



Gone In :06 Seconds

The Rise of Social Stories

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Introduction

I've worked at Bucket Media as a Social Media Strategist and Social Account Manager for the past 7 years.

The Bucket Media team has worked with the Missouri Department of Transportation along with several of their partners since 2013 on various paid and unpaid campaigns throughout each year.

Bucket's facilitated creative and media for campaigns like Teen Seat Belt, Buckle Up Phone Down, Drive Sober or Get Pulled Over, Child Passenger Safety, Youth Alcohol, and numerous other campaigns.

Bucket Media has also been working with Iowa DOT on their Zero Fatalities paid campaigns since 2018.



Social Media & Stories

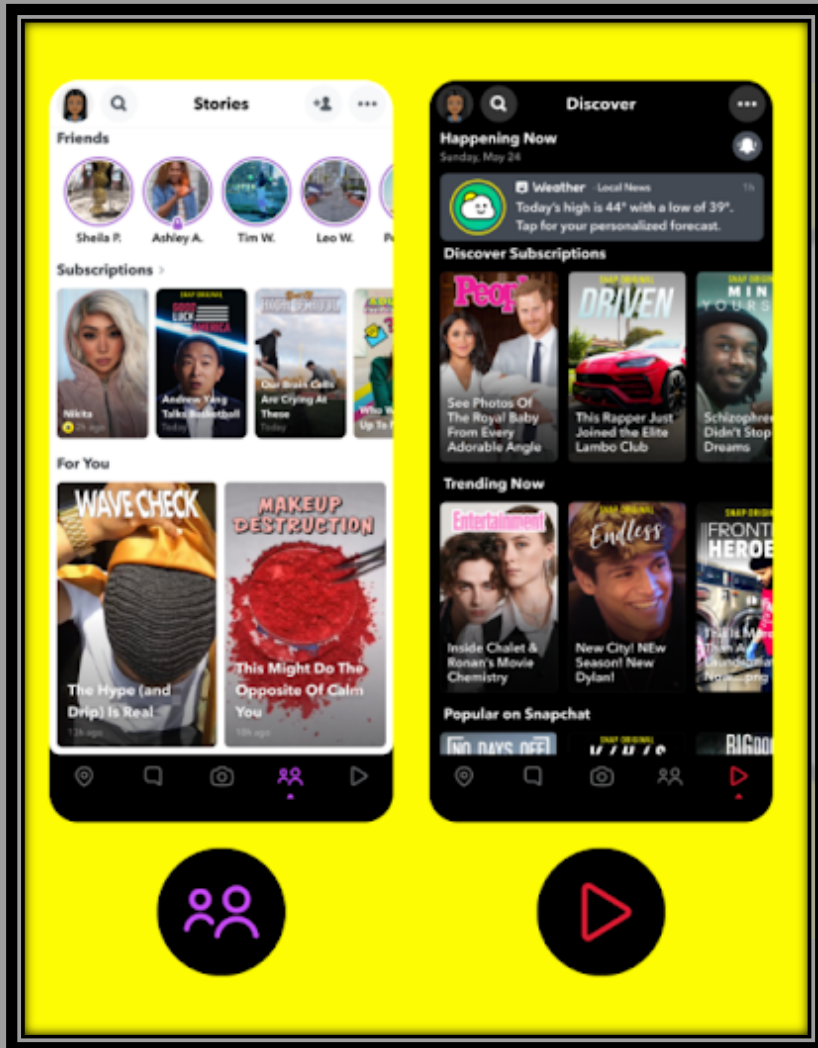
Stories really came along with Snapchat back in 2011 and in true social media fashion, was duplicated throughout the other social platforms. These quick disappearing messages, pics and videos could be sent to friends to view once before they disappeared forever. Users could also post Stories on their account for their friends to view before it disappears within 24 hours.

Snapshot

Snapchat

- As of June 2020, Snapchat announced an average of 238 million people were using Snapchat each day.
- On average Snapchatters open the app more than 30x per day & average 30 minutes a day on the app.
- Snapchat reaches 90% of all 13-24 year-olds and 75% of all 13-34 year-olds in the U.S. per [Forbes Business](#)
- According to Statista.com, 34% of US teens ranked Snapchat as the most popular social network in Fall 2020.
- Various features include:
 - Stories
 - Discover
 - AR Tech

Snapchat Stories & Commercials



- Promoted Stories is in the “Friends” section. This at the top of Stories showing your friends’ uploaded Stories.
- Promoted Stories can also be promoted in the “Discover” section. This section has Stories from publishers, creators, Snap Stars, etc. Think more content curated from brands and companies.

