



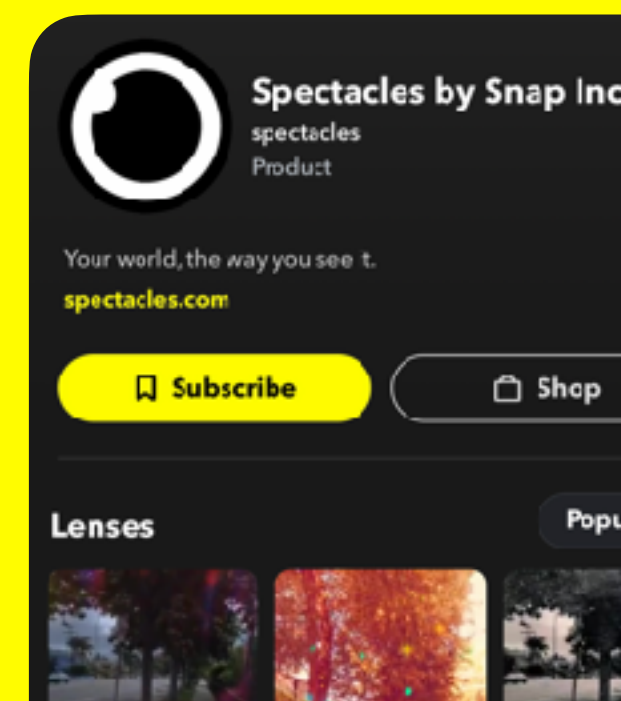
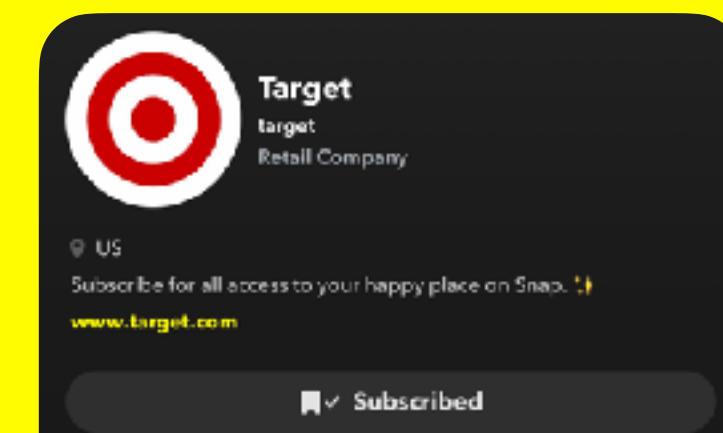
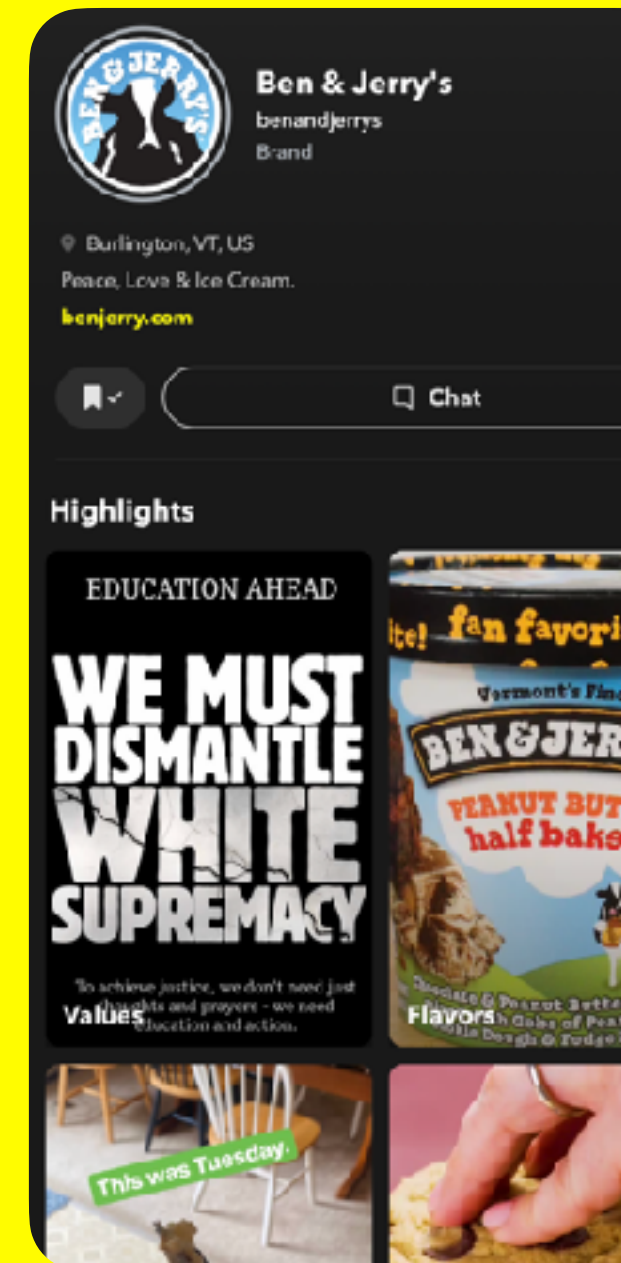
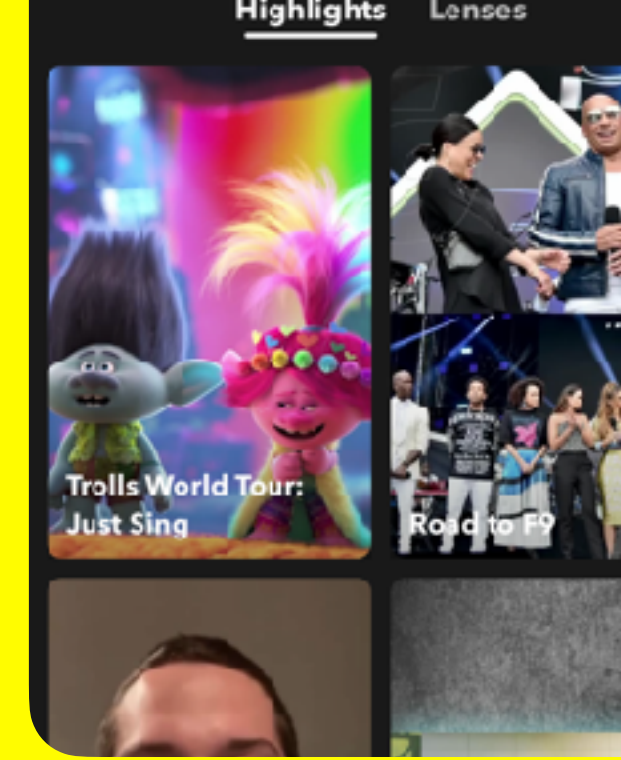
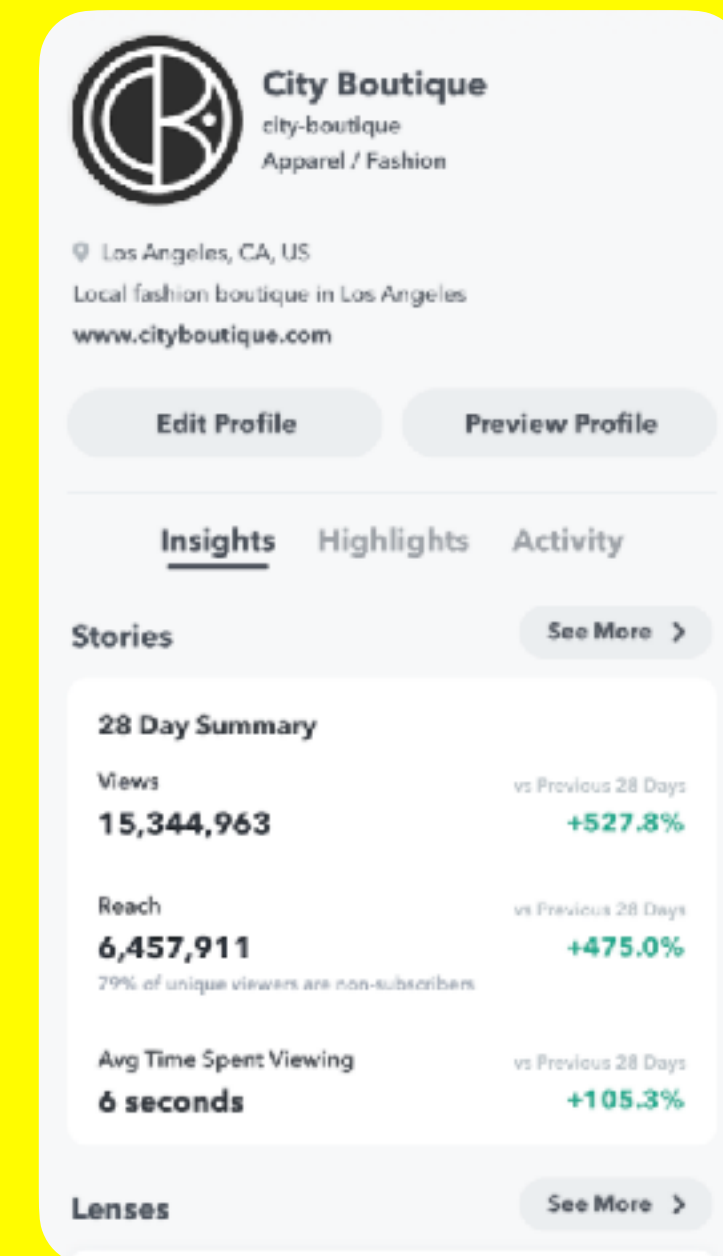
