



# Snapchat for Recruitment

Recruitment Marketing Automation Series Handbook

“The fun thing about Snapchat is really the surprise and the joy  
that comes from learning how to use it”

Evan Spiegel, CEO and co-founder of Snap, Inc.

## 1. Introduction

“Snapchat is a really intimate medium”

Joanna Coles, OBE, former Chief Content Officer for Hearst Magazin

Who would have thought that a social network devoted to vanishing content would prove to have such staying power? More than that, who would thought that an app with no newsfeed, no photo albums, and really very few of the traditional elements of a social media site would be able to take such a prominent place in the lives not just of users, but of marketers and recruiters?

On the other hand, the conventions that we think of as “traditional” in the world of social media haven’t been established for more than about a decade at the most. The features that define even established sites like Twitter and Facebook are no doubt changing as we speak. As conventions change, our conventional wisdom has to change with it. This is where Snapchat comes in.

Most of the techniques that marketers have used on social media over the past five to 10 years simply don’t factor into the Snapchat calculus. Where organic reach on other media could be aided by existing brand gravity, Snapchat, by foregoing the newsfeed and any type of search functionality, makes it impossible for users to stumble upon corporate brands by accident. Without a cache of previous posts, images, videos, etc., marketers are also unable to rely on the type of evergreen content that was always a key element on more traditional platforms. And this isn’t even the half of it!

That might be (and, in fact, has been) enough to keep marketers away from the site. But considering how engaged the average Snapchat user is, we think that'd be a mistake. And, after all, you don't have to go into this process alone—because we're here to help!

In this eBook, we'll give you a rundown of all the ways that employer branding on Snapchat differs from other channels, not just in terms of technical differences, but in terms of audience expectations. We'll give you a sense of how Snapchat's unique visual aesthetic has developed, and how recruitment marketers can use that aesthetic to improve their employer brand gravity and emphasize a new side of their EVP.

Along the way, we'll give overviews of some best practices, as well as the lowdown on Snapchat's ads platform. Even as you read this, the platform's advertising options are growing and evolving to create new ways of converting followers into candidates, and we'll help you to identify a winning strategy for doing just that.

Just to be clear, Snapchat isn't just the flavor of the month. Sure, it's been trendy for a while, and all trends fade eventually. But Snapchat also provides value to recruitment marketers in ways that no previous platform has been able to do. Whatever hurdles there are to be overcome in recruiting effectively on this app, there's little doubt that it gives recruiters access not just to new markets, but to new ways of expressing themselves. And isn't that what successful employer branding is all about?

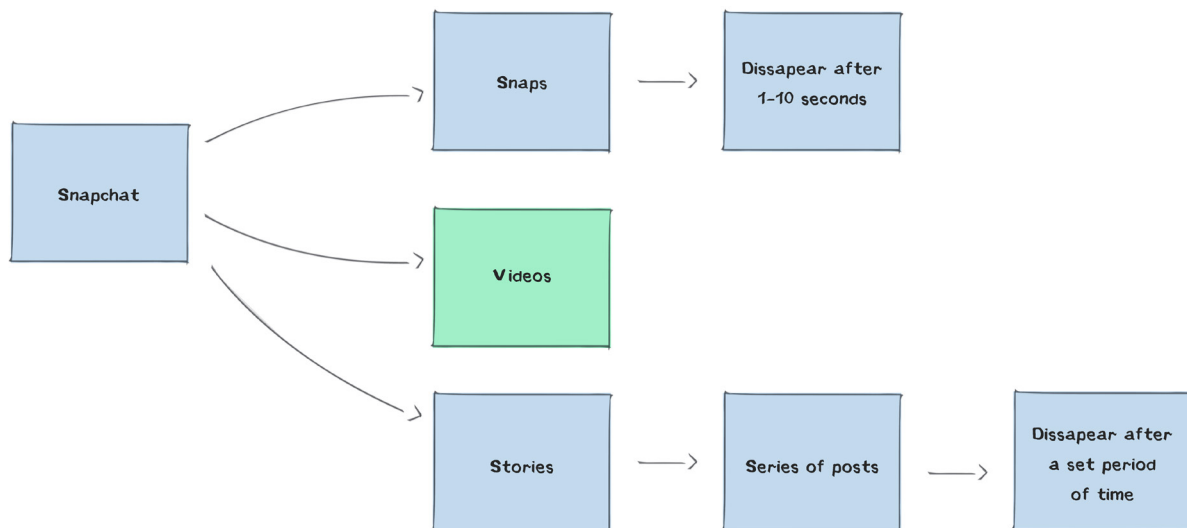
Okay, let's dive in!

