

Press Ads - #SnapSydney

Full page masthead specific

Half page masthead specific

Medium Strip for Metro Newspapers

#SNAPSYDNEY

NewsLocal Digital Assets

Benie Ads

#SNAPSYDNEY
WEDNESDAY 18 NOVEMBER
NEWSLOCAL

#SNAPSYDNEY
WEDNESDAY 18 NOVEMBER
Major Sponsor **brydens** lawyers

Email Signature

#SNAPSYDNEY
WEDNESDAY 18 NOVEMBER
NEWSLOCAL Share on

Solus eDM

NEWSLOCAL
SNAP YOUR MOMENT
#SNAPSYDNEY
WEDNESDAY 18 NOVEMBER
Take a photo. Share your day.

A DAY IN THE LIFE
On Wednesday, November 18, join the Sydney movement and photograph the things you love most about your city - and your life - during the 24-hour period and share it with #SnapSydney on Facebook, Twitter or Instagram.
Snap your moment in these categories:
Food
Sponsored by Mounties Group - additional prize of \$250 food gift voucher
Places

HOW TO TAKE PART
Post your photo with #SnapSydney and tag us @SnapSydney so we can repost your photo.
Post a photo with #SnapSydney and tag your local newspaper's Facebook page. Make sure your post is public so we can see it.
Tweet your photo with #SnapSydney and @ mention your NewsLocal newspaper.

Instameets
Attend one of the #SnapSydney Instameets: Half-hour Vanquish will be hosted at 11:30am on Wednesday 18. Reporting of Instameets around the Sydney CBD and Harbour Parkville.

To register to attend the Instameets, please click the following links:
Sam - Gurnee Hickson Road reserve
Bam - Morning Cahill Expressway Lifts
Sam - Lunch Martin Place near George St
Bam - Sunset Mrs Macquarie's Chair

Limited to the first 30 registrations per session. You must bring your own Digital SLR, Tripod and Memory Card.

ON THE DAY
The Snap Sydney team will be located in Martin Place near the Amphitheatre
7.30am to 5.30pm
A giant mobile billboard will be up and running featuring #SnapSydney photos throughout the day.
 Journo Jack will be available for selfies
 Take a selfie at the NewsLocal marquee, hashtag #SnapMartin and get your photo printed on the spot.
 The Praise food truck will provide sample salads, hot chips with aioli and free water. Grab a bottle and join the fun.
11.00am to 12.00pm
Take part in a yoga class provided by lululemon athletica Meesman Village.

Editorial eDM

Turnbull: domestic violence victims have suffered too long

Wentworth Courier <news@e.wentworthcourier.com.au> [Unsubscribe](#) 25 Nov (12 days ago) [Reply](#)

Wentworth Courier is tracking this email. Upgrade Gmail to block trackers and protect your privacy. [Upgrade](#)

NEWSLOCAL
Wentworth Courier

#SNAPSYDNEY
WEDNESDAY 18 NOVEMBER
NEWSLOCAL Major Sponsor **brydens** lawyers

Turnbull: domestic violence victims have suffered too long
 PRIME MINISTER: "As we mark another White Ribbon Day, we reflect on the courage of many domestic violence victims who have suffered for too long".

'I get paid to play video games'
 FOR teenagers like Aaron Bland, League of Legends is more than just a massively popular online game — it's a career choice that might one day pay off