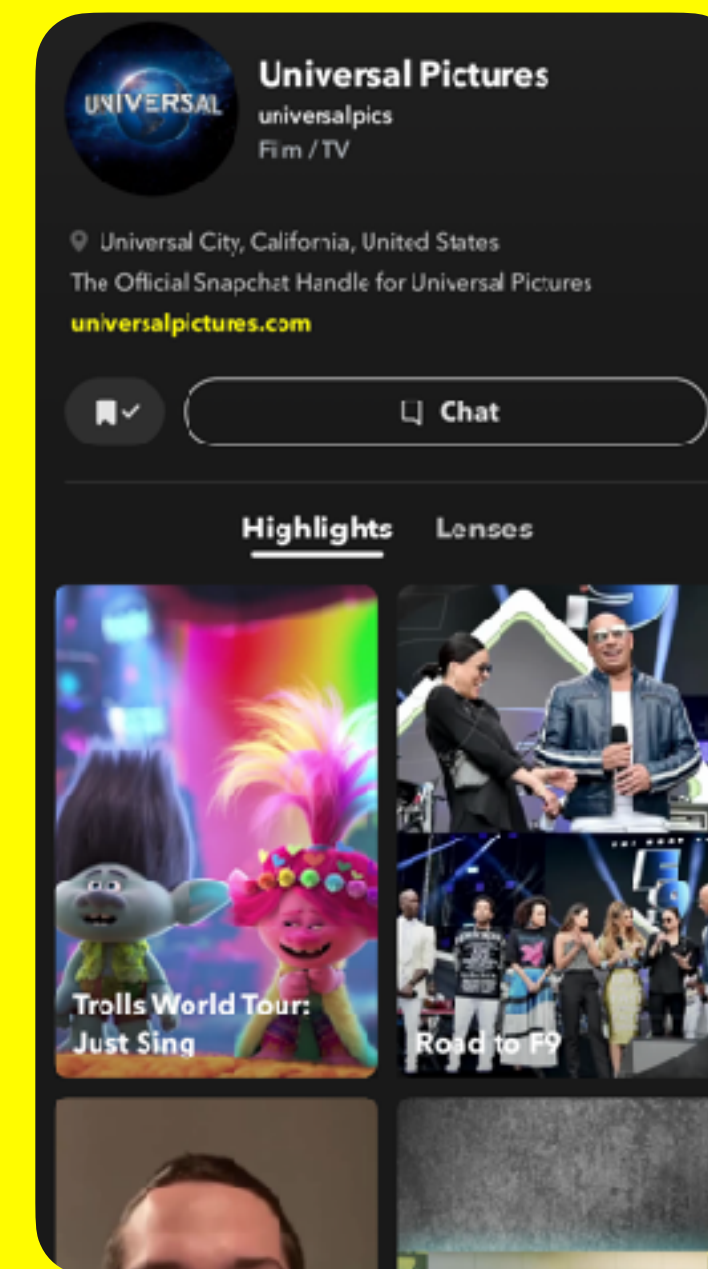
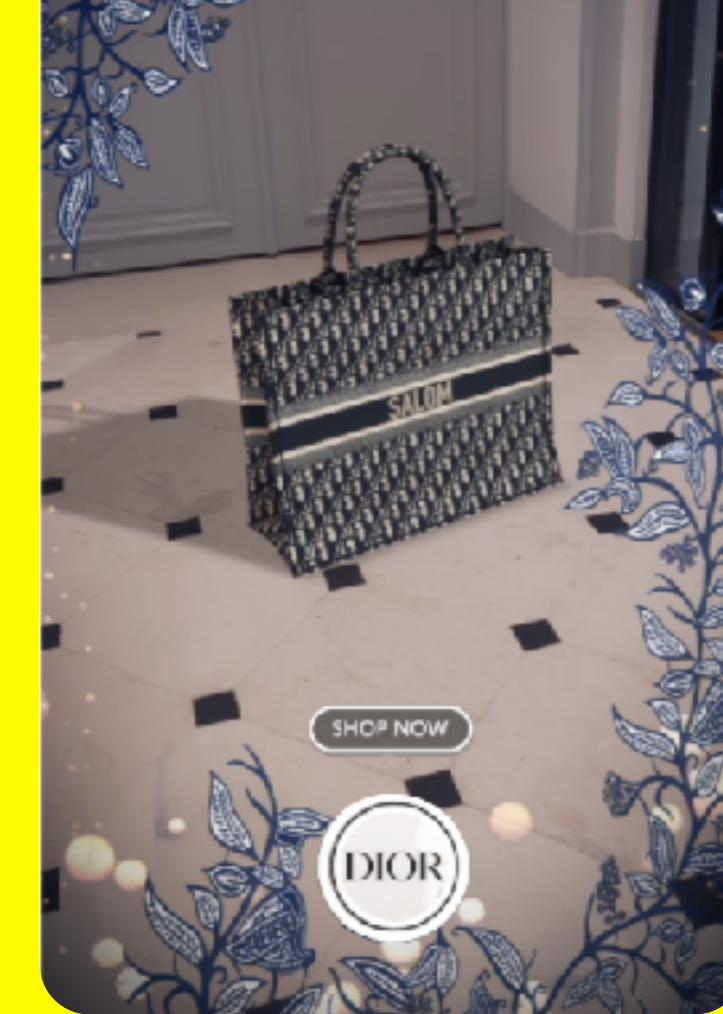
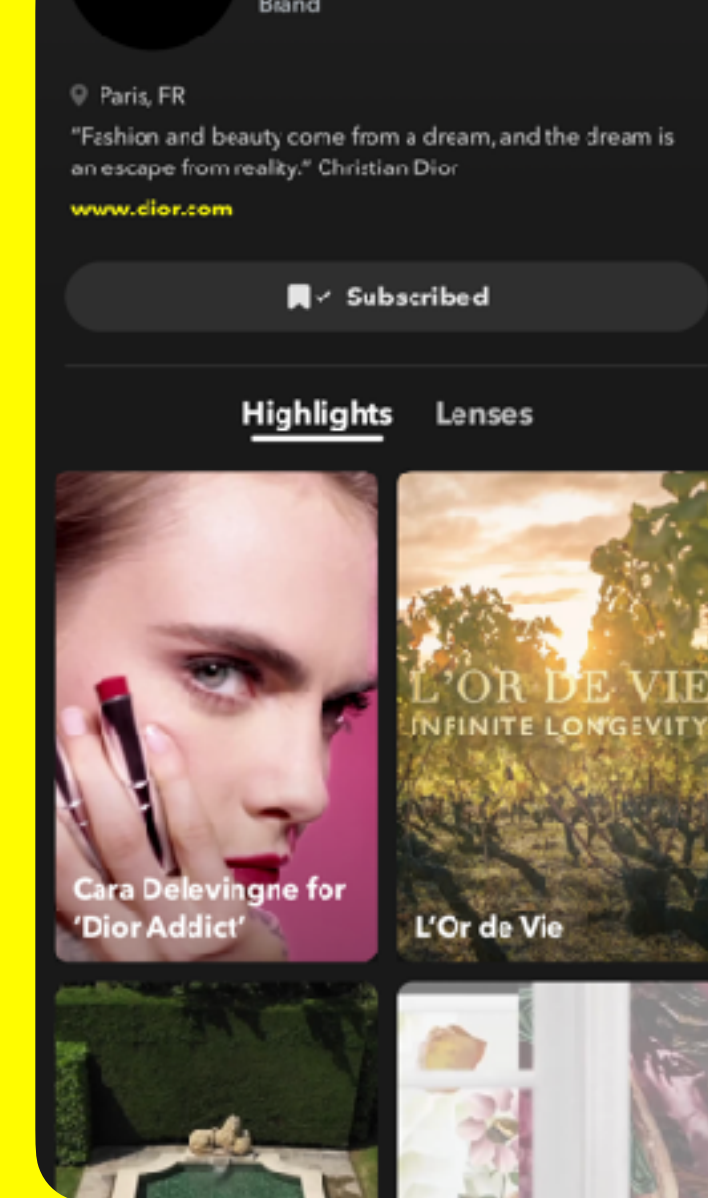
Setting up a Public Profile for a Business in less than 15 minutes