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2. Snapchat: The Basics
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4. Challenges to Effective Recruitment
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## 2. Snapchat: The Basics

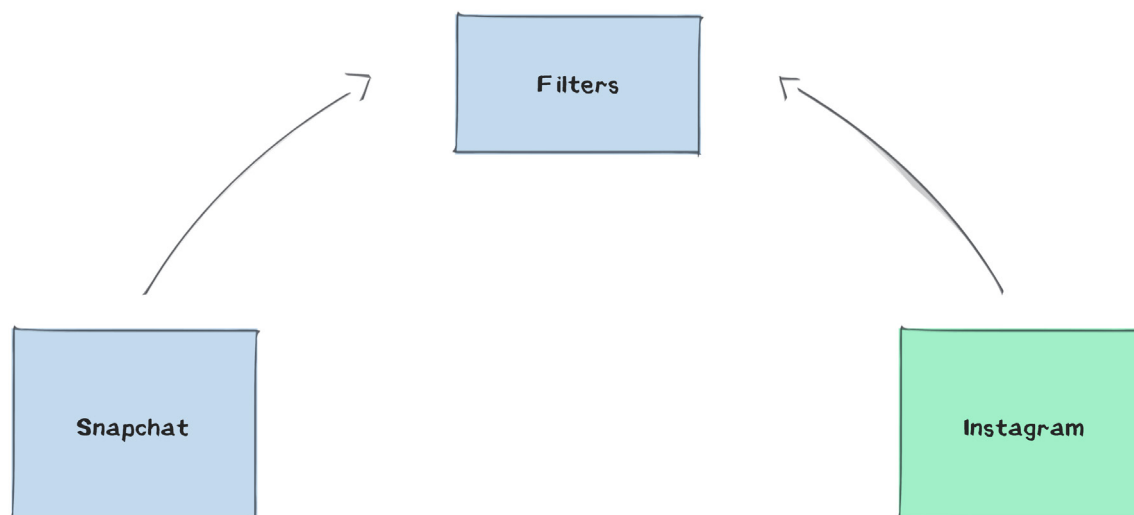
### WHAT IS SNAPCHAT?

Okay, we may have gotten ahead of ourselves a little bit here. We're guessing that most of you, since you're reading this eBook, know what Snapchat is. But, possibly, there are some of you out there who are still a little confused about this platform and how it works.



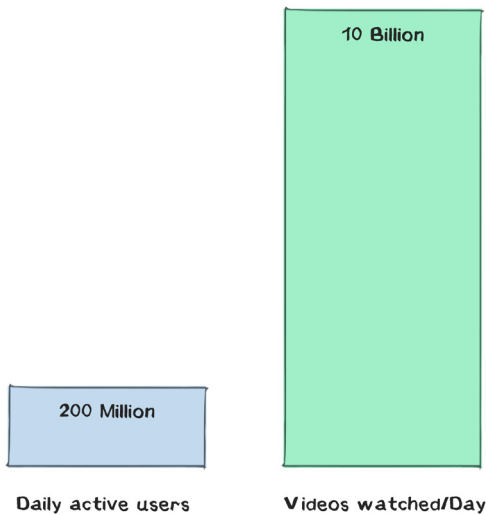
So, let's start with the basics. On Snapchat, users send one another Snaps, which are images that disappear after a set period of time (usually one to ten seconds). Users can also send videos, and they can create "Stories," which are series of posts in succession that other users can follow as they unfold. These, too, vanish after a set period of time. This might seem like a disadvantage to some, but social media posts on other platforms have such a short shelf-life that it might not need to have a huge impact on your strategy.

Like Instagram, Snapchat gives its users filters to use to make their pictures more interesting, as well as “lenses” that enable users to augment their pictures with whimsical elements.



A few years ago, it was only really savvy recruiters who had thought to use Snapchat to attract new applicants. As an opening gambit, most businesses who were attuned to the platform’s potential were using it to offer prospective candidates a unique, creative way to apply for jobs. A company would send out a Snap advertising a position, and would promise a job interview to the person with the best or most creative response—whether this meant engaging with a particular brand in a fun way, showing off some skill with visual media, or anything else that might entice people into this new version of the applicant funnel. This was all the rage for a while, but it quickly became apparent that Snapchat could be used for so much more.

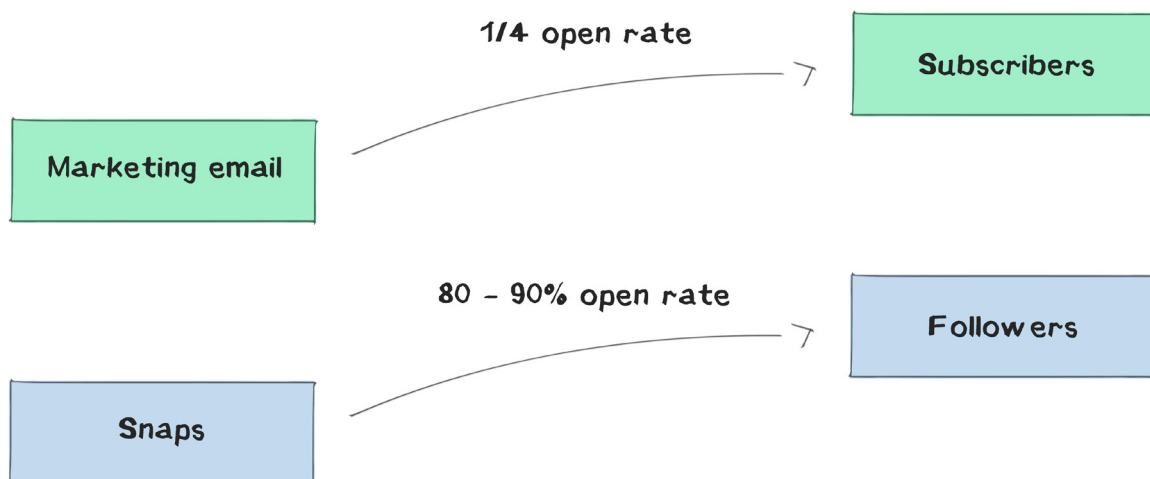
Now, Snapchat is quickly becoming a standard part of the recruitment marketing toolkit, in part because recruiters are realizing that it can be a powerful force not just for sourcing candidates, but for building