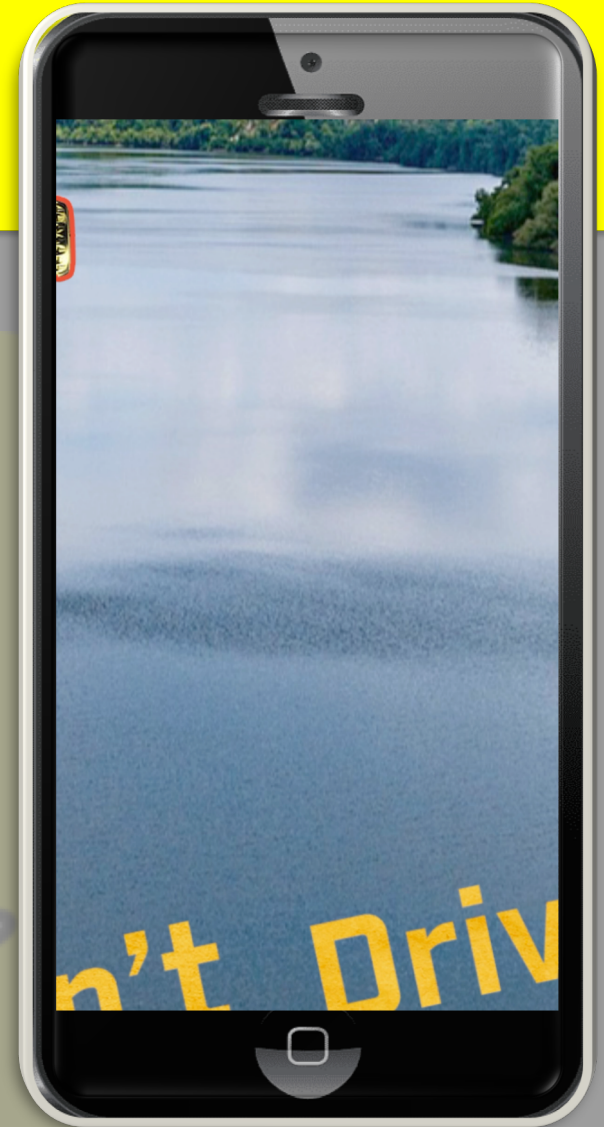
Snapchat Stories

- Promoted Stories
 - Targetable
 - Massive Reach
 - Low CPC/CPM (a lot of inventory)
- Skippable, users posting publicly, :06 - :10 ads
 - 5,378,999 impressions
 - 74,134 swipe-ups
 - 346,539 unique users reached



