The most important skill to have is not technical: it is *storytelling*. Know your topic, know why it’s interesting and the rest will follow.

- **A SMARTPHONE IS A FULL-FLEDGED PRODUCTION DEVICE THAT CAN HELP YOU TAILOR CONTENT FOR SPECIFIC AUDIENCES**
  - Know who you want to talk to and then decide about which format and platform to use (Snapchat, Instagram, Instagram stories, Facebook, Twitter, Youtube, your own website, WhatsApp, WhatsApp status…)
  - You should create specific content for each platform, but you can also repurpose existing content and refactor it in the ideal form factors needed by the social media you’re using (square for most, vertical video for snapchat and Instagram Storie and WhatsApp status)

- **USE THE GIMMICKS OFFERED BY SMARTPHONES: YOU HAVE LESS THAN 3 SECONDS TO CONVINCE YOUR AUDIENCE**
  - Fun titling
  - Time lapses and slow motions
  - Boomerang videos loops
  - Filters and emojis

- **POLITICIANS ARE USING PLATFORMS LIKE SNAPCHAT TO HAVE A DIRECT CONNECTION TO THE AUDIENCE, YOU SHOULD TOO**
  - Allow yourself to introduce fun or sometimes almost futile content in your stream of posts
  - Be frequent, and repost at different times of the day

- **LIVES: DON’T START TOO EARLY BUT ANNOUNCE EARLY ENOUGH**
  - Announce your lives the day before, the same day, an hour and some minutes before the event by posting a teaser
  - Allow for people to join your live before you get to the most important topic: Facebook advises to wait 10 minutes after the beginning to have a reasonable number of viewers
EXAMPLES

List of clickable links:
- Snapchat storytelling: Eva Schulz, Funk, Germany
- Facebook lives as a proof of honest reporting: Julien Pain, France Info, France
- CNN on Instagram
- National Geographic on Instagram
- Hochkant on Snapchat
- Brut, the king of repurposing

THE MOST IMPORTANT STAT:

A large chunk of the audience is not addressed by traditional media and communicators because they don’t have the culture of new platforms. But the figures speak for themselves. There’s a lot of people, mostly under 25, that rely on Snapchat, Instagram stories and WhatsApp status for all forms of content consumption and production.

DAILY ACTIVE USERS (MILLIONS) 2017/1

<table>
<thead>
<tr>
<th>Platform</th>
<th>Users (Millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Snapchat</td>
<td>166</td>
</tr>
<tr>
<td>WhatsApp Status</td>
<td>175</td>
</tr>
<tr>
<td>Instagram Stories</td>
<td>200</td>
</tr>
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