

# SNAPCHAT STORIES

Use this strategy checklist when creating content for Snapchat stories!



Include at least 2-3 of these elements in every story you share:

- ☐ Go behind the scenes
- ☐ Incorporate your followers
- ☐ Share insider info
- ☐ Games, giveaways and promotions
- ☐ Screen shot coupons
- ☐ Off-line Opt Ins
- ☐ Take overs and swaps
- ☐ Live event coverage
- ☐ Show products or services in use
- ☐ Incorporate Influencers
- ☐ Use Custom Geofilters
- ☐ Targeted advertising

Create an editorial calendar to organize the stories you plan to post. List the topic, an outline of your frames and call-to-action.

TOPIC	FRAMES	CTA
New Product Live Giveaway	Host Intro (3) Contestants (up to 3) Host Outro (1)	Download our app to enter at home