#SNAPSYDNEY

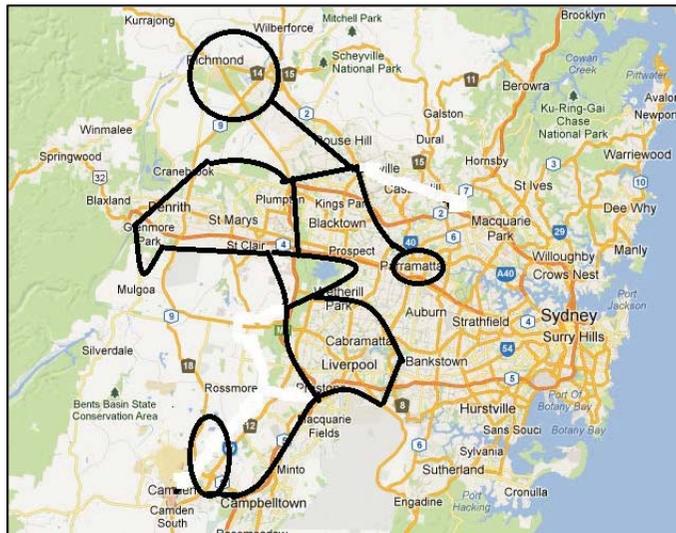
Chalk Stencils



#SNAPSYDNEY

Fly Ad Banner

- ① A plane was booked to fly over the Western Suburbs of Sydney in the morning and over the Eastern Beaches of Sydney in the afternoon of Wednesday 18 November
- ② The plane had a banner with “#SnapSydney. TAKE A PIC. SHARE YOUR DAY.” trailing behind it
- ③ Total of 8 hours in the sky



Western Sydney Route



Eastern Beaches Route

#SNAPSYDNEY



Fly Ad Banner



#SNAPSYDNEY



Instagram Advertising

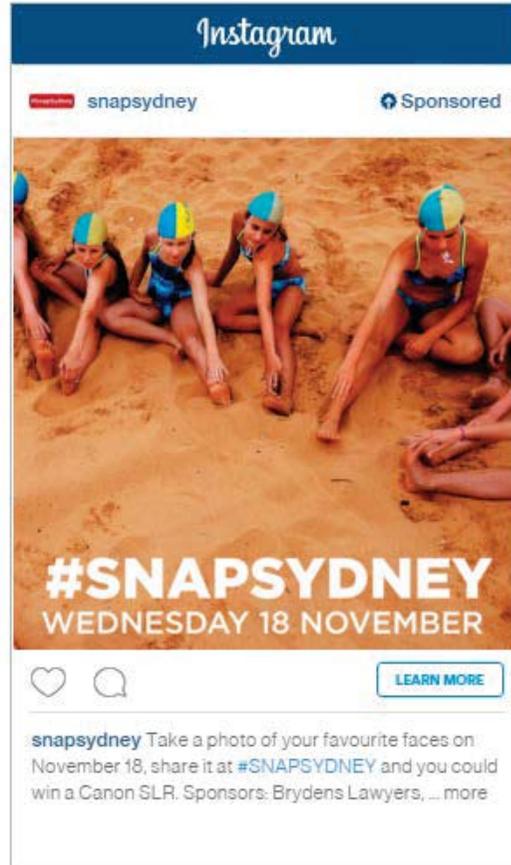
- 📷 The NewsLocal #SnapSydney campaign was the first paid Instagram campaign undertaken by News Corp Australia
- 📷 Instagram was preferred over Facebook for this photographic campaign due to the nature of the platform
- 📷 We could promote content from one brand (#SnapSydney) rather than 20 different mastheads
- 📷 Targeting options were the same as Facebook
- 📷 Target was set as Sydney Metro, 16-29 year olds
- 📷 6 pre promote creative options were used to promote the categories, the prizes and the date. The best performing creative was optimised as the Girls on the Beach
- 📷 3 creative versions on the day were used for morning, midday and evening encouraging users to share their photos
- 📷 \$25,000 was invested (60% pre promote/40% on the day)

#SNAPSYDNEY

Instagram Advertising Prepromote Creative



Place 1



Face 1

Best performing creative and was optimised accordingly due to girls in the photos discovering themselves, sharing and tagging



Food 1

#SNAPSYDNEY

Instagram Advertising Prepromote Creative



Instagram

snapsydney Sponsored

#SNAPSYDNEY
WEDNESDAY 18 NOVEMBER

LEARN MORE

snapsydney Take a photo of your favourite places on November 18, share it at #SNAPSYDNEY and you could win a Canon SLR. Sponsors: Brydens Lawyers, ... more

Place 2

Instagram

snapsydney Sponsored

#SNAPSYDNEY
WEDNESDAY 18 NOVEMBER

LEARN MORE

snapsydney Take a photo of your favourite faces on November 18, share it at #SNAPSYDNEY and you could win a Canon SLR. Sponsors: Brydens Lawyers, ... more