a strong employer brand. By creating the kind of whimsical, authentic, and playful content that Snapchat's userbase has helped to define, recruiters can become a part of an important cultural phenomenon. Sure, the platform might not have as many users as Facebook or YouTube, but its engagement levels are *astounding*.

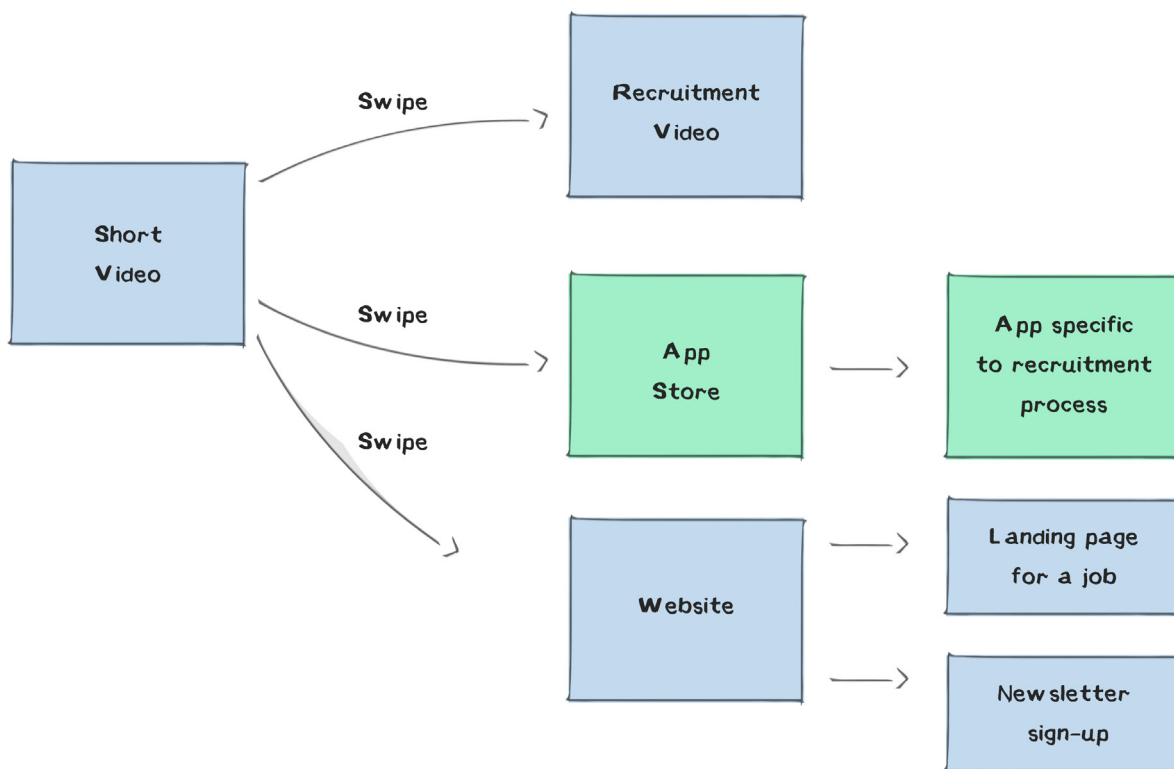
Their 200 million daily active users watch 10 *billion* videos per day. Not a typo.

Where marketing emails have roughly a one in four chance of being opened by their recipients, Snaps that get sent out to your followers have an 80-90% chance of being opened. How can recruiters say no to that?



Because Snapchat is still such uncharted territory for marketers and recruitment marketers alike, even those of you who are fairly well-versed in the platform might not know that much about its ads

infrastructure. Snapchat ads are a bit like YouTube ads, in which videos play before or after your target users' selected content. The difference is that users can swipe from your video directly to another web page or piece of content based on your preference.



You can display a short video and have users swipe to watch a longer, full-length recruitment video (up to 10 minutes); you can have their swipes take them to the app store, if you have an app specific to your recruitment process that they might want to download; or they can be redirected to a page on your website, whether that's a landing page for a particular job or just a newsletter sign-up page.

We'll go into more detail about this infrastructure later, but suffice it so say that you should do your best to align your ad types with your specific recruitment goals.

