



Everlast Wellness Medical Center

# Social media

Usage & Utilization

Manuel Handbook and Guidelines

- Manuel handbook & Guidelines
- Comprehensive checklist
- Universal checklist

V. 01 September 2024

# 8. Snapchat

## Snapchat: Guidelines

### for Paid Ad Campaigns & Organic Posts

#### 1. Organic Posts: Enhancing Engagement

##### A. Types of Posts

##### 1. Behind-the-Scenes Snaps

- **Objective:** Give followers an exclusive peek into your clinic, treatments, or day-to-day operations.
- **Structure:**
  1. **Content:** Share short clips or photos of your team preparing for treatments, setting up the clinic, or engaging in fun activities.
  2. **Visuals:** Use Snapchat's in-app tools like filters, stickers, and text overlays to make content visually appealing.
  3. **Call-to-Action (CTA):** Include a swipe-up link (if available) for viewers to learn more or book an appointment.
  4. **Frequency:** Post several behind-the-scenes Snaps throughout the day to maintain a constant presence.

##### 2. Client Testimonials and Transformations

- **Objective:** Showcase real results and build trust by featuring client experiences.
- **Structure:**
  1. **Content:** Capture before-and-after Snaps or short video testimonials where clients share their positive experiences.
  2. **Visuals:** Use split-screen images (before on one side, after on the other) and add relevant stickers or text captions.
  3. **CTA:** Encourage followers to "Swipe Up" to read the full story or book a similar treatment.
  4. **Frequency:** Share at least one testimonial or transformation Snap weekly.

##### 3. Educational Snaps

- **Objective:** Educate your audience on health and wellness topics in a quick, engaging format.
- **Structure:**
  1. **Content:** Share tips, facts, or myths about skincare, wellness, or specific treatments offered at the clinic.

2. **Visuals:** Use bold text, icons, and diagrams to visually explain the content.
3. **CTA:** Use a CTA like “Swipe Up for More Tips” or “Learn More” linking to a detailed blog or service page.
4. **Frequency:** Post educational content 2-3 times a week to keep the audience informed.

#### 4. Interactive Polls and Q&A

- **Objective:** Increase engagement by directly involving your audience in content creation.
- **Structure:**
  1. **Content:** Create polls or question boxes where followers can vote on treatments they’re interested in or ask questions about services.
  2. **Visuals:** Use Snapchat’s poll and Q&A stickers to make it easy for followers to engage.
  3. **CTA:** Encourage participation with a prompt like “Tap to Vote!” or “Ask Us Anything.”
  4. **Frequency:** Utilize interactive Snaps weekly to maintain high engagement levels.

#### 5. Event Coverage

- **Objective:** Share live updates from events, workshops, or special promotions happening at the clinic.
- **Structure:**
  1. **Content:** Post Snaps throughout the event, showing highlights, special guests, or key moments.
  2. **Visuals:** Use geofilters specific to the event or create custom filters to enhance the experience.
  3. **CTA:** Encourage followers to visit the event or take advantage of limited-time offers with “Swipe Up to Join Us” or “Claim Your Offer.”
  4. **Frequency:** Post multiple Snaps during the event to keep the audience engaged in real-time.

### B. Post Frequency & Timing

- **Frequency:** Aim to post at least 5-10 Snaps per day. Snapchat users expect frequent, timely content.
- **Timing:** Post during peak times—mornings (7 AM – 9 AM), lunch breaks (12 PM – 2 PM), and evenings (6 PM – 9 PM) when users are most active.

### C. Visual and Copy Requirements

- **Visuals:**
  - **High-Quality, Mobile-Friendly Content:** All Snaps should be shot vertically and optimized for mobile viewing. Use high-resolution images or videos (1080 x 1920 pixels).
  - **Creative Tools:** Leverage Snapchat’s AR filters, stickers, and Bitmojis to make content more engaging and fun.

- **Branding:** Include subtle branding like logos or watermarks to maintain brand visibility without overwhelming the content.
- **Copy:**
  - **Concise Messaging:** Keep text overlays short and impactful, as viewers have limited time to read.
  - **Emojis and Symbols:** Use these to draw attention to key messages or CTAs without overcrowding the visual.
  - **CTAs:** Always include a clear action for viewers, whether it's swiping up, tapping, or sharing.

