



Get access to the  
**LARGEST CROWD**  
of on-the-scene photographers all over the world!

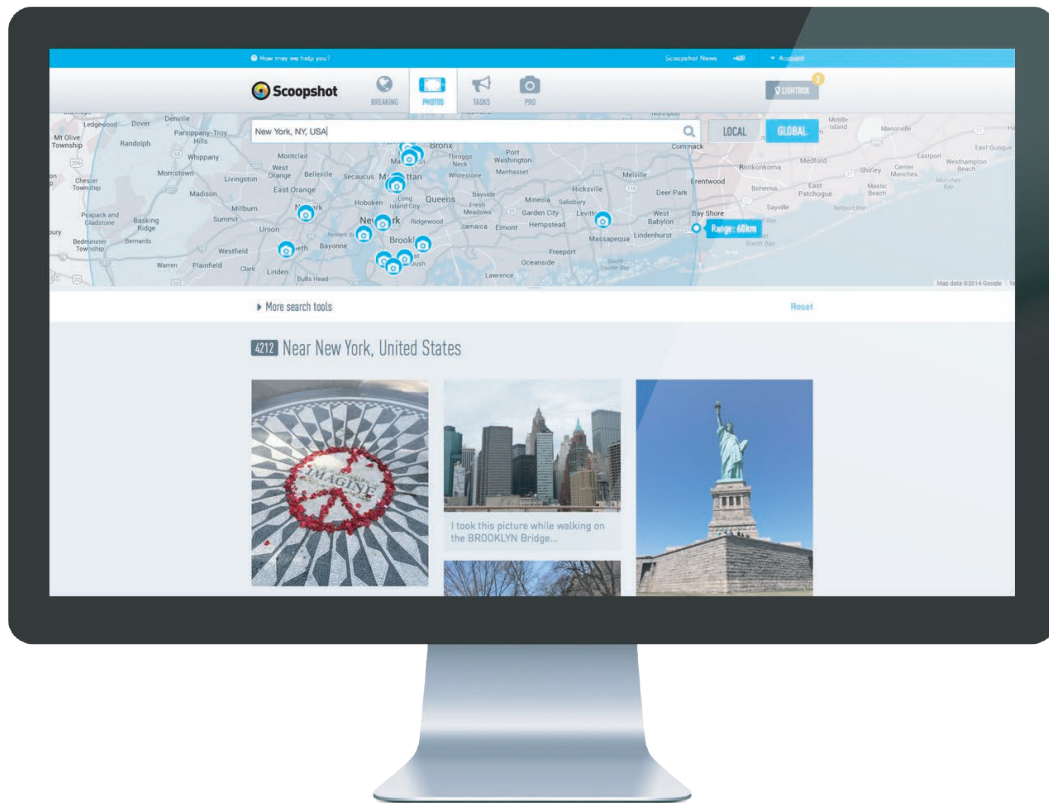
LAUNCH KIT **2014**

## SCOOPSHOT LAUNCH KIT

**Eager to launch Scoopshot full speed from day one?  
This guide shares a few best practices to fully leverage  
Scoopshot through crowdsourced photos and videos.**

A well-planned launch is critical: You can gather a significant number of new Scoopshooters quickly to enable a vast variety of up-to-the minute crowdsourced content. After the launch, spreading the word about the Scoopshot application increases momentum.



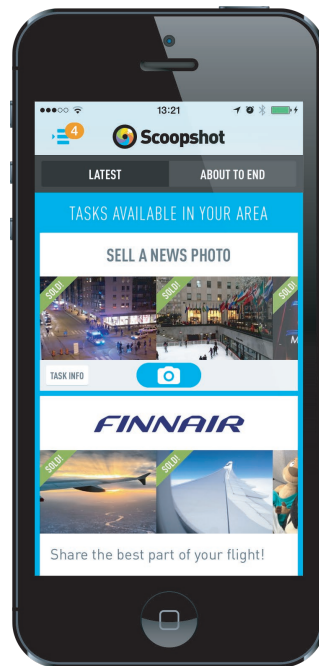


## Scoopshot Training

**Scoopshot is simple to use so training your editorial staff is quick and easy. Scoopshot can provide onsite training for a fee, or web-enabled conference and training tools are also available.**

Training typically takes 2–3 hours. To make best use of everyone's time, scheduling staff and space is a big help. Also, please have a projector available for the visual part of the program

For all training inquiries, please contact us at [training@scoopshot.com](mailto:training@scoopshot.com) or your local Sales Representative.



## Planning the Launch

**Scoopshot is a complete hyper local, crowdsourcing ecosystem driven by a global and ever growing user base. Contributing to the Scoopshot community is rewarding on many levels: First, Scoopshooters can get paid for their efforts. Second, media companies gain access to an unprecedented level of immediately generated content.**

To fully leverage Scoopshot's many benefits we recommend engaging your readers and customers by increasing awareness and excitement through Editorial coverage or advertising.

### Case example:

When launching Scoopshot simultaneously in two states, one with editorial coverage and the other with advertising coverage, the state with editorial coverage reached more than a 10-fold increase in Scoopshot application downloads.



### Expressen Launch, Sweden

Editorial in online edition of Expressen on Launch day. First Expressen task produced 1500 Scoopshot user generated photos in just 48 hours.