## THE YOUTH MOVEMENT

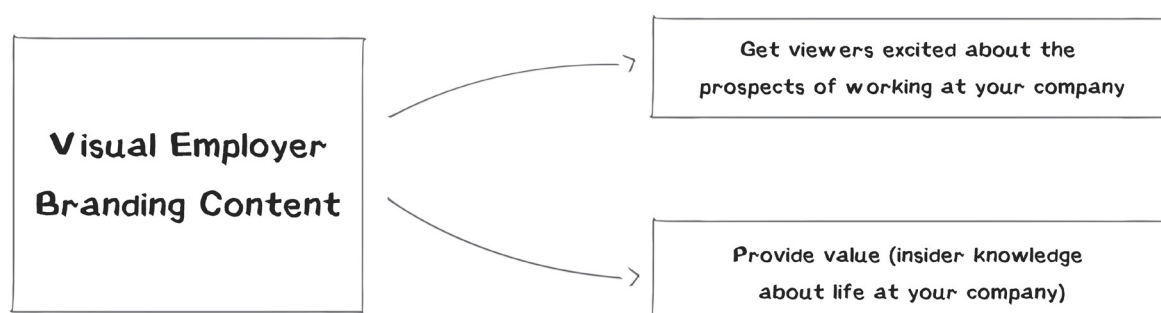
Now, when it comes to this unique platform, it's not just about how many people are engaging with content. It's about *which* people are engaging with content. Compared to most other social media platforms, Snapchat skews towards a younger age demographic, meaning that it's one of the best places to reach Millennials, particularly Millennials in the U.S. Everyone, seemingly, has plenty to say about how to recruit this particular demographic, and we're willing to go out on a limb and say that a lot of that's pretty much nonsense—but it is true that if you're having trouble reaching the 18–32 age range with your employer brand, Snapchat is a better bet than most.



But it's like they say, age is just a number. The appeal of Snapchat isn't so much that the users are younger, it's that the community on Snapchat has developed its own very specific milieu that simply doesn't exist in the same on other social platforms. This means that recruiters are in a position to emphasize elements of their employer brand and EVP that would feel out of place on sites like Facebook or LinkedIn. With this newfound freedom, you can reach passive job candidates whose attention you might have had difficulty attracting with more traditional approaches.

### 3. How to Promote Your Employer Brand on Snapchat

Okay, so Snapchat is a tool that gives you a chance to emphasize elements of your employer brand that you otherwise might not be able to—but how exactly do you go about doing that? Well, for starters you need to really engage with the many tools that Snapchat gives you access to. If there's a popular filter or lens, don't be afraid to use it. In general, visual employer branding content should either get viewers excited about the prospect of working at your company or provide them with value in the form of insider knowledge about what life is like there.

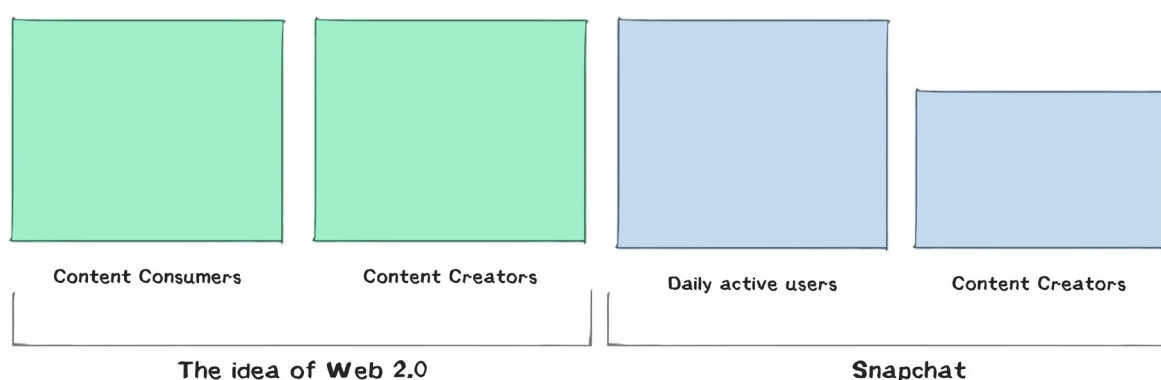


So, if there's a fun side to working at your business (and hopefully there is!) Snapchat will give you plenty of ways to show it off. Consider sending out Snaps, or even posting a Story, from a company picnic, an office party, or anything else that shows a side of your business that potential job candidates might not ordinarily see. In this way, you show off your employer brand in the form of your employees doing something they enjoy—something that you might not see on LinkedIn or in a traditional recruitment video.

There are plenty more specific strategies that recruiters can use to draw the attention of their target personas. For instance, you could have an employee takeover of your Snapchat account for a day, so that prospects can get the inside scoop straight from the people they'd be working with. Or, you might give your prospects insider information on your application process (this will help them overcome any hurdles that are preventing them from applying). Whatever you do, just be yourself. Don't be afraid to let your hair down. All the kids are doing it.

### A SNAP IS WORTH 1,000 WORDS

The idea of Web 2.0, in which there are just as many people creating content on the internet as consuming it, seems a little quaint these days. YouTube, for instance, which started out as basically a platform for people's home movies, now has its own TV service and a complex video suggestion algorithm—a great resource, certainly, but not quite the "everyone's a creator" utopia that some people envisioned. On Snapchat (a platform that didn't even exist a decade ago), however, things are different. Of the app's 200,000,000 daily active users, more than 60% are creating content on a daily basis. Sure, that content vanishes almost immediately, but it's still a sign of an active, engaged userbase of the kind that can't really be found anywhere else.