## D. Engagement Tactics

- **Quick Replies:** Use Snapchat's chat feature to quickly respond to messages from followers, fostering a personal connection.
- **Geofilters:** Create custom geofilters for events or locations to engage local audiences.
- **Shoutouts:** Mention or tag followers, clients, or influencers in your Snaps to encourage re-sharing and increase reach.

# 2. Paid Ad Campaigns: Maximizing Reach and Conversion

## A. Types of Snapchat Ads

### 1. Snap Ads

- **Objective:** Capture attention with full-screen vertical video ads that appear between user content.
- **Requirements:**
  1. **Video Length:** 3-10 seconds, with the most critical information delivered within the first 2-3 seconds.
  2. **Content:** Highlight key services, client testimonials, or special offers. Use dynamic visuals and compelling audio.
  3. **Visuals:** High-quality, visually engaging content with a strong narrative or hook.
  4. **CTA:** Use a swipe-up CTA leading to a landing page, app install, or direct booking link.
  5. **Frequency:** Run ads consistently during peak times and adjust based on performance data.

### 2. Story Ads

- **Objective:** Place your brand's story in the Discover section, reaching users who are actively looking for content.
- **Requirements:**
  1. **Content:** A series of Snaps or a full-length video highlighting multiple aspects of your clinic or services.
  2. **Visuals:** Professional, high-resolution imagery or video. Include a mix of educational content, client stories, and service highlights.
  3. **CTA:** Encourage users to swipe up to learn more or book a service.

4. **Frequency:** Ideal for ongoing campaigns where you want to build a narrative over time.

### 3. Collection Ads

- **Objective:** Showcase a series of products or services with tappable tiles that link directly to your website.
- **Requirements:**
  1. **Content:** Use product images or service highlights, each linking to a relevant page.
  2. **Visuals:** High-quality, visually cohesive images for each tile. Use consistent branding across the ad.
  3. **CTA:** Include a swipe-up option on each tile to drive traffic directly to purchase or booking pages.
  4. **Frequency:** Best used during promotional periods or product launches to showcase multiple offerings.

### 4. Dynamic Ads

- **Objective:** Retarget users with personalized ads based on their behavior, such as visiting your website.
- **Requirements:**
  1. **Content:** Automatically generated ads featuring the specific services or products users have shown interest in.
  2. **Visuals:** Consistent with your brand’s visual style; focus on clarity and attractiveness.
  3. **CTA:** Dynamic CTAs based on the user’s interaction history, such as “Book Now” or “Explore More.”
  4. **Frequency:** Continuous; dynamically adjust based on user engagement.

## E. Ad Targeting Strategies

### 1. Audience Segmentation:

- **Demographics:** Target by age, gender, and location, with a focus on younger users (18-34 years old).
- **Interests:** Refine targeting by users’ interests in health, wellness, beauty, and related topics.

### 2. Lookalike Audiences:

- Create lookalike audiences based on your existing Snapchat followers or customers.

### 3. Location Targeting:

- Utilize geotargeting to reach users near your clinic or in specific regions where you’re running promotions.

### 4. Behavioural Targeting:

- Focus on users who have engaged with similar content or have visited your website.

## F. Budget & Bidding

1. **Starting Budget:** Begin with a small daily budget (\$20-\$50) to gauge performance, then scale based on results.

2. **Bidding Strategy:** Use automatic bidding to optimize for the lowest cost per swipe-up or action, and adjust manually as you gather data.
3. **Ad Placement:** Utilize Snapchat’s automatic ad placement to allow the algorithm to find the best spots for your ads.

## G. Ad Copy & Creative Best Practices

1. **Copy:**
  - **Headline:** Keep it short and punchy (e.g., “Glow Up with Our Skin Treatments!”).
  - **Body:** Focus on benefits and what sets your clinic apart. Use language that resonates with Snapchat’s younger audience.
  - **CTA:** Clear and concise, always directing the user to take immediate action (e.g., “Swipe Up to Book!”).
2. **Visuals:**
  - **Vibrant and Dynamic:** Use bright colors and motion graphics to grab attention in the fast-paced Snapchat environment.
  - **Consistent Branding:** Maintain your brand’s visual identity in all ads to build recognition.
  - **Test Different Formats:** Experiment with static images, gifs, and videos to see what performs best.