Your business's home on Snapchat

Public Profiles for Businesses

Public Profiles for Businesses offer a *free*, permanent home for brands and businesses on Snapchat, built to **amplify the impact** of their unique content and experiences, all while delivering **incremental** organic value and **insights**.

Public Profiles are **discoverable** by Snapchatters throughout the app, enhancing their experience through useful and **engaging** brand content.





Agenda

- Step 1: Create a username for your brand/business
- Step 2: Create a Snapchat business account for your brand
- Step 3: Create a Public Profile
- Step 4: Link your Ad Accounts to your Public Profile
 - *First Case Scenario: Ad Accounts and Profile in the same Business Account*
 - *Second Case Scenario: Ad Accounts and Profile in a different Business Account*
- Step 5: Ask your Account Team to have your Public Profile certified

Appendix

- How to link your Ads' Brand Name to your Public Profile
- How much does a username matter on Snapchat + Recommendations on choosing a username
- How to confirm the email address of your username / Snapchat account

Step 1: Create a username for your brand/business



5 minutes

or skip to step 2 if you already have a username for your brand

Option 1 - Recommended: create a Snapchat account on *Your Mobile Device*

1. First, you'll need to download the Snapchat app for [iOS](#) or [Android](#), then open it.
2. Tap 'Sign Up' to create a new account.
3. Enter the display name of your brand in the "First Name" field and tap 'Sign Up & Accept.'
4. Create a username.
 - **Please Note:** You cannot change your username after you've created it.
 - **Please Note:** See **pages 13-15** explaining why the username does not matter much on Snapchat since it's not visible in key sections of the app.
5. By default, you will be asked to enter your phone number and verify it. Since you're creating here a brand account, you may instead tap 'sign up with email instead' to sign up with an email.
 - **Please Note:** brands sometimes prefer using a generic email address such as brand-social@company.com so that access can be easily transferred within their team if needed.
6. Make sure to complete the verification of your email address by following the instructions sent to the email address of your account. More indications on page 16 if needed.

Create a Snapchat account - full steps here: https://businesshelp.snapchat.com/s/article/set-up-snapchat?language=en_US

Step 1: Create a username for your brand/business



5 minutes

or skip to step 2 if you already have a username for your brand

Option 2: create a Snapchat account Online

1. Go to ads.snapchat.com
2. Next to 'New to Snapchat?' click 'Sign up.'
3. Enter the display name of your brand and a username.
 - **Please Note:** You cannot change your username after you've created it.
 - **Please Note:** See **pages 13-15** explaining why the username does not matter much on Snapchat since it's not visible in key sections of the app.
4. Enter in a valid email address.
 - **Please Note:** ideally we recommend using a generic email address such as brand-social@company.com so that access can be easily transferred within your team if needed.
5. Make sure to complete the verification of your email address by following the instructions sent to the email address of your account. (More indications on page 16)

Create a Snapchat account - full steps here: https://businesshelp.snapchat.com/s/article/set-up-snapchat?language=en_US



Step 2: Create a Snapchat business account for your brand*



2 minutes

or skip to step 3 if you already have a business account for your brand

Grow your business with Snapchat

What kind of business are you?

Business Type

Brand

Create Ads & Public Profile
Get started on Snap by launching your first ad campaign and posting to your free Public Profile.

Create an Ad
Create a Snapchat business account and launch your first Snapchat ad campaign, tailored to your business objectives.

Set up a free Public Profile
A Public Profile gives your business a free, permanent home on Snapchat to house your business's content.

*Do NOT create a Public Profile within the Business account of an Agency. You should always create your OWN brand's Business account.

1. Go to ads.snapchat.com/setup
2. In the 'Business Type' menu, select 'Brand' and 'Create Ads & Public Profile'
3. Input your business name, business email, and name and click 'Next'.
4. Then select the country you'd like to do business in, along with the currency, and click 'Next'.
 - **Please Note:** You will be able to change later the currency, or pay in multiple currencies if needed.

Your Business Account will be created automatically!