The upshot here is that single Snap, or a single Story, can communicate a *lot* to prospective applicants. Part of your Snapchat game is going to revolve around trying to master some of these fundamentals to develop a version of your existing employer brand that utilizes them. Like we said, this is going to mean making a point of emphasizing the fun, unusual elements of your EVP. Whatever quirks differentiate your workspaces, say, from those of your competitors will be good fodder for your Snapchat audience. If you have ping pong table, for instance, you could send out a picture of two coworkers engaged in a friendly game with the score sketched out above the table.

By contrast, you could also make a point of highlighting relatively mundane elements of office life, with a whimsical, Snappable twist. Use a lens or filter to turn an coworker's morning coffee break into something surreal and exciting. This can actually be a good way to get passive job candidates over the imaginative hurdles that stand between them and the submit button on your career page. Why? Because it helps them imagine day-to-day life at your company in a fun, memorable way.

## A DAY IN THE LIFE

As with many other platforms dedicated primarily to visual media, Snapchat is an app that works best when your focus is on people. Particularly, your people. Resist the urge to put your CEO or your founder front and center in your employer branding efforts. Instead, let your team take center stage—or even let them take the reins of your Snapchat account. This will give them the chance to share their

hopes, challenges, interests, insights, and daily activities in a way that feels authentic and spontaneous. Don't worry about the lack of polish or low production values—on Snapchat, this might actually be a plus.



Of course, you'll want to make sure that what's being posted is essentially in keeping with your existing employer brand, but within that you should have plenty of wiggle room. Consider letting various team members take turns creating Stories that take the users through a typical day in their work lives, from any interesting projects they're working on to any challenges that they encounter and overcome to any office downtime or moments of camaraderie with coworkers. This will, of course, make it easier for potential applicants to see themselves in the positions you have open—but it will also give your company a chance to show off its EVP. If your company offers its employees the chance to solve interesting problems, the opportunity to work with smart, diverse teams, or educational opportunities, those facts will come through in your coworkers' narratives. Better yet, they'll come through in a way that doesn't make people feel like they're being marketed to.

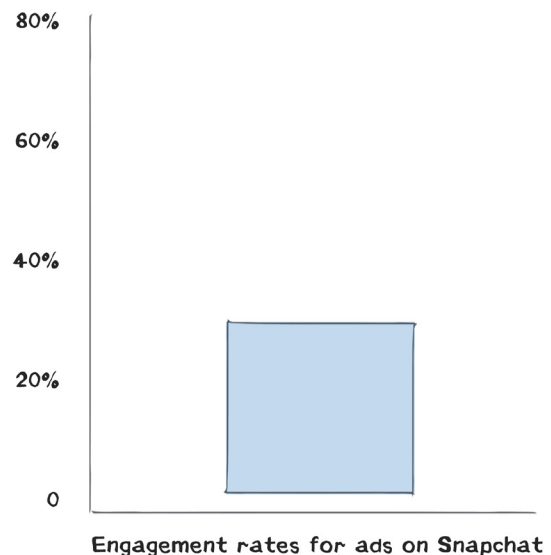
## SNAP ADS AND MORE

Okay, so you've developed a Snapchat strategy that highlights your EVP by way of your team and utilizes at least of few of the formatting options that are unique to Snapchat.

What next? How do you maximize your employer branding ROI?

One option is to use Snap Ads to augment your existing strategy. If you've already developed a strong brand voice and a dedicated following of potential applicants, paid ads can be a good way to leverage your reach into conversions, by giving users a call-to-action to download an app or visit a webpage (ideally a landing page for the job opening questions, or a landing page for an email signup if you're only trying to strengthen your pipeline).

Engagement rates for ads on Snapchat are only around 30%, but that could still represent a sizeable chunk of people if you're targeting a wide enough audience. If you've already developed a brand that users appreciate, and if you can craft an ad that will be just as aesthetically engaging as your other content, this can be a useful way to drum up applications.



