



# Best Practices for Snapchat

*This is an extra resource to go along with the original article:*

[\*You Should Be on Snapchat: Here's Why\*](#)

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- ★ Choose your username carefully. You need something easy to remember. On Snapchat, search functionality is very limited.
- ★ Advertise Snapchat on other platforms. Promote your Snapchat profile on Facebook, YouTube, Twitter, and Instagram.
- ★ Hold Snapchat contests. You can advertise your Snapchat contest over other platforms to drive subscriptions.
- ★ Remember your Snapchat audience is younger (34 and below). Post content that appeals to this age demographic.
- ★ Partner with social influencers who can take over your account for a day or even a week.
- ★ Snaps shouldn't just be scheduled and robotic. They must feel authentic and "now."
- ★ Use social listening tools to determine if your Snapchat resonates with your target audience.
- ★ Include time-sensitive coupons and promo codes to increase sales.
- ★ Get people excited about joining your Snapchat by offering special deals frequently and exclusively on this channel.