Please note: If you previously had a different Public Profile type (a Public Profile for a Snapchatter or Snap Star), and do NOT currently have a business account, you can follow these steps:

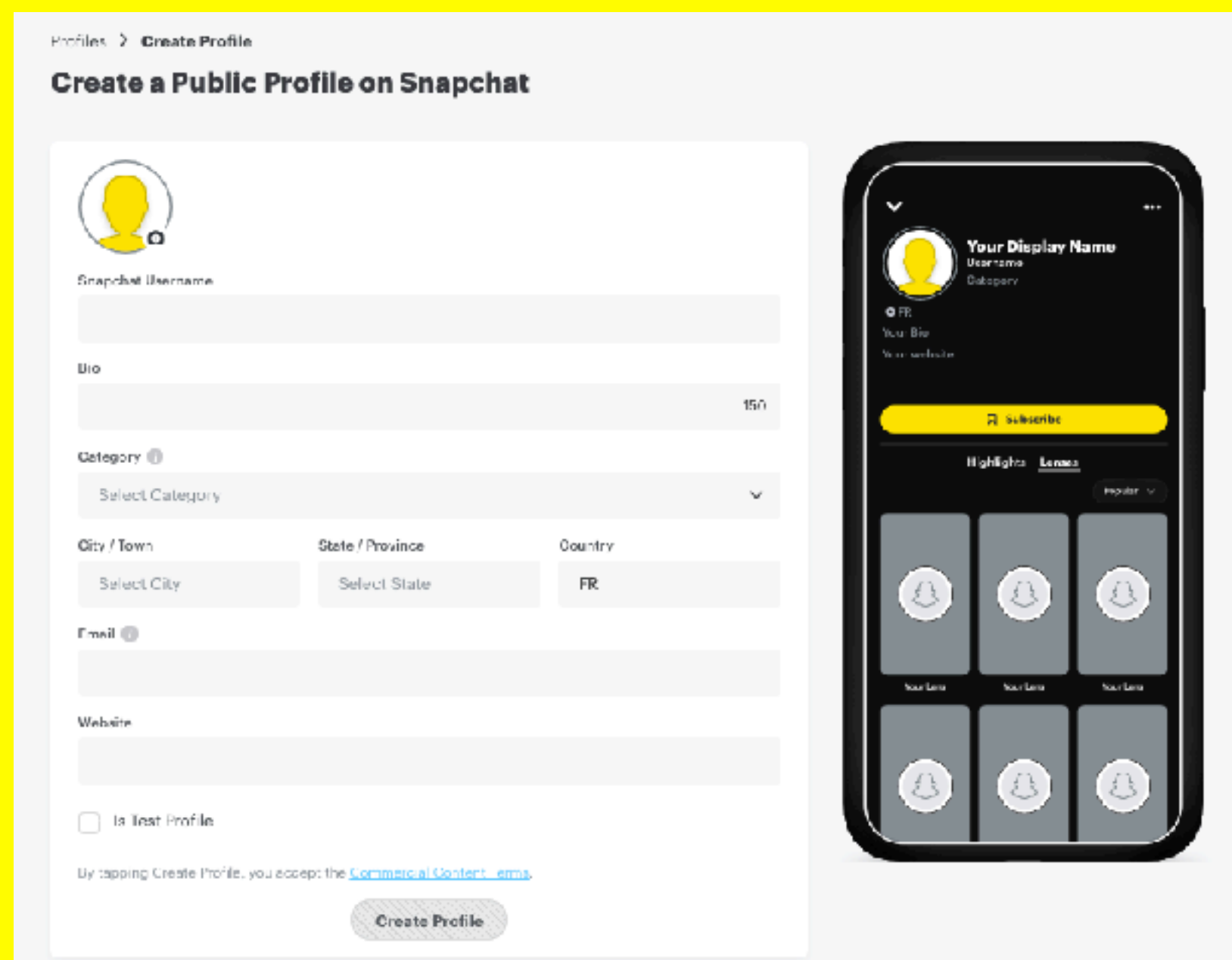
1. Go to profile.snapchat.com and log in with your username.
2. Select 'Profile Details' from the left navigation
3. Click 'Create an Ad'
 - **Please Note:** This will prompt an upgrade to a business account. Public Profiles are free and will not run an ad or require ads.
4. Input your Business Details and click 'Create a Business.'

Set Up a Business Account - full steps here: https://businesshelp.snapchat.com/s/article/get-started?language=en_US



Step 3: Create a Public Profile

 **5 minutes**



The screenshot shows the 'Create a Public Profile on Snapchat' form on the left and a preview of the resulting profile on the right. The form includes fields for 'Snapchat Username', 'Bio', 'Category', 'City / Town', 'State / Province', 'Country', 'Email', and 'Website'. There is a checkbox for 'Is Test Profile' and a 'Create Profile' button at the bottom. The preview on the right shows a mobile app interface with a profile card displaying 'Your Display Name', 'Username', 'Category', 'FR', 'Your Bio', and 'Your Website', followed by a 'Subscribe' button and a grid of 'Highlights' and 'Lenses'.

Only **Org Admins of the Business Account** can follow these steps.

1. Login at ads.snapchat.com to your Business Account
2. Click the menu in the top corner and select '★ **Public Profiles.**'
3. Select 'I already have a Snapchat account'
4. Log in with your brand's username and then confirm that it is the account you'd like to link to your business account, and press 'Connect to Business'.
5. Input your Profile information.
 - All fields except 'Username' are optional, however we recommend adding more detail to make it easier for Snapchatters to learn about your business.
 - When adding your profile photo, please keep in mind the minimum size is 320 x 320 pixels (.PNG, .JPG, or .JPEG). Maximum image size 2 MB.

5. Click 'Create Profile.' Your Profile will be instantly live and searchable in Snapchat so be sure to have all content such as Lenses and Saved Stories prepared to link or feature on the Profile once it is set up.

Please note: You can set up to 20 Public Profiles under your Business Account, if you need to set up more than 20 Profiles, please connect with your Snapchat account team, or if you don't have one, please open a support ticket.

Set Up a Public Profile for a Business - full steps here: https://businesshelp.snapchat.com/s/article/public-profiles-business?language=en_US



Step 4: Link your Ad Accounts to your Public Profile

First Case Scenario

Your Ad Accounts (i.e. your campaigns) and your Public Profile live in the **same** Business Account

 **2 minutes**

An **Organization Admin** (or someone with access on both the ad account and the Profile) **must connect the two**.

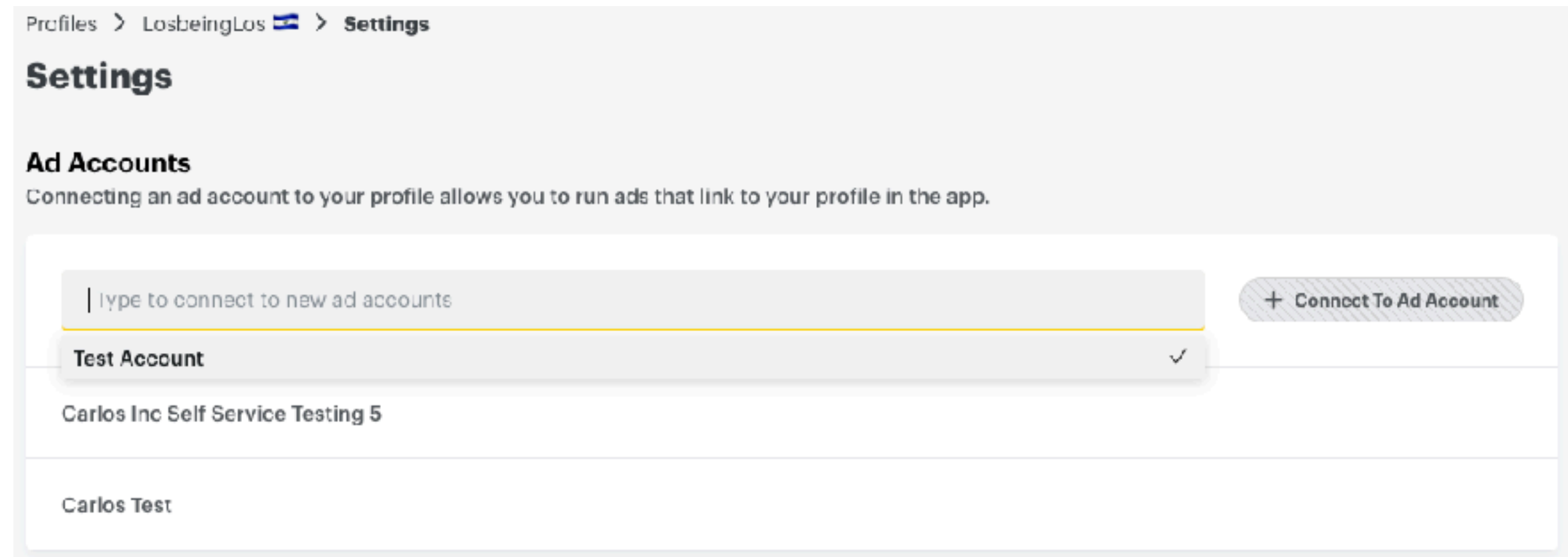
1. Select the top corner of Ads Manager and click '★ **Public Profiles**'.