Face 2

Instagram

snapsydney Sponsored

#SNAPSYDNEY
WEDNESDAY 18 NOVEMBER

LEARN MORE

snapsydney Take a photo of your favourite food on November 18, share it at #SNAPSYDNEY and you could win a Canon SLR and a \$250 Mounties Voucher. ... more

Food 2

#SNAPSYDNEY

Instagram Advertising

On the Day



Instagram

snapsydney Sponsored

#SNAPSYDNEY
WEDNESDAY 18 NOVEMBER

LEARN MORE

snapsydney Share your Sydney with us today and be in the running to win a share of \$8000 worth of prizes. Tag your photos #SNAPSYDNEY

12:01am to 10:00am



Instagram

snapsydney Sponsored

#SNAPSYDNEY
WEDNESDAY 18 NOVEMBER

LEARN MORE

snapsydney Share your Sydney with us today and be in the running to win a share of \$8000 worth of prizes. Tag your photos #SNAPSYDNEY and see us at ... more

10:01am to 4:00pm



Instagram

snapsydney Sponsored

#SNAPSYDNEY
WEDNESDAY 18 NOVEMBER

LEARN MORE

snapsydney It's not too late! Share your Sydney with us today and be in the running to win a share of \$8000 worth of prizes. Tag your photos #SNAPSYDNEY

4:01pm to 11:59pm

#SNAPSYDNEY

Facebook Advertising

Prepromote



"We're giving you the chance to win a share of \$8000 worth of prizes! Simply share your snap of Food, Faces or Places in Sydney to Instagram, Facebook or Twitter this Wednesday, and #SnapSydney. Remember to set your profile to public so we can see your snap of Sydney! Find out more and register for an instameet at <link>."



Calling all Sydney-siders...

#SnapSydney this Wednesday for a chance to win a share of \$8000 worth of prizes!

On the Day



Snap your moment today and share it to Facebook, Instagram or Twitter with #SnapSydney for your chance to win a share of \$8000 worth of prizes!

See Ts&Cs at <link>.

Post Campaign



From food, places, and faces, Sydney-siders know how to take a good snap!

Take a look at all the #SnapSydney moments at <link>.



Thanks for your snaps!

Take a look at all our readers #SnapSydney photos on our website.

#SNAPSYDNEY

Facebook Organic Posts

The Manly Daily
November 17 at 9:00pm · 🌐

#SnapSydney starts tomorrow!
Share a photo of what you love most about your city with #SnapSydney to win some great prizes. Find out more about the special events we will be hosting on the day:

#SnapSydney starts tomorrow!

Brendan Jones, Jones and Amanda Keller from WS FM1017

#SnapSydney

Like Comment Share

5 people like this.

1 share

Write a comment...
Press Enter to post.

Pre-promote post

The Manly Daily
SnapSydney day is here!
Show us what you love most about our great city to win some great prizes. Post your pictures with #SnapSydney and see them here: www.bit.ly/snapsydney2015

www.snapsydney.com.au

Like Comment Turn Off Notifications Share Edit Don't Feature this video November 18 · Edited

Lynette Mitchell, Hiroshi Demizu, Ton Oskam and 5 others like this.

1 share

Write a comment...

Published by Tanydd Jaquet [?]
Shared with: Public
925 Views

Add Location
Change Date

Download HD
Download SD
Edit this video
Embed Video
Embed Post
Delete video
Video Insights

Video on the day

The Manly Daily added 4 new photos to the album: Snap Sydney 2015.
Published by Julie Wheeler [?] · November 18 at 3:49pm · 🌐

What a #snapsydney day it's been. You've got until midnight to share your picture. See the photos here: <http://bit.ly/1NCE4k4>

