



Avoid Snap Judgments When Using Snapchat to Recruit Millennials

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Joshua Nadreau authored the *Back Bay Patch* article “Avoid Snap Judgments When Using Snapchat to Recruit Millennials.”

Among those between the ages of 18 and 24, Snapchat has surpassed all other social media tools, with 10 billion views a day, compared to 8 billion for Facebook. The average Snapchat user under 25 checks the app 20 times a day. And when hunting for a job, eight in 10 hourly workers use their smart phone.

Not surprisingly, more and more companies are using Snapchat as a major part of their Millennial recruitment strategy – and not just those looking for young hourly workers. Employers need to be aware of potential pitfalls.

To read the full article, visit [Back Bay Patch](#).

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