Click on the Profile and select Profile Settings.

 Settings

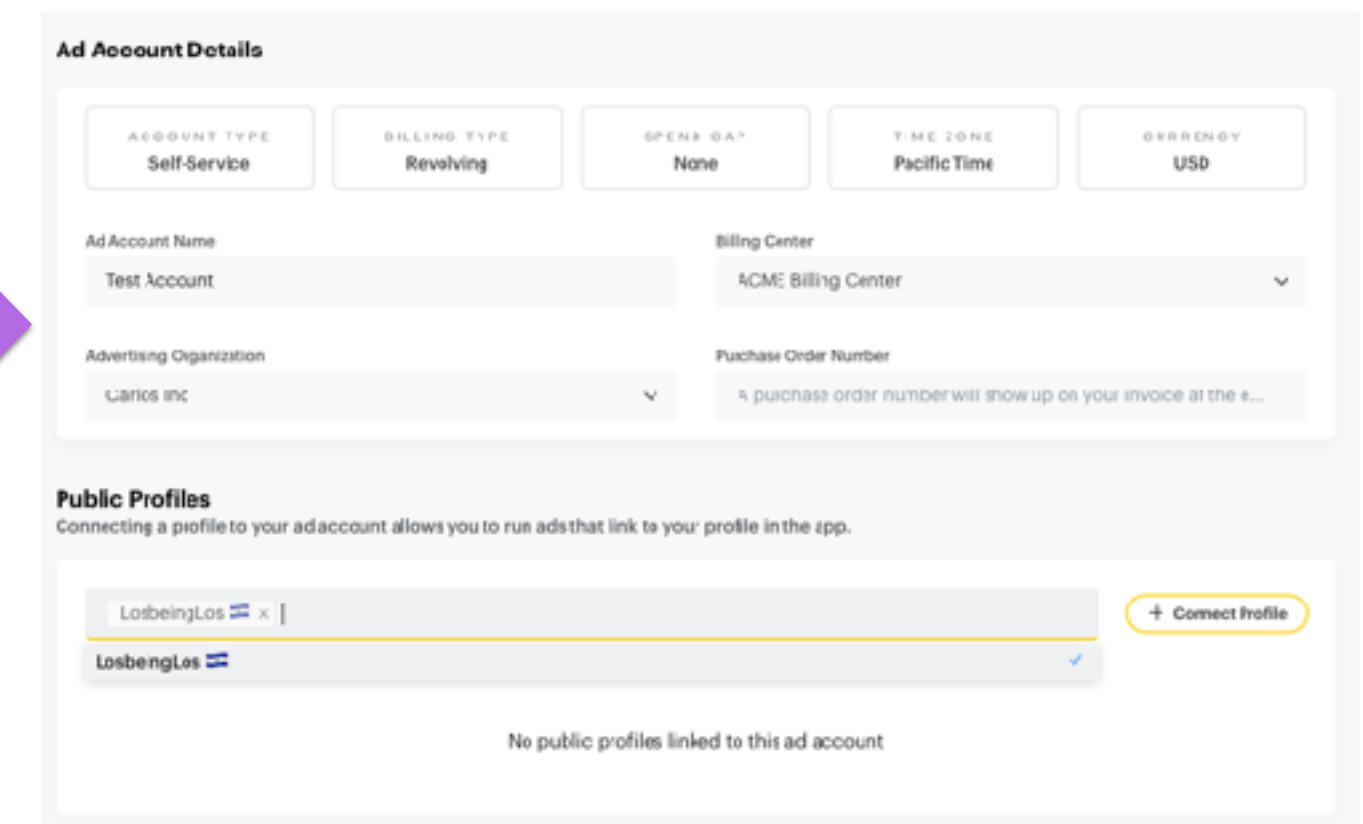
2. Select the Ad Account(s) to link the Profile.

Click the **+ Connect to Ad Account** to link the Ad Account.



Alternative: Profiles can also be linked when selecting Ad Account Details.

Select a Profile to link from the 'Public Profiles' dropdown and click 'Connect Profile.'



Step 4: Link your Ad Accounts to your Public Profile

Second Case Scenario

Your Ad Accounts (i.e. your campaigns) and your Public Profile live in a **different** Business Account

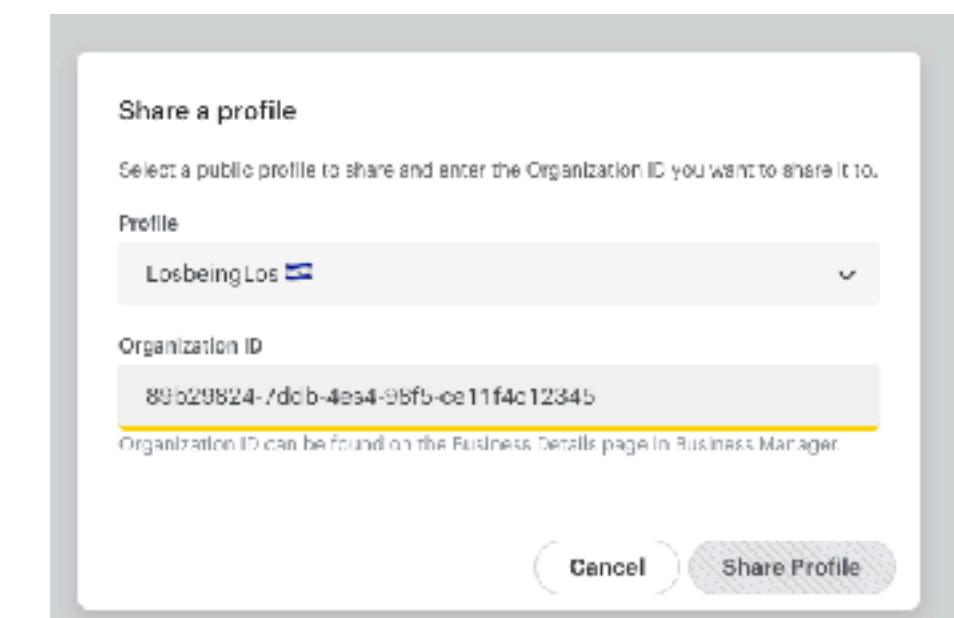
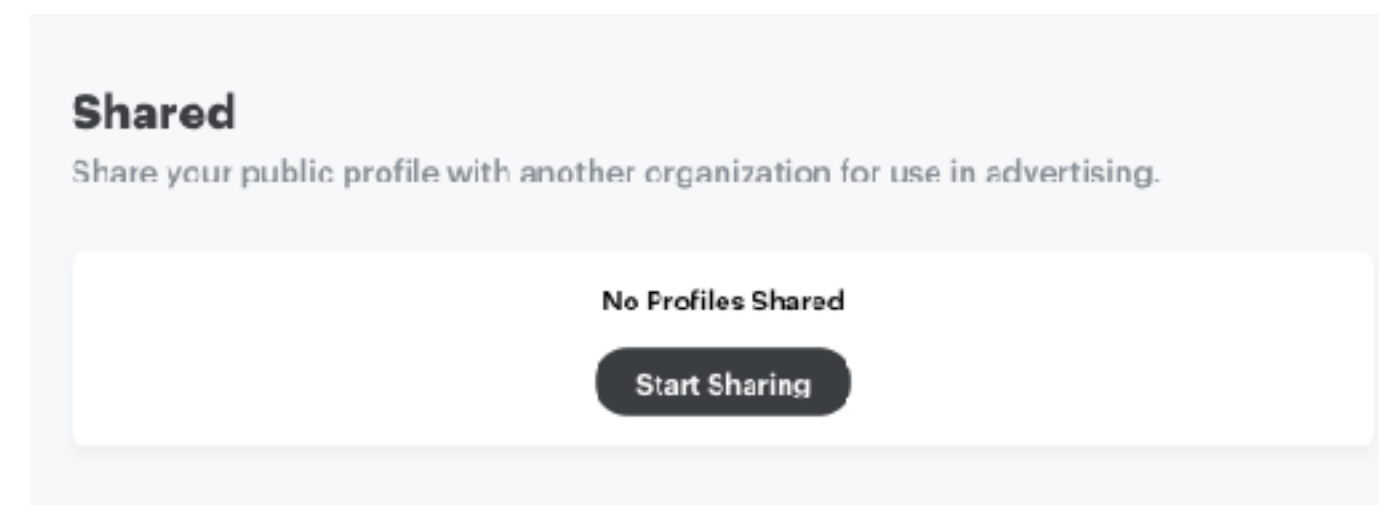
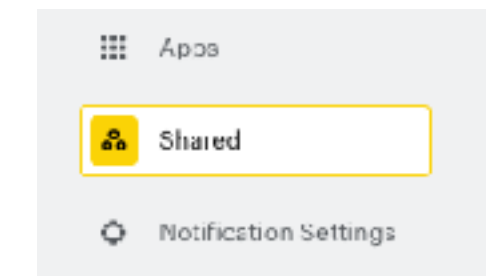
Example: the Ad Accounts are within an Agency's Business Account (while the Profile is within the Brand's Business Account)