16,826 people reached

Boost Unavailable

73 Likes 2 Comments

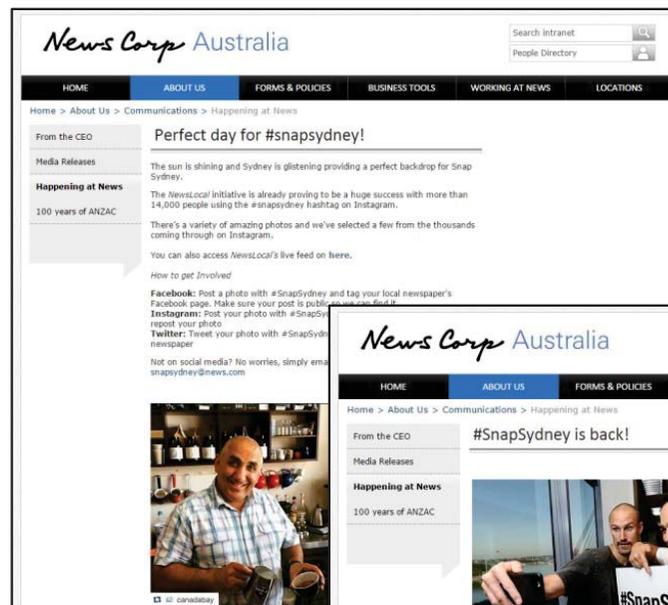
Like Comment Share

Wrap up on the day

#SNAPSYDNEY

Internal Communications

- 📷 Intranet stories
- 📷 All staff newsletter (NSW) inclusion



#SNAPSYDNEY

Wednesday November 18 is the second annual #SnapSydney, a NewsLocal initiative which captures a day in the life of Sydney. Across a period of 24 hours, Sydneysiders are invited to take a picture that sums up what daily life means to them and share it on Twitter, Facebook and Instagram using the hashtag #SnapSydney.

100 NewsLocal reporters and photographers will also be dispatched to join in documenting this historic event. From iconic Sydney scenes to hidden gems, the project aims to capture all aspects of Sydney life and the lives of the people who live in this great city. Last year's #SnapSydney project was a huge success with more than 10,000 photographs taken throughout the day across Sydney and the Central Coast. A host of famous faces got involved including NSW Premier Mike Baird, Lord Mayor Clover Moore, Ita Buttrose, Michelle Bridges and Fitzy and Wippa.

The images will be published in real time throughout the day on a digital wall on the NewsLocal and The Daily Telegraph websites. And the best images will be published in special edition wraps and inserts across the 20 NewsLocal mastheads. Be sure to share your pictures on the day via #SnapSydney. For more information visit www.snapsydney.com.au.



#SNAPSYDNEY



Martin Place Activation

Bigger and better than last year, we had prime position at Martin Place for morning commuters and lunch time office workers

- 📍 7:30am to 5:30pm
 - 📍 Giant mobile billboard streamed photos submitted by users
 - 📍 NewsLocal marquee activation with instagram printer
 - 📍 Praise food truck provided sample salads and hot chips
 - 📍 #SnapSydney branded water and flyers were given out by promo staff
- 📍 11am to 12pm
 - 📍 Yoga Class provided by lululemon athletica Mosman Village
- 📍 12pm to 2pm
 - 📍 Performance by Soul singer Alphasama entertaining public during lunch break
 - 📍 NewsLocal Mascot Journo Jack entertained the public and took selfies between 12 and 2pm

View event hypereel here: <https://goo.gl/wziXJz>

#SNAPSYDNEY

Martin Place Activation



Activation set up in Martin Place



lululemon Yoga Demonstration



#SnapSydney water bottle



“Take a selfie” mat

#SNAPSYDNEY

Martin Place Activation



Instagram Printer



Instagram Print Out

#SNAPSYDNEY

Print - Editorial Coverage - Pre Promote

w/c 19 October

SYDNEY-WIDE

Take shot to show off city

FIRE up your smartphones and get those creative juices flowing - #SnapSydney is on again.

The all-day event when the best city in the world takes a collective selfie will be held this year on Wednesday, November 18.

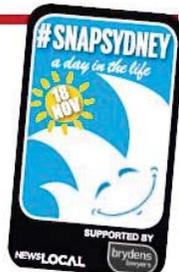
#SnapSydney is the brainchild of NewsLocal newspapers, publisher of Central Sydney, and was conceived to celebrate a day in the life of Sydney.

Readers are invited to take a snapshot of what they love about Sydney over a 24-hour period and share it via social media.

The best pictures will be published in NewsLocal newspapers and on our website, and this year you can go in the running for some great prizes.

Last year's inaugural event went viral with more than 7,000 photographs snapped by readers, capturing the full experience of living in Australia's most exciting city. There were photographs of exquisite beauty, images of pure joy and pictures both poignant and thought-provoking.