## How to Recruit Readers?

**The most successful launch experiences strongly indicate that the most efficient way to recruit new local Scoopshooters is an editorial piece about the launch. Therefore we highly recommend you to;**

1. Tell your readers that you are starting to use Scoopshot to buy their photos.
  2. Explain how the process works: Users download the free application, take photos or videos, and submit them for sale.
  3. Indicate how often you will buy photos: Daily or whenever a newsworthy photo is submitted.
- Announce that you will be sending exciting tasks to users in the near future.

We suggest publishing an editorial online and in print. Consider supplementing this effort with print and online ads. The target number of Scoopshot application downloads within the first month is usually 1% of your total readership. Contact Scoopshot for advertising and photo material.

By mentioning Scoopshot Pro you make freelance photographers aware that you are also interested in working with them. This will generate good will across the professional photographer community.



## Road to Success

**Below is a list of time-tested activities that will dramatically expand the crowd and we think you will find these tips helpful and impactful:**

### Day 1

- Editorial overview of Scoopshot and its application download process: *Samples available*
- Online banner for application download: *Samples available*
- Print Ad: *Samples available*

### Week 1

- Buy and publish 2-4 photos from the Store
- Continue with banner and print articles or ads about Scoopshot: Articles preferred
- Create First Task, buy and publish photos submitted
- Online banner for application download

### Week 2

- Buy and publish 2-4 photos from the Store
- Continue with banner and print articles or ads about Scoopshot
- Create second Task, buy and publish photos submitted
- Create a General Breaking News Task lasting one week
- Online banner for application download
- Print ad

### Week 3 and Thereafter

- Buy and publish 2-4 photos from the Store
- Continue with banner and print articles or ads about Scoopshot
- Create varied Tasks to generate engagement and a sense of contribution: A good blend of news and feature Tasks
- Best results have been seen if one news Task starts early in the week with one engagement Task following later that week
- Multiple Tasks can run simultaneously
- Online banner for application download
- Occasionally publish the print ad

## Scoopshot PRO



Scoopshot's mission is to assist media companies achieve and expand crowdsourced photo and video publishing opportunities. Scoopshot can be used to gather visual content on the spot when professional photographers are not available. Scoopshot Pro can be used to communicate photo assignments to Professional photographers with ease and with the sense of urgency required by a variety of media events.

In your launch campaign please define the difference between mobile, crowdsourced images driven by the free Scoopshot application, and Pro, which is used by traditional professional or freelance photographers. Professional photographers can register with Scoopshot at <https://pro.scoopshot.com/register>

## Tasks



Creating Tasks during Scoopshot implementation is a good way to engage readers and build momentum. We suggest creating at least one Task within four days of the launch. Thereafter continue creating new tasks on a daily or regular basis.

The first Task should be generic to generate interest and image flow. Highly successful introductory tasks have included "Send us your Halloween photo" or "Send photos from the autumn storm." Specific Tasks for smaller audiences (e.g., construction defects in student housing in "City X") create fewer images and engage a smaller number of people. Use specific Tasks later.

When creating Tasks, carefully select the area where they are broadcasted. Avoid sending Tasks across too large an audience or neighboring regions. To send a Task to a whole country (National Task) click on "Select Country" next to "Recipient Location" on top of the heat map.

## Purchasing photos



After the launch you will receive many photos, many of which may not be newsworthy. New users are likely to begin testing how the system works by sending a variety of photos. So at first, editing may be required.

As you become familiar with browsing the image flow, be prepared to buy and publish newsworthy photos. Seeing user-generated photos published in the paper or online (that have been purchased) encourages new users to join your Scoopshot community. Over time, usually within 1–2 weeks, the volume and quality of photos typically increases.

## Image Credits



When you publish photos, be clear about photo credits: “Scoopshot/John Doe”, if the photographer has made his name public, or “Photo by Scoopshot”, if not.

Another idea: Display the [Scoopshot logo](#) and publish the [reward](#) amount on top of the photo with a recommendation to download Scoopshot. This engages more readers, expands your user base and generates more content.

The example on the left promotes “Reader photos” in general, and lists Scoopshot as the source.

## Creating Consistency

Purchasing and publishing photos 3–5 times a week maintains or increases momentum. Buying fewer photos can lead to reduced community interest and fewer content options.

**The flow of photos and access to unique content can be maintained with four easy steps:**

1. Buy content consistently, 3–5 times a week.
2. Create at least one Task per week to ensure engagement
3. Show photo credits with the name Scoopshot.  
Even better, show the Scoopshot logo and the reward that the Scoopshooter earned.
4. Publish information about your crowdsourcing effort and the Scoopshot process in print and online. Use recent Scoopshot photos as examples.

## Getting Creative

Using Scoopshot to access crowdsourced, unique photo and video content is a crucial media asset. Extending the system’s use to Scoopshot Pro also enables efficient handling of your professional photography needs.

We believe that fully leveraged crowdsourced photos and videos have the power to change how news events are covered and communicated to millions of people. Having immediate access to hundreds of thousands of global photographers today -- which is only the beginning -- lays the foundation for entirely new content-gathering possibilities.

[Let’s get creative!](#)





#### **MORE INFORMATION**

For support needs, please visit: [www.scoopshot.com/faq/](http://www.scoopshot.com/faq/)  
or the Help Center in the Scoopshot Store.

You can also contact us at:  
[\*\*support@scoopshot.com\*\*](mailto:support@scoopshot.com)