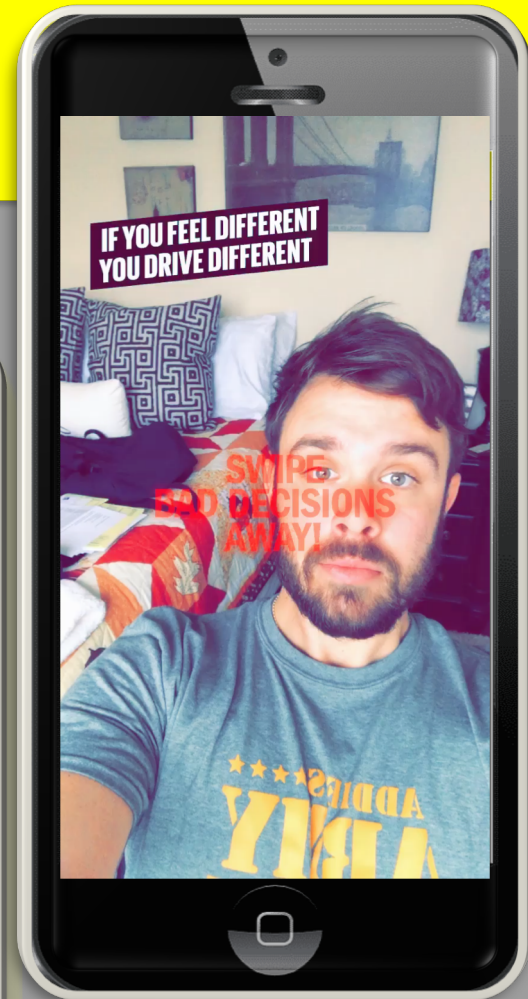
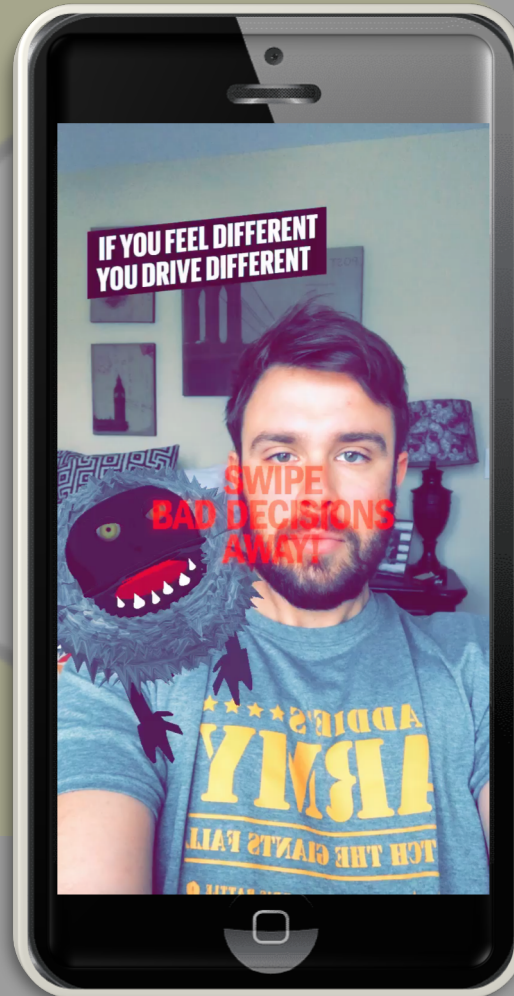
Snapchat Discover

- Promoted Commercials
 - Targetable
 - Higher CPC/CPM compared to Stories
- Snap curated content by publishers (highlights, news, mini-shows) – non-skip :06 ads referred to as “Commercials”
 - 520,260 impressions
 - 2,161 swipe-ups
 - Reached 209,353 unique users



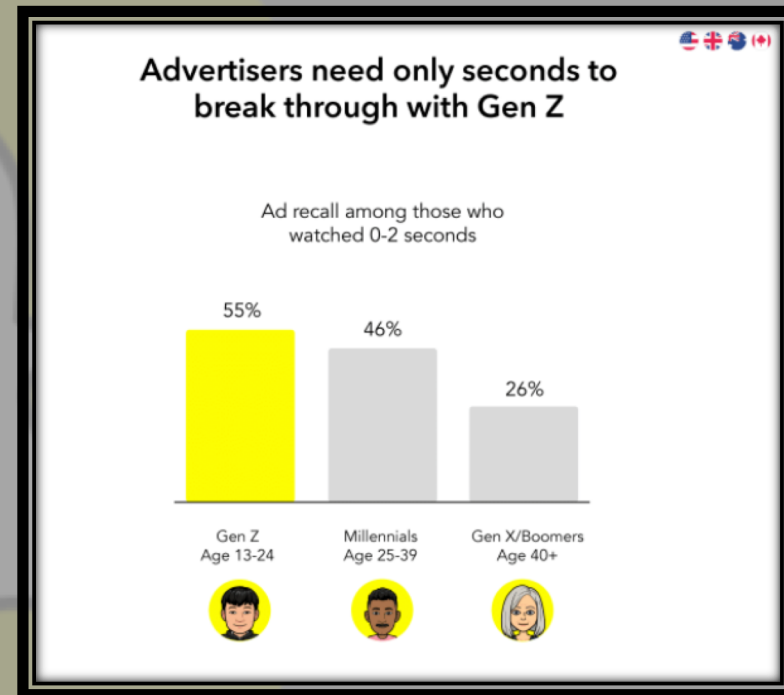
Snapshot AR Tech

- Geofilters (Location-based filters)
- Promoted Filters
- Promoted Lens
 - 567,614 impressions
 - 1,995 shares
 - Reached 196,044 unique users



Key Takeaways

- You don't need a Business Snapchat
 - It's not common to post organically for businesses
 - You don't need a Business Page in order to advertise on Snapchat
- Capture user's attention within the first 1-2 seconds
- Does not need to be polished like a TV spot, but should still align with brand
- There's a lot of inventory out there for ads – low CPM means cheaper than other platforms



A large, faded Instagram logo is centered in the background. It consists of a rounded square with a thin white border, containing a camera lens icon with a flash.