## H. Analytics & Optimization

1. **A/B Testing:**
  - Regularly test different versions of your ads (varying headlines, visuals, and CTAs) to find the most effective combinations.
2. **Performance Monitoring:**
  - Track key metrics such as swipe-up rate, conversion rate, and cost per action.
3. **Ad Adjustments:**
  - Continuously refine your ads based on performance data. Focus on high-performing elements and eliminate underperforming ones.

## I. Ensuring Compliance & Best Practices

1. **Ad Guidelines:** Ensure all ads comply with Snapchat’s advertising policies, particularly around health and wellness content.
2. **Privacy Considerations:** Follow best practices for data protection, especially when handling user information for retargeting ads.

# Snapchat: Comprehensive Checklist

## A. Organic Posts Checklist

### 1. Behind-the-Scenes Snaps

- Content:** Share day-to-day activities, team preparations, or clinic setups.
- Visuals:** Use filters, stickers, and text overlays for added engagement.
- CTA:** Include a swipe-up link to book or learn more.
- Frequency:** Post multiple times daily.

### 2. Client Testimonials and Transformations

- Content:** Capture before-and-after visuals or short video testimonials.
- Visuals:** Use split-screen images or video clips.
- CTA:** Encourage followers to swipe up to book similar treatments.
- Frequency:** Post at least one testimonial per week.

### 3. Educational Snaps

- Content:** Share quick tips, facts, or debunk common myths.
- Visuals:** Use bold text, icons, and diagrams.
- CTA:** Add a “Swipe Up for More Tips” link.
- Frequency:** Post 2-3 educational Snaps weekly.

### 4. Interactive Polls and Q&A

- Content:** Create polls or Q&A boxes for audience participation.
- Visuals:** Use Snapchat’s interactive stickers.
- CTA:** Prompt followers to vote or ask questions.
- Frequency:** Utilize interactive content weekly.

### 5. Event Coverage

- Content:** Post Snaps from live events, workshops, or special promotions.
- Visuals:** Use geofilters or create custom filters.
- CTA:** Encourage participation or offer claims with “Swipe Up.”
- Frequency:** Post multiple Snaps during the event.

### 6. Post Frequency & Timing

- Frequency:** Post 5-10 Snaps per day.
- Timing:** Post during peak activity hours (7-9 AM, 12-2 PM, 6-9 PM).

### 7. Visual and Copy Requirements

- Visual Quality:** Use high-resolution, mobile-friendly (1080x1920 pixels) content.
- Creative Tools:** Incorporate AR filters, stickers, and Bitmojis.
- Branding:** Subtle use of logos or watermarks.
- Copy Length:** Keep text concise and impactful.
- CTAs:** Include clear actions (e.g., Swipe Up, Tap, or Share).

## 8. Engagement Tactics

- Quick Replies:** Respond to messages within an hour.
- Geofilters:** Create and promote custom geofilters for events.
- Shoutouts:** Mention or tag followers, clients, or influencers to boost reach.

# B. Paid Ad Campaigns Checklist

## 1. Snap Ads

- Video Length:** Create 3-10 second videos, with key info in the first 2-3 seconds.
- Content:** Highlight services, client stories, or special offers.
- Visuals:** Ensure high-quality, engaging visuals with a strong narrative.
- CTA:** Use “Swipe Up” linking to a landing page or booking link.
- Frequency:** Run ads consistently, adjusting based on performance data.

## 2. Story Ads

- Content:** Develop a narrative using a series of Snaps or full-length videos.
- Visuals:** Use professional images or video with a mix of content types.
- CTA:** Encourage swiping up to learn more or book services.
- Frequency:** Utilize for ongoing campaigns or special events.

## 3. Collection Ads

- Content:** Showcase products or services with tappable tiles.
- Visuals:** Ensure high-quality, visually cohesive images.
- CTA:** Include swipe-up options on each tile leading to relevant pages.
- Frequency:** Best for promotions or new product/service launches.