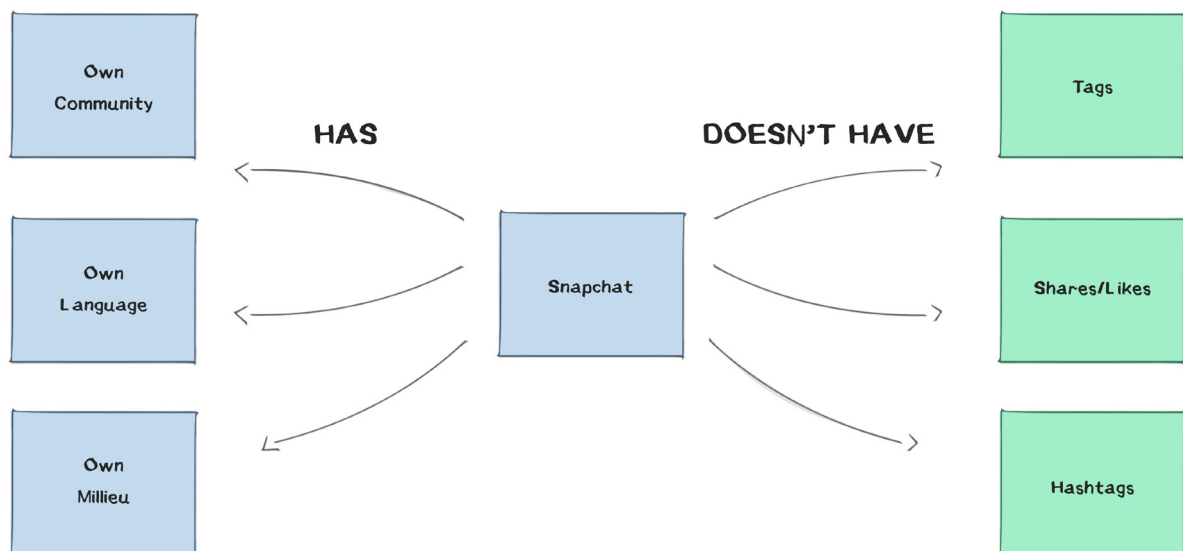
Conversely, if you're having difficulty with actual employer branding part of the equation, there are some other paid advertising options available to you. Specifically, you can sponsor a branded lens (or, if you're hiring for a particular geographic area, you could potentially sponsor a location-specific filter) that users can engage with.

There is no obvious conversion opportunity for either of these options, but if you can afford to expend some resources on a general employer brand awareness push then it might help your recruitment efforts in the long run. Even these efforts, however, should be backed by a strong employer branding strategy that appeals to Snapchat's unique demographics and userbase.

## 4. Challenges to Effective Recruitment

Now, just because there are exciting opportunities here does not mean that everything is sunshine and roses. Because Snapchat is so different from most other social platforms, the most effective strategies for use may not be obvious to most recruitment marketers. As a result, there are a number of hurdles that typically need to be overcome before businesses can really generate meaningful employer brand gravity through the Snaps, Stories, and videos that get shared on Snapchat.

### LEARNING THE PLATFORM



Let's start with the basics: in order to recruit effectively on Snapchat, you first have to forget everything you think you know about social media marketing. As we've been saying, this platform has its own community, its own language, and its own milieu, all of which makes the Snapchat experience very different from that of other social media sites. There's no tags, or shares, or likes, or hashtags.

These are tools that social media marketers have relied on for years to improve their content's performance, but here they're nowhere to be found.

Just as stringent as the technical limitations, however, are the stylistic practices. On a platform like LinkedIn, your users might be expecting fairly straight-laced, corporate-seeming content. That won't fly on Snapchat. Users expect content that feels honest, authentic, and improvisational. Sure, you'll have to have a cogent marketing strategy for your presence there, but you don't want it to *look like* you have a strategy. Thus, you might find yourself taking a punk rock sort of approach—you can spend hours getting your outfit just right, as long as it *looks* like you just rolled out of bed.

#### NO EVERGREEN CONTENT

Now, if you've worked with other social media platforms in the past, you've probably found yourself searching for those elusive pieces of "evergreen content," posts, images, or videos that stay relevant and keep gaining views long after the first time they were posted. These have, historically, been powerful drivers of engagement for marketers, especially as Facebook's algorithm (for instance) has become more and more stringent in what it shows to users. On Snapchat, this concept doesn't exist. This means that not only do you have to create content that looks and feels authentic (and engages with Snapchat's unique filters and lenses in a way that will delight your followers), you have to do so on a consistent, ongoing basis. This might seem like a difficult obstacle to overcome, but the informal nature of the platform

should make it possible to churn out content that appeals to users a little bit more quickly than you'd be able to on, say, YouTube.

## DEVELOPING A FOLLOWING

Above we mentioned the idea of delighting your followers—but where exactly are those followers supposed to come from. Snapchat doesn't have a search feature or sharing functionality, so even if a Snapchat user is interested in learning more about your employer brand, it's not clear how they would find you. This is a problem that's essentially unique to Snapchat, but it doesn't have to stymie your efforts completely.



Try putting your Snapchat handle in email signatures, on business cards, and elsewhere, while linking from your other social media accounts to your Snapchat (whether that's via CTAs in paid ads or just standard posts). Not all of your followers will migrate there, but there are good odds that at least some of your target candidates will prefer to engage with your brand on Snapchat, and the less formal content on the platform might help to move them deeper into your recruitment funnel by giving them more playful versions of your employer brand and your EVP.

## TARGETING YOUR IDEAL CANDIDATES

Of course, even if you are able to amass a decently large following, it's particularly difficult on Snapchat to be sure that your following is composed of the of the right people. Whereas on, say, Facebook, you have a lot of demographic data about your followers and fairly robust ad targeting options to help you adjust that demographic in the direction of your ideal audience, Snapchat doesn't really offer this same level of visibility.