Instagram

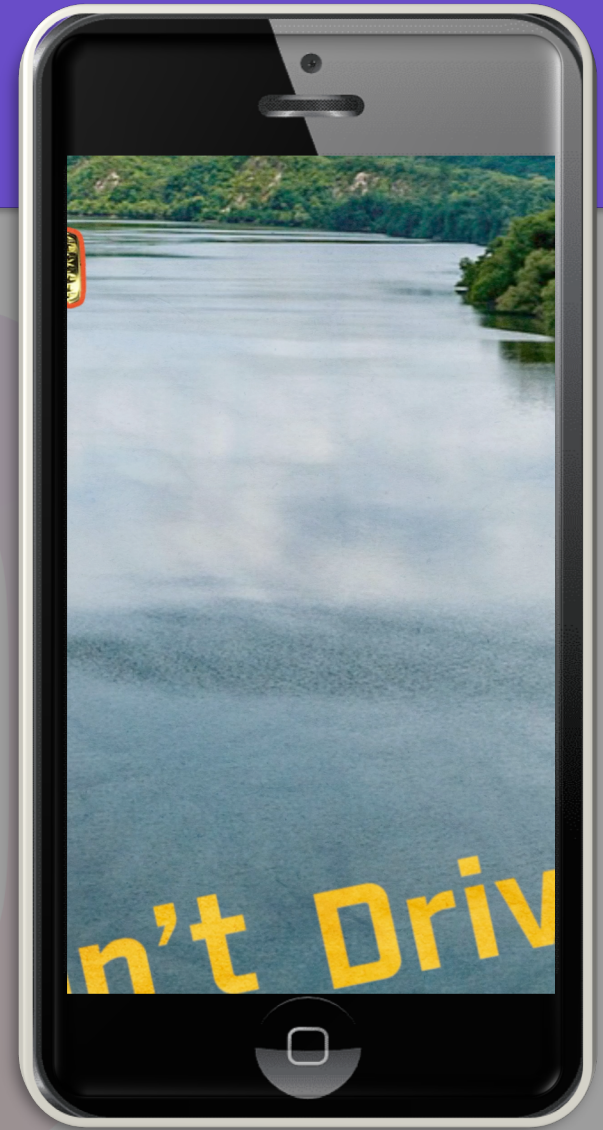
Instagram

- 500 million people use Instagram Stories every day on average
- Instagram was able to adapt the Stories format with their massive (1 billion+ users in fact) userbase
- 71% of Instagram's users are under the age of 34 years old (30% 18-24 and 33% are 25-34).
- According to Statista.com, 24% of US teens ranked Instagram as the most popular social network in Fall 2020.