 **3 minutes**

Before you can connect the Ad Accounts to the Public Profile, you will have to **share your Public Profile with the other Business Account**.

> **Steps 1, 2 & 3:** to be done by the **Brand**

1. First, you will have to request the Business Account ID of whom you will share the Public Profile with.
(e.g. your Agency's Business Account ID)
2. Select 'Business Details' from the top navigation, and then click 'Shared' in the left navigation.
3. Click 'Start Sharing', and select the Public Profile to share content from, and input the Business Organization ID **including all dashes** in the 'Organization ID' field. Click 'Share Profile'.

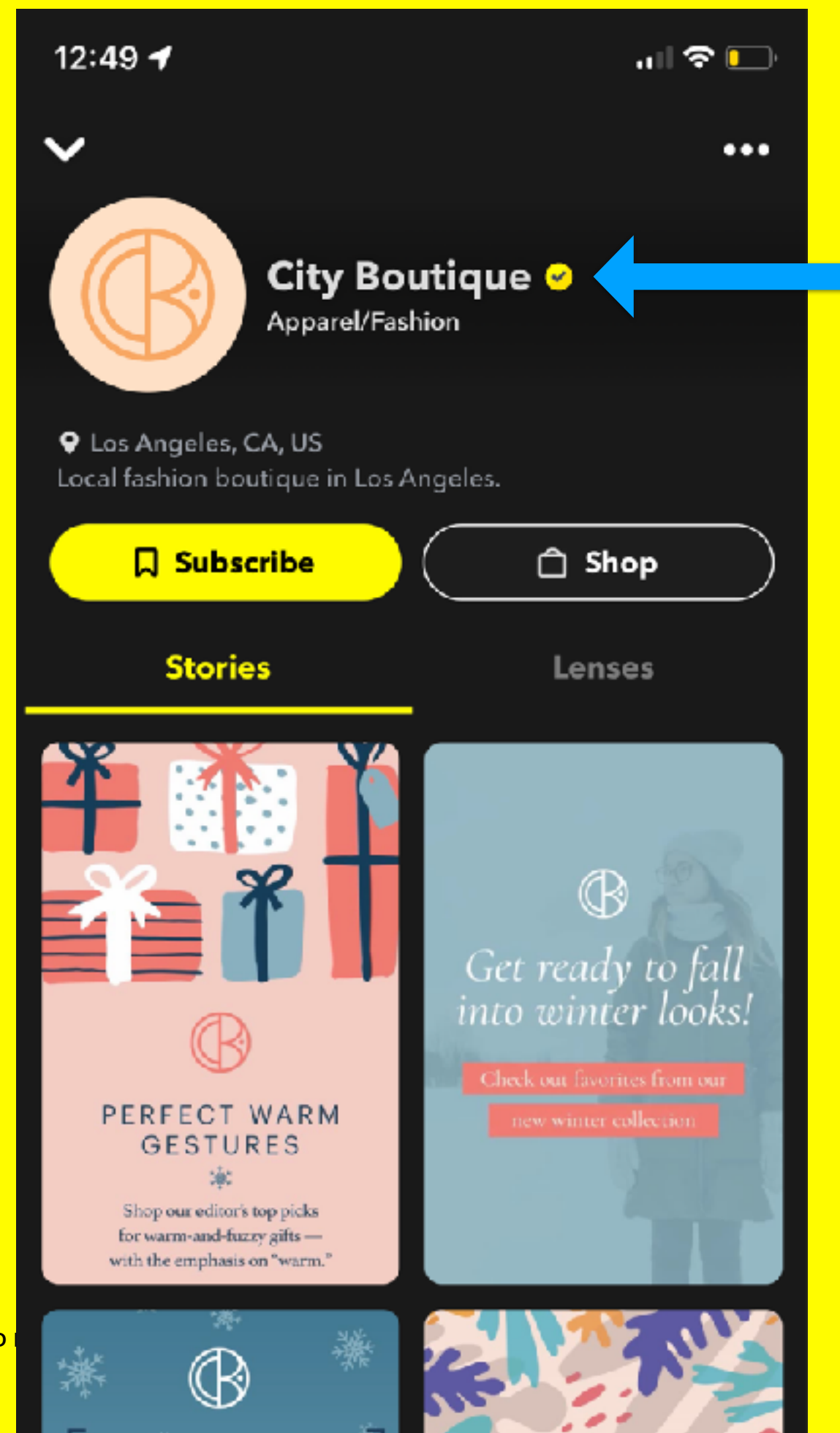


> **Steps 4 & 5:** to be done by the **other Business (e.g the Agency)**

4. Select 'Ad Accounts' from the top navigation, and then click on the preferred Ad Account which you'd like to link the Public Profile to.
5. Scroll down to the 'Public Profiles' dropdown, then select a Profile to link from, and then click 'Connect Profile.'



Step 5: Ask your Account Team to have your Public Profile certified



A **verified** Public Profile for Businesses has a yellow checkmark next to the Display Name. One advantage of this is it hides the username and instead surfaces Display Name.

Please request this verification through your account team, or by requesting through the help widget within Ads Manager (account for ~1 week turnaround time).

Your Profile must meet the following criteria to become verified:

- **Authentic:** Your profile must represent a registered business or entity. Only one account per business may be verified, with exceptions for multi-country accounts and sub-brands.
- **Complete:** Your Snapchat account must be public and have a bio, profile photo, and at least one Public Story or Lens posted.
- **Well-known:** Your business or entity must be broadly known by the public.