Even as you get into their advertising options, you might find that winnowing out exactly the right audience is harder than it is elsewhere (though, this is improving—you can now create “lookalike” audiences based on email lists or target people with particular interests).

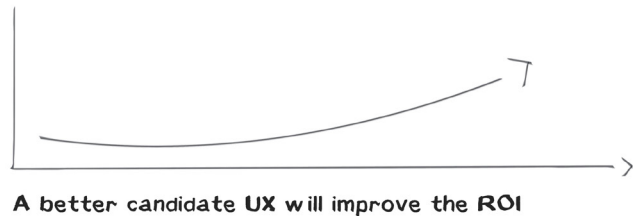
Because many of your followers will be discovering you based on your other social media accounts, you first have to be sure that you're reaching the correct followers on those sites. Beyond that, however, you'll largely have to rely on the types of interactions you're getting, combined with your overall ROI calculations.

## MEASURING ROI

Speaking of ROI—because Snapchat doesn't have the same analytics options built-in that other platforms do, it can be much harder to measure your success (without some third-party support, anyway). For this reason, it's crucial to make sure that the rest of your funnel functions as legibly as possible.

The landing page for each individual job posting, for instance, ought to be able to tell you how much of your traffic is being routed from your Snapchat profile.

- Mobile friendly company website
- Accesible careers page
- Call to action and landing pages
- Recruitment marketing content
- Target audience



While this might not give you the level of nitty-gritty information that you'd like, it will at least give you a rough idea of how any money and time spent on the platform is transforming into actual applies. As you track further from there, you measure (perhaps more qualitatively than quantitatively) the quality of the average Snapchat applicant and adjust your strategy accordingly.

## 5. 3 Reasons Snapchat is the Next Big Thing in Recruiting

For plenty of folks in marketing and recruitment, Snapchat has been looming on the horizon for a few years now. Early adopters have experimented with different ways to attract customers and candidates on the platform, and it's now becoming clear that some strategies work (employee "takeovers," heavy use of lenses and filters, etc.) and some don't. It's also becoming clear that many demographics, millennials especially, are much better represented on Snapchat than elsewhere—not just in terms of usership, but in terms of active engagement and content creation. Given all this, we think it's likely that we've reached the employer branding tipping point for this intriguing new(-ish) platform.

Of course, our argument here isn't just that "all the cool kids are doing it." On the contrary—we think this platform's time has come because there are a number of benefits that it can provide to savvy recruiters that simply don't exist on places like Facebook or LinkedIn. Ultimately, it's the emergence of these benefits, more than any other marketing trends, that's brought the world of HR to the point where Snapchat is an increasingly indispensable element in a recruitment marketer's toolkit.

### REACHING UNTAPPED MARKETS

Okay, this benefit might be the most obvious on the surface. But if we dig a little bit deeper we find that Snapchat isn't just a haven for younger users, it's also a place where it's possible to reach

candidates who might not be interested in traditional recruitment marketing. These are people whose eyes glaze over when they see a YouTube recruitment ad playing before their selected video, but might be willing to engage with something that feels more offhanded or improvisatory—i.e. more authentic.

The trick here is to always be providing value for your users. In the case of Snapchat, this value can come in the form of the whimsical, creative, and delightful content that no other platform is really able to provide. A Facebook ad with a clear distillation in somber terms of your EVP might not really add much value for some of your ideal candidates, but, bizarrely enough, a snap of your hiring managers with mustaches drawn onto their faces might.

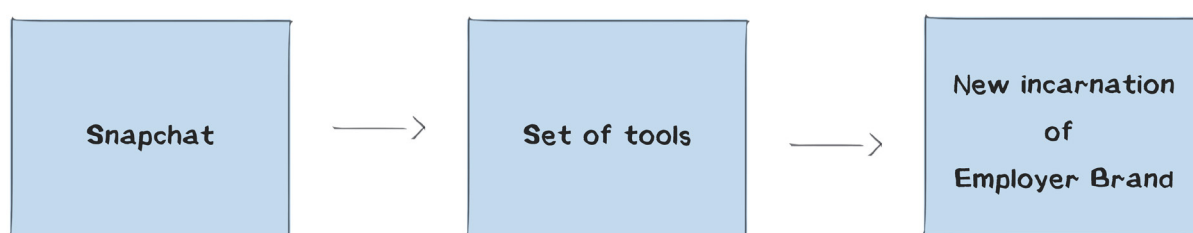
Some of the traditionalists reading this might blanch at the suggestion that some people need to be reached with a less formal, less polished version of your employer brand—but hear us out! If your candidate personas are attracted to a strong sense of community and a lot of interaction with a vibrant team, then that’s exactly the aspect of your EVP you should be promoting to them (assuming you really do offer those things). And community isn’t something that can be created by committee—it’s not a process that happens from the top down, but rather an organic, informal result of people working and spending time together.

Surely there’s some value to an employer brand that reflects that fact by seeming to arise from the bottom up. Of course, it’s impossible to run a social media campaign without a strategy, but if you can roll

something out that doesn't feel like a traditional marketing strategy (something that Snapchat really *does* give you the tools to do), you can reach a whole new group of candidates who might not have given you the time of day otherwise.