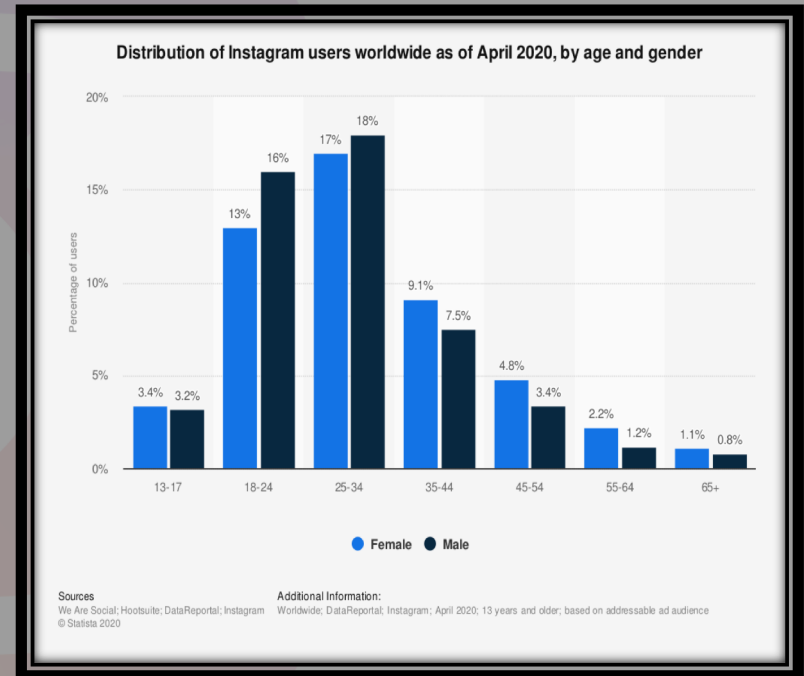
Instagram Stories

- Various features include:
 - Stories: Add text, music, GIFs, send direct or publicly
 - 1,648,574 impressions
 - Reached 238,784 unique users
 - Generated 70 shares
 - Reels (TikTok competitor) - Similar to organic Stories, can be posted in the News Feed. Add effects, music, filters, etc.



Key Takeaways

- Bigger potential audience size
- If you have a Business Account, you can post and reach your followers organically.
 - Can be more native (i.e. show behind the scenes, live events, etc.)
- Ads seem to cost a little more (higher CPM)
- Can promote static images or longer videos
 - But highly recommend short videos with promoted campaigns with a strong CTA (“Swipe Up”)
- Can utilize Facebook/Instagram’s ad targeting options for promoted campaigns



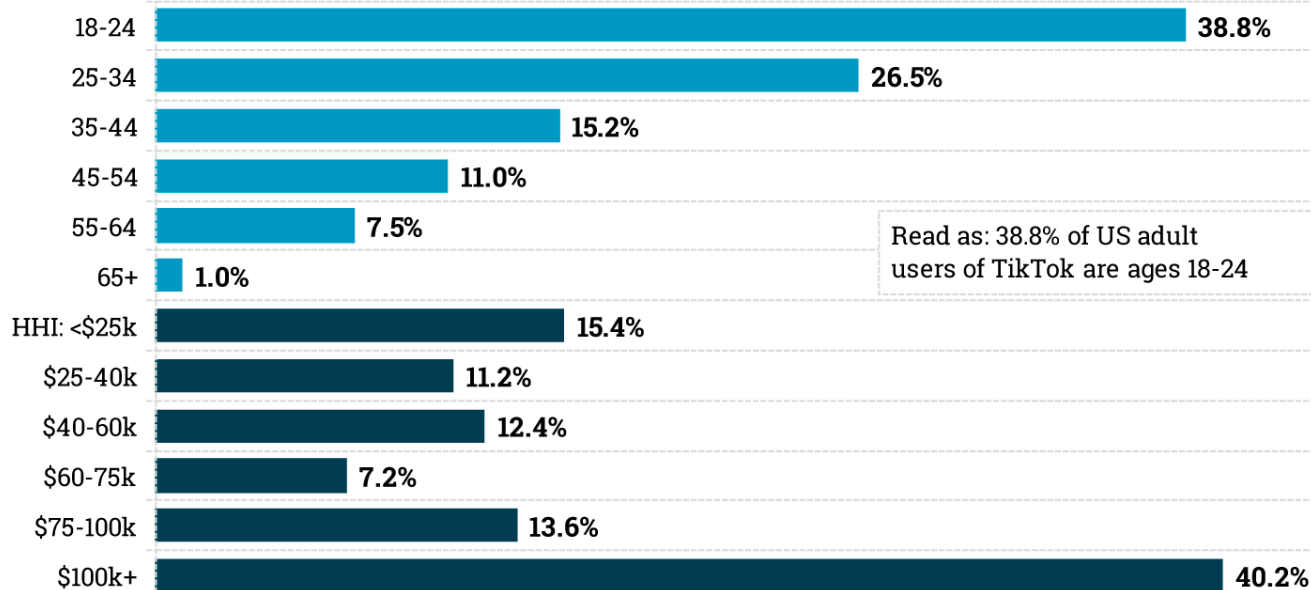
TikTok



- Though someone new to the social world, TikTok is one of the fastest growing social platforms since 2018.
- 800 million monthly active users worldwide (30 million in US), TikTok was the #1 downloaded app of 2020.
- 85% of users are under the age of 34 years-old (42% 18-24 and 27% are 13-17)
- According to Statista.com, 29% of US teens ranked TikTok as the most popular social network in Fall 2020.
- Various features include:
 - Follow friends or FYP (For Your Page)

