

The Inkhouse Guide to Ephemeral Social Networks

	 Facebook Live	 Instagram Stories	 Snapchat Stories
Length	Up to 4 hours. Suggested length at least 10 min.	Done in 1-10 second increments. Total segment should be at least a minute.	Done in 1-10 second increments. Total segment should be at least a minute.
Audience	Available to be seen by your entire Facebook audience. Facebook places added emphasis on video - especially live video - in the News Feed.	Available if someone clicks on your Instagram story. Potential to be seen by all of your Instagram followers, but would need to be viewed within the 24 hour window.	Requires creating and growing a Snapchat channel. Distribution would only go to followers of that channel and would need to be viewed within the 24 hour window.
Lifecycle	Is available when the video goes live, then lives forever on FB page. Live feedback and conversation from fans	Each Instagram story lives for 24 hours.	Each Snapchat story lives for 24 hours.
Pros	FB loves video - it's prioritized in the News Feed	You can redo if you want to, just don't press publish after recording.	You can redo if you want to, just don't press publish after recording. Niche audience on this platform, possibly smaller and younger.
Cons	Live. No redos. Nerve-wracking for many.	Not great quality, but also not expected to be.	Not great quality, but also not expected to be.
Use if...	You want to create a longform video and your subject is comfortable speaking live on camera.	You want to try out short-form content and already have an Instagram account with followers.	You want to reach a predominantly young audience and don't already have an Instagram following.
Brands Doing It Well	The Met Benefit Cosmetics Callaway Golf	Mountain Dew Wholefoods	TacoBell GE WarbyParker
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