Celebrities and politicians got into the act with Premier Mike



Baird an enthusiastic participant.

#SnapSydney was not only embraced by Sydneysiders, it also won a prestigious PANFA publishing award last month.

This year's event will be bigger and better than ever with prizes for the best photograph in three categories - food, play and places - for those who want to do more than just snap a great picture.

Respected Sydney legal firm Brydens Lawyers are our major campaign sponsors in 2015, and we thank them for their support.

The Mounties Group of clubs are sponsoring the food category, and participants can win by taking pictures of food, dining and entertaining on the day.

Canon is providing \$9000 worth of photographic prizes which can be won. Visit snapsydney.com.au.

So start thinking about how to say: I Love This City.

Front Page Pointers



w/c 26 October

#SNAPSYDNEY

City strikes a pose

SYDNEY is one of the most scenic cities on earth.

It was made for the camera, but too often we see too busy to take even a few minutes to snap and appreciate everything that is great about our home.

On Wednesday, November 18, we are asking Sydneysiders to help us celebrate their home as part of #SnapSydney - A Day In The Life.

Last year's inaugural event saw 7000 photographs snapped by readers, capturing the full experience of living in Australia's most exciting city.

This year's #SnapSydney community event - run in conjunction with #SnapSydney on the Central Coast - is offering more than \$7000 worth of Canon camera equipment as prizes for the best photos taken by readers of NewsLocal publications.

All you have to do is take a photograph that suits the #SnapSydney theme during the 24-hour period of November 18 and share it with us and the world on Facebook, Twitter or Instagram.

Mayor and X-Factor judge Guy Sebastian took time out from filming X-Factor recently to show his

support for the unique event.

Like many people, Sebastian was a visitor to Sydney who was so impressed by the city he stayed here from Adelaide early in his career and fell in love with the metropolis.

He runs the beaches of Bronte and Maroubra where he now lives, and Central Park among his favourite spots.

"While much you've got beaches and culture and great food, so I do love it," Sebastian said recently. #SnapSydney is the brainchild of NewsLocal newspapers.

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X-Factor judge Guy Sebastian rocks it #SnapSydney.

Here's how to get involved

Facebook: Post a photo with the hashtag #SnapSydney and tag the Central Sydney Facebook page. Make sure your post is public.

Twitter: Tweet your photo with #SnapSydney and mention us at @dayinyourcity.

Instagram: Post your photo using the hashtag #SnapSydney and tag us @snapsydney so we can repost your photo.

Email: Not on social media? Simply email your photos to snapsydney@news.com.au

w/c 9 November

#SNAPSYDNEY

Even the PM is on board

PREPARE TO CELEBRATE THIS CITY'S BEAUTY

FOR a man with a choice of waterfront views, it is an understatement to say Prime Minister Malcolm Turnbull loves Sydney's magnificent harbour.

The PM believes it makes the perfect backdrop for NewsLocal's #SnapSydney community event - being held on November 18 - celebrating his home town.

It's where the best city in the world is, it was hard to believe when I was one of the harbour's best weekend and overnighters but this special Sydney spot. Mr Turnbull said.

"Help showcase our city by sending images of it to us in your day on November 18 in conjunction with #SnapSydney."

Mr Turnbull, who has a home at Point Piper and can also be seen down at the official PM's residence Kirribilli House across the harbour. If he chooses, it is also a dedicated day of the city's public transport system.

Trains, buses and streets featured in many combinations have been used as people made their way around Sydney. The idea behind #SnapSydney.

To celebrate #SnapSydney day on November 18, give us a picture that suits the Sydney event and tag us on Facebook, Twitter or Instagram.

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From the top - Prime Minister Malcolm Turnbull shows his support for NewsLocal's #SnapSydney campaign.

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Email: Not on social media? Simply email your photos to snapsydney@news.com.au

w/c 2 November

#SNAPSYDNEY

Help us celebrate our city

PLAN YOUR PICTURES FOR WEDNESDAY, NOVEMBER 18

SYDNEY, get ready for your photo day! On Wednesday, November 18, we are asking Sydneysiders to help us celebrate this glorious city as part of #SnapSydney - A Day In The Life.