## 4. Dynamic Ads

- Content:** Use automatically generated ads based on user behavior.
- Visuals:** Consistent branding and attractive visuals.
- CTA:** Use dynamic CTAs tailored to user interactions.
- Frequency:** Run continuously, adjusting dynamically.

## 5. Ad Targeting Strategies

- Audience Segmentation:** Target by demographics, interests, and behaviors.
- Lookalike Audiences:** Create audiences similar to your existing followers.
- Location Targeting:** Focus on users near your clinic or in specific regions.
- Behavioral Targeting:** Target users based on previous interactions.

## 6. Budget & Bidding

- Starting Budget:** Begin with \$20-\$50 daily to test performance.
- Bidding Strategy:** Use automatic bidding initially; adjust manually later.
- Ad Placement:** Utilize automatic placements for optimal performance.



## 7. Ad Copy & Creative Best Practices

- **Copy:**
  - Headline:** Keep it short and attention-grabbing.
  - Body:** Focus on benefits and use relatable language.
  - CTA:** Direct users to take immediate action.
- **Visuals:**
  - Vibrant Colors:** Use bright, dynamic visuals to stand out.
  - Consistent Branding:** Maintain visual identity across all ads.
  - Test Formats:** Experiment with static images, gifs, and videos.

## 8. Analytics & Optimization

- A/B Testing:** Regularly test different ad elements to find what works best.
- Performance Monitoring:** Track swipe-up rate, conversion rate, and CPA.
- Ad Adjustments:** Refine based on performance data for better results.

## 9. Ensuring Compliance & Best Practices

- Ad Policies:** Ensure all ads comply with Snapchat's advertising guidelines.
- Privacy Considerations:** Follow best practices for data protection, especially in retargeting ads.

# Snapchat: Universal Checklist

## A. General Snapchat Checklist (For Both Ads & Organic Posts)

### 1. Visual Quality:

- Use high-resolution, vertical content (1080 x 1920 pixels).
- Incorporate bright, dynamic visuals with consistent branding (colors, logos, fonts).
- Utilize Snapchat's creative tools: filters, AR effects, stickers, Bitmojis.

### 2. Copy:

- Keep text overlays short, clear, and engaging (max 2 lines).
- Include relevant emojis to draw attention.
- Ensure every post/ad has a clear CTA (e.g., "Swipe Up to Book!").

### 3. Hashtags:

- Use 1-2 relevant hashtags per post/ad (#Wellness, #GlowUp).
- Always include a branded hashtag (e.g., #EverlastWellness).

### 4. Frequency & Timing:

- Post consistently: 5-10 Snaps/day.
- Optimal times: 7-9 AM, 12-2 PM, 6-9 PM.

### 5. Engagement:

- Respond to messages within 1 hour.
- Encourage interaction through polls, Q&A, and shoutouts.

## B. Snap Ads & Story Ads Checklist

### 1. Content:

- Focus on one key message or offer (e.g., treatment benefits).
- Deliver the main point within the first 2-3 seconds of the video.

### 2. Video Length:

- Keep videos between 3-10 seconds.

### 3. Visuals:

- Use professional-quality video or images.
- Ensure motion and sound are engaging (use subtitles if needed).

### 4. CTA:

- Include "Swipe Up" leading to a relevant landing page or booking link.

### 5. Targeting:

- Define your audience by demographics, interests, and behaviors.
- Use Lookalike or Custom Audiences for precise targeting.

### 6. Budget:

- Start with \$20-\$50 daily, adjust based on performance.

## C. Organic Posts Checklist

### 1. Content:

- Rotate content types: behind-the-scenes, testimonials, educational Snaps, and event coverage.

### 2. Visuals:

- Make use of Snapchat's tools like filters, stickers, and AR effects.

### 3. CTA:

- Include interactive elements like polls or "Swipe Up" for more details.

### 4. Frequency:

- Maintain a consistent posting schedule with frequent updates throughout the day.

## D. Final Notes

### 1. Review & Optimize:

- Regularly monitor performance and adjust based on insights.

### 2. Compliance:

- Ensure all content complies with Snapchat's advertising policies.