Appendix

Link your Ads' Brand Name to your Public Profile



Drive to your Profile from Ads

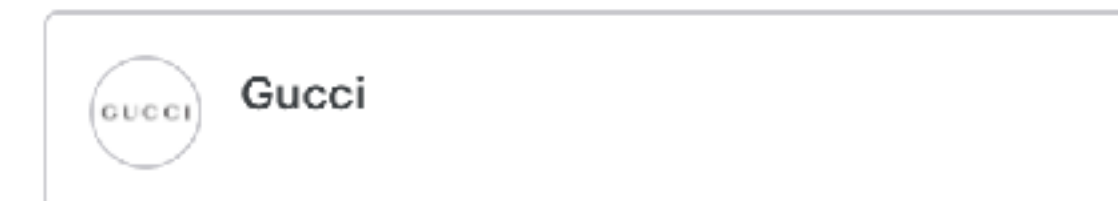
Once your ad account and Public Profile are linked, you can set up ads tapping from your Brand Name to your Profile.

1. When setting up an ad in Advanced Create, ensure the 'Link Brand Name to Public Profile' toggle is enabled, and then select the Profile to link to.
 - **Please Note:** Existing campaigns can be edited to include this by clicking the 'Edit' button in the Creative Library.

Link Brand Name to Public Profile ⓘ

☒ Enabled

Public Profile ⓘ



2. The metric 'Profile Clicks' which measures the number of clicks on the Profile from your ad will appear in the Manage Ads table of Ads Manager.

Currently you can link Brand Name to Profile from:

- Single Image or Video Ads
- Story Ads
- Collection Ads
- Dynamic Ads: Single Image, Collection Ad or Story Ad



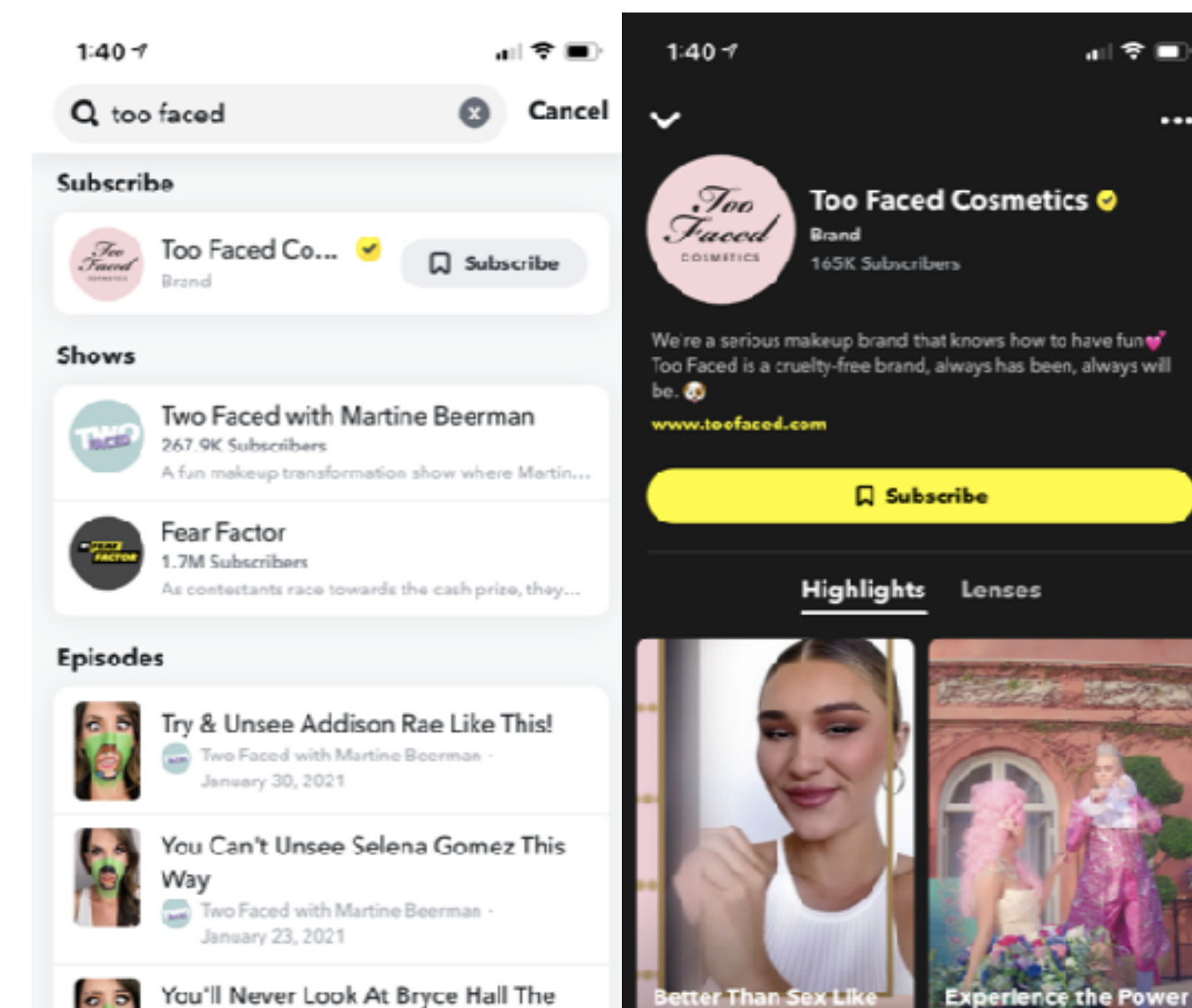


How Much Does Username Matter on Snapchat?

Brands can be understandably quite particular about all aspects, no matter how minor, of their brand identity across a number of platforms, and their Snapchat username is no exception. All users, brand or not, that create a Snapchat account or Profile are required to set up a username, which *currently* can't be changed once created.

Unlike a standard user or standard Public Profile that anyone can set up in the app, a feature of a **Verified** Public Profile is that it **hides the username within Search, on the Profile, or on Ads, and instead surfaces Display Name**.

Example: Too Faced Cosmetics has a Public Profile. Their username is actually 'toofacedsnaps', however, upon searching for Too Faced, or landing on their Profile, you would not be able to tell.





Recommendation on Usernames for brands on Snapchat

As Username is hidden in favor of Display Name in key sections of the app, ***we strongly recommend that brands select an alternate username if their first choice isn't currently available.*** For example if 'adidas' wasn't available, alternate suggestions could include:

Adidassnaps

Adidas1949

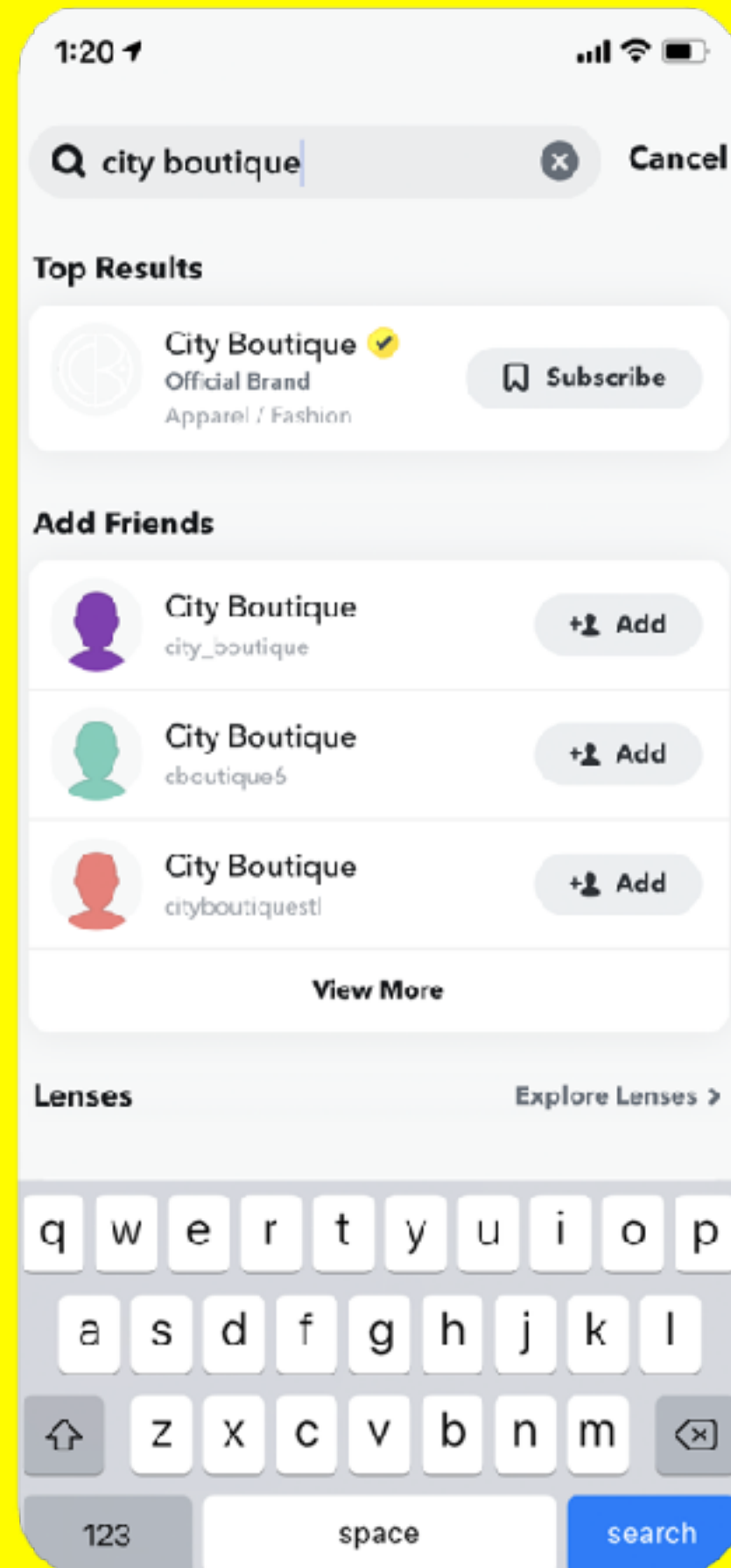
Adidasjapan (Regional example)

If looking for an alternative, search for suggestions within the app to determine if they seem available or not.



Public Profile Entry Points

Username/handle never appears (except on @mentions, for now)



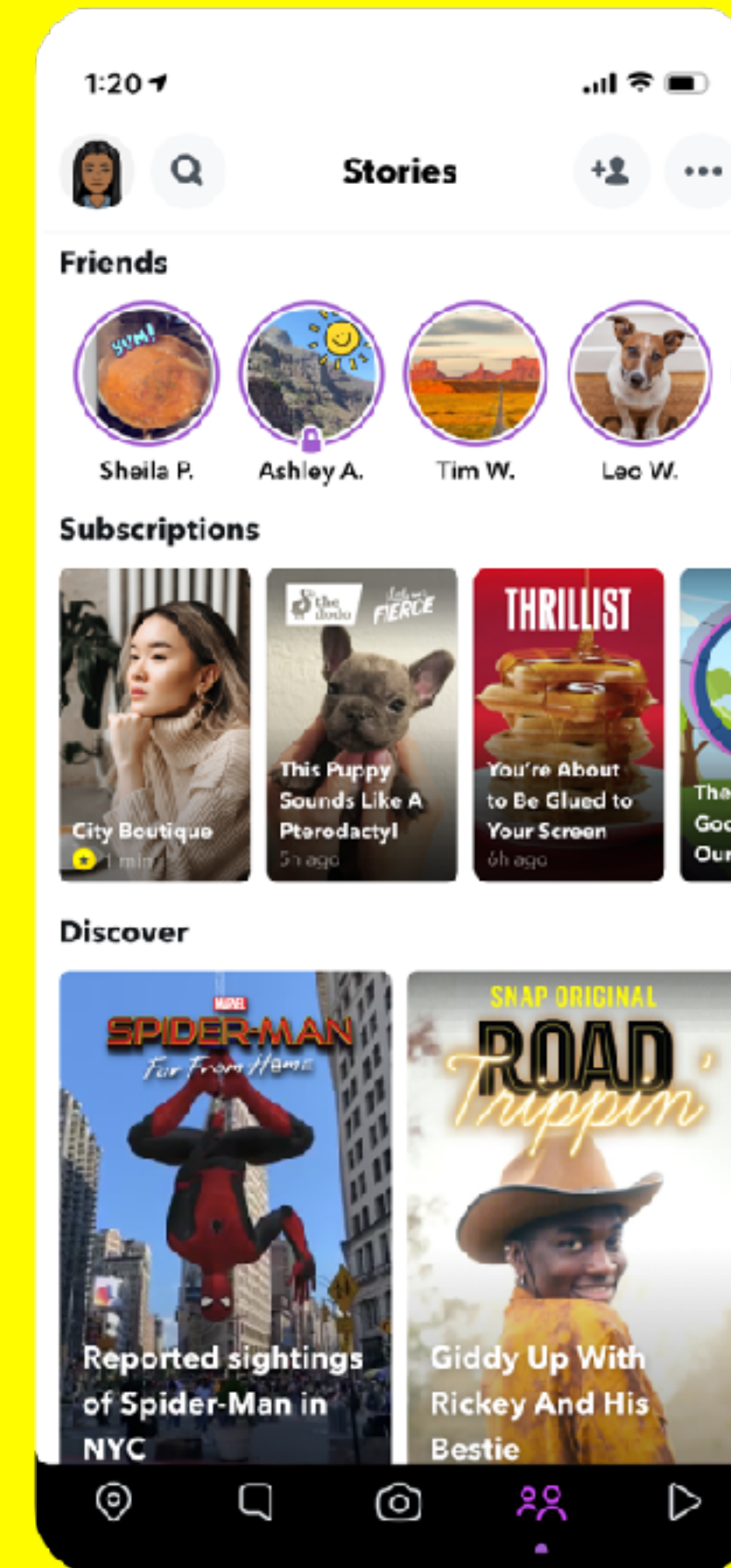
Search



@mention



AR Lenses



Discover



Ads

Confirm the email address of your username / Snapchat account



Select features of the Profile won't be available to an account that hasn't verified their email address upon account set up. You can tell if your email address is verified by taking the following steps **within the Snapchat app** (not on the web).

1. In the Snapchat app, log in to the host account (username) for the Public Profile. If you cannot login, reset your password by following [these instructions](#).
2. On your Profile screen, tap on the gear icon in the top corner of the screen.
3. Tap on the email field.
 - If the email field is red, your email is not verified.
 - To resend the verification email, open the app then follow these instructions:
 - a. Tap the gear icon at the top of the Profile screen
 - b. Tap on the email, enter your email address to receive the verification email, and tap 'resend verification email'
 - c. A verification email will be sent to the email address associated with your account
 - d. Follow the instructions in the email to complete your verification



Thank You.

Have questions? Reach out!

forbusiness.snapchat.com/public-profiles

Business Help Center : https://businesshelp.snapchat.com/s/topic/0TOOy000000YklvGAC/public-profiles-for-businesses?language=en_US