TikTok

TikTok US Adult User Distribution, by Age and Income in March 2020

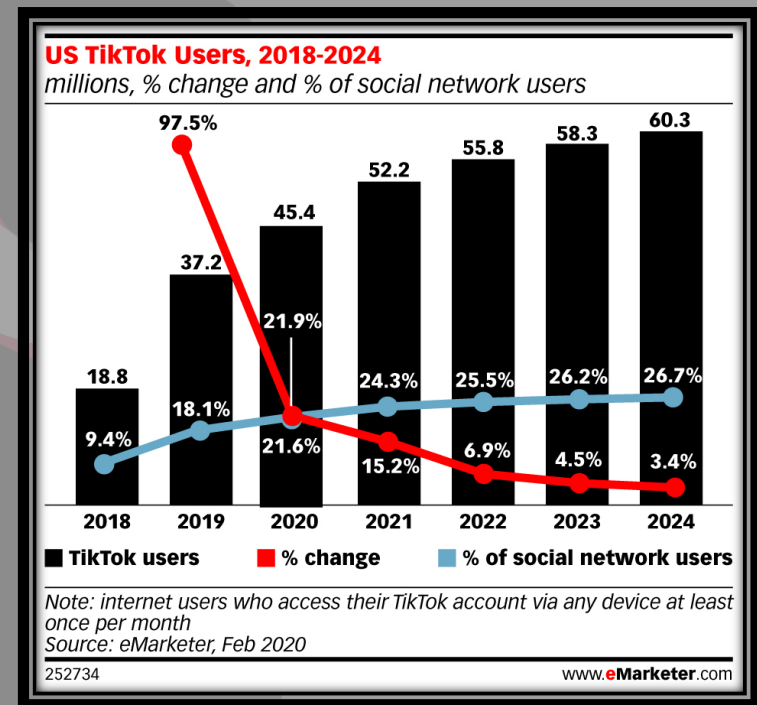


Published on MarketingCharts.com in May 2020 | Data Source: Comscore

Based on total unique visitors using mobile web & app; includes musical.ly users

Key Takeaways

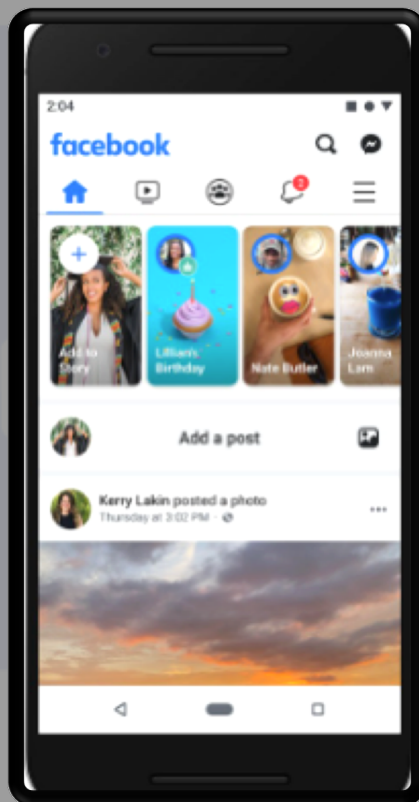
- Businesses can have an organic presence but are not required to in order to advertise
- Limited advertising options – much of which is in BETA (i.e. statewide targeting only)
- From the campaigns we have run, we've seen average CPMs and CPCs



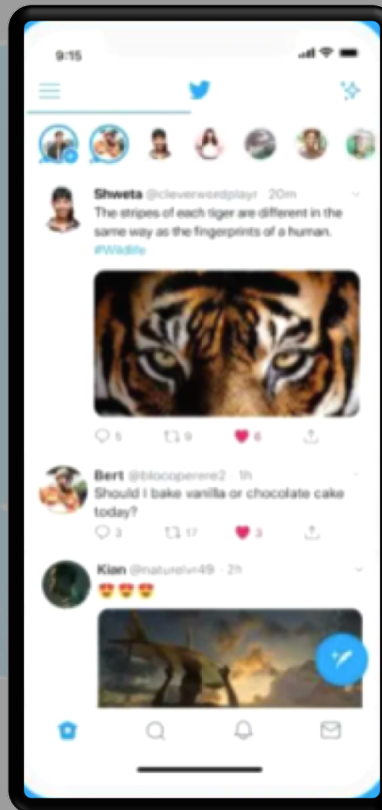
Additional Platforms

There are other stories platforms that were a bit late to the party.

Facebook Stories



Twitter Fleets



LinkedIn Stories

