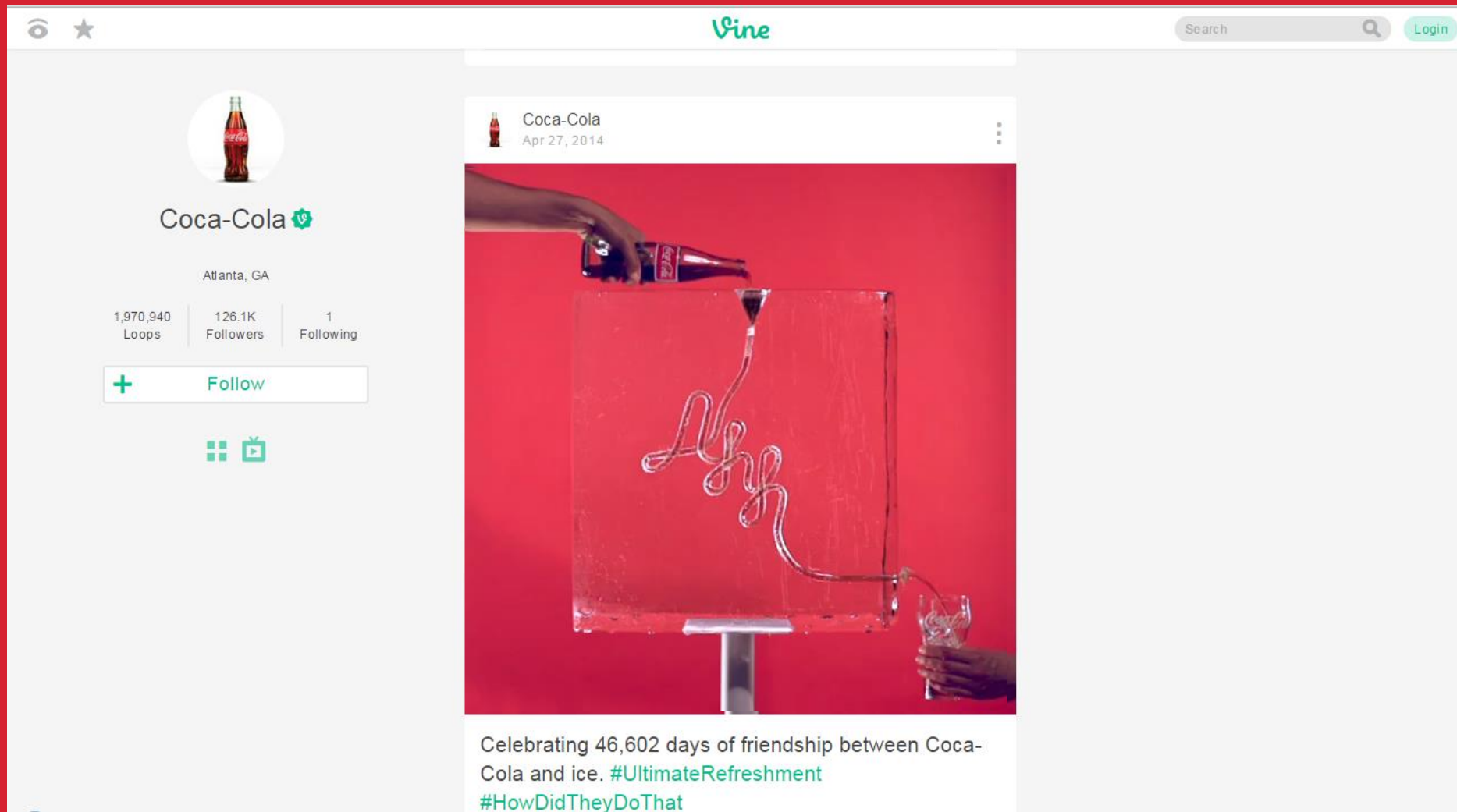


-Off course they are!

# IMPACT ACROSS CHANNELS




# BRANDS THAT DO IT RIGHT






# VINE'S KING: ZACH KING



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**Zach King**

Sometimes i make videos | I'm on snapchat  
@zachkingsnaps Business:  
zachkingvine@gmail.com  
Los Angeles, California



1,120,849,903  
Loops


3.6M  
Followers

61  
Following


+


Follow






My salsa dancing kitten Celebrating National Tortilla Chip Day! [#PringlesAirDip](#)

 243.7K

 69.7K

 Share

17,025,398 Loops

5,654 Comments

# Questions?



thank you!

@nikisot

E-mail: [Niki.Sotiropoulou@publicis.gr](mailto:Niki.Sotiropoulou@publicis.gr)