## GETTING OUTSIDE YOUR COMFORT ZONE

I know what you're thinking: if Snapchat is really that different from other platforms, it's going to take a lot of work to craft and implement a winning strategy there. And to a certain extent, you're right. You won't really be able to reuse much of the content that you post on other platforms, and most of what you post on Snapchat won't be appropriate for any other channels. But this doesn't necessarily have to be a bad thing. As a recruitment marketer, Snapchat gives you a chance to flex your creative muscles in a new way, using a fresh set of tools to develop a new incarnation of your employer brand.



In the process, you might find that you learn things about your employer brand, and even gain a new understanding of how your brand story can be told. This could then be applied not just to Snapchat but to your recruitment marketing efforts more broadly.

If, for instance, you find that a large number of users on Snapchat respond positively to the chance to see “a day in the life” of one of your employees, that tells you something valuable that you can apply to other employer branding activities.

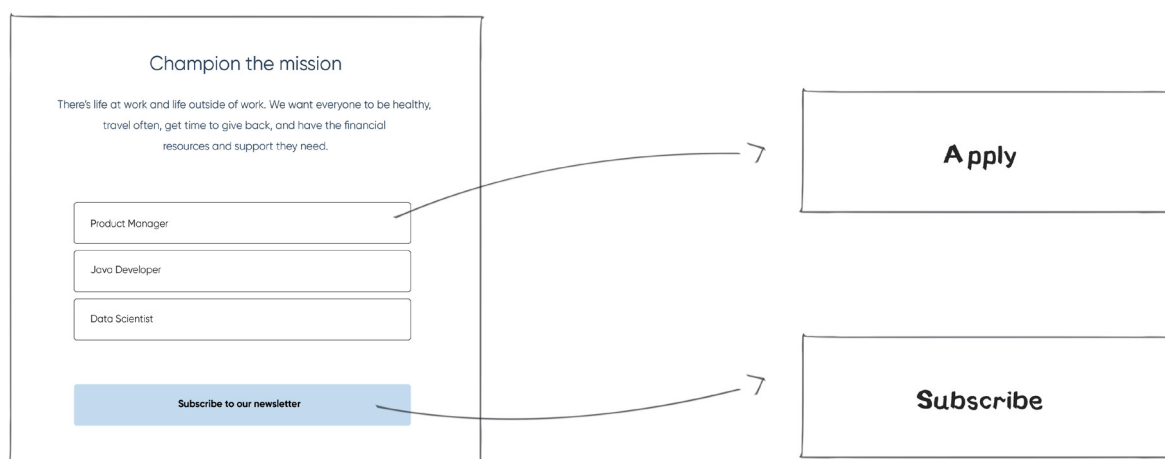
By the same token, if you’re having success with less-than-professional quality photos that have a more informal feel and tone, you might experiment to see whether or not your success is Snapchat-specific. Maybe the rest of your social media followers would benefit from seeing another side of your employer brand. There’s only one way to find out!

## GOING MOBILE

Snapchat is radically different from many of its predecessors in terms of format and content—but those aren’t the only differences. Most, if not all, social media platforms in recent years have made a push towards more mobile-friendly functionality, but Snapchat is leading the charge in terms of mobile experience. In fact, the platform really only exists in the form of a mobile app, which presents recruiters with a challenge and an opportunity.

The challenge? Optimizing your recruitment flow for mobile phone users. HR departments at top companies have historically been pretty bad at this, which is a shame, because letting candidates apply easily on their phones is a great way to drive up applications.

If you're leveraging Snapchat ads as part of your larger recruitment marketing strategy, you'll need to be able to direct users to mobile-friendly landing pages from which they can apply or take other actions (like signing up for an email list)—otherwise those impressions and clicks are all wasted!



But, like we said, this challenge comes with an exciting opportunity. If you can create a mobile application flow that will be effective for converting Snapchat leads into applicants, not only will you be able to drive up applications from Snapchat, you'll be able to provide mobile-friendly UX across your entire web presence. By reducing the barrier to entry for your applications in this way, you can garner more qualified applicants from every corner of your recruitment network.

## 6. Conclusion

At this point you might be thinking to yourself, *that's all well and good in theory, but how will it work in practice?* Guess what: that's exactly the idea! Learning how to do something new and create value from a new source is half the fun, and we hope that with the preparations we've given you to this point you'll be able to dive in with enough background knowledge to keep you afloat.

As we've seen, Snapchat really isn't comparable to any other social platform out there. Sure, you're still distilling your employer brand into a visual milieu, but you're playing by a new and different set of rules. Whacky lenses and filters will figure prominently into your efforts, and while this might seem strange at first, we're confident that you'll quickly find yourself in a place where you're reaching job candidates who couldn't have been reached on any other platform. By exposing a unique side of your EVP to the candidate personas who are drawn to Snapchat, you can demonstrate value in a new and engaging way that will lead to more, better applicants.

Remember, Snapchat ads can be a useful complement to your organic marketing strategy (though they will require a fairly mobile friendly application infrastructure on your side). Just think of them as another way to explore your creativity and test the boundaries of your employer brand. Who knows—the results may surprise you!