Last year's inaugural event went viral with more than 7,000 photographs snapped by readers.

This year's #SnapSydney community event - run in conjunction with #SnapSydney on the Central Coast - is offering more than \$7000 worth of Canon camera equipment as prizes for the best photos taken by readers of NewsLocal publications in three categories - food, play and places.

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w/c 16 November

#SNAPSYDNEY

Focus is on our city

SNAP TO IT ON WEDNESDAY

FOR single Samantha Jade, other people's photos of Sydney remind her she is still to discover much of the city's magic.

On Wednesday, thanks to #SnapSydney - A Day In The Life, the Perth-born pop performer will have plenty more reminders.

"#SnapSydney is great because a lot of the time, because we live here, we forget to appreciate the city. People's photos can remind you, 'Oh I live here and I haven't seen that or done that,'" she said.

For last year's inaugural event, Sydneysiders documented 24 hours of the city with more than 7000 pictures.

To celebrate #SnapSydney day on November 18, give us a picture that suits the Sydney event and tag us on Facebook, Twitter or Instagram.

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From the top - Prime Minister Malcolm Turnbull shows his support for NewsLocal's #SnapSydney campaign.

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Email: Not on social media? Simply email your photos to snapsydney@news.com.au

#SNAPSYDNEY

Editorial Coverage - Metro

Sunday Telegraph
Sunday 8 November



#SnapSydney salutes picture perfect city

JAMES TAYLOR

FOOTBALL has taken Tim Cahill all over the world but his heart has always belonged to Sydney.

"I grew up in a few different areas about the western suburbs and lived here until I was 17 when I moved to England to try to make it as a footballer," he said.

"But I love coming back in summer to spend time with my family when the city has so much to offer

from amazing weather, beaches, cafes and restaurants."

The lifestyle and his family are the lure — something he is happy to celebrate as part of this year's #SnapSydney event on November 18.

That's when Sydneysiders will be invited to document a day in the life of their city through the lens of their phones and cameras.

#SnapSydney, an initiative of NewsLocal community newspapers, is this year offering more than \$7500

worth of Canon camera equipment as prizes for the best shots taken by readers in three categories — food, faces and places.

Just take a picture that sums up Sydney on November 18 and share it on Facebook, Twitter or Instagram.

It's a great way to show all of the amazing people that make up this city," Cahill said.

The best pictures taken on the day will be published in NewsLocal newspapers and on our website.

Cahill, 35, who has just written his life-story *Legacy*, grew up in Sydney's rugby league-dominated west and credits his junior coach Johnny Doyle for setting him on the path to greatness in the world sport.

Cahill won the hearts of English fans by playing for Everton in the Premier League but has always been proudest of his displays for Australia.

#SNAPSYDNEY HAPPENS ON WEDNESDAY NOVEMBER 18.

Daily Telegraph
Tuesday 17 November



Snap happy Sydney life

POP princess **Samantha Jade** (left) sometimes has to be reminded that she lives in a city that definitely has the X-Factor.

An event, being held tomorrow, that helps remind the former TV talent show winner is #SnapSydney — A Day in the Life, when Sydneysiders will document 24 hours in their city through their camera phones. Last year more than 7000 photos were shared.

"SnapSydney is great because a lot of the time we forget to appreci-

ate the city," Perth-born Samantha said. "Photos can remind you, 'Oh I live here and I haven't seen that or done that.'"

This year's #SnapSydney — in conjunction with #SnapCoast on the Central Coast — has more than \$7500 worth of Canon camera equipment as prizes for the best shots in three categories — food, faces and places. Just take a picture tomorrow that sums up Sydney and share it on Facebook, Twitter or Instagram.

Sunday Telegraph
Sunday 15 November



Blackwell and Ritchie.

Ritchie's first snap a doozy

REBECCA ISAACS

KATE Ritchie is a Sydney girl through and through. From growing up in Campbelltown to working as Drive host on NOVA FM with co-host Tim Blackwell, Sydney is a quintessential part of who she is.

However, Ritchie's fondest memory of Sydney is visiting Taronga Zoo at age eight.

"One of the first acting gigs I did was a mini-series called *Cyclone Tracy*. Tracy Mann, who played my mother, took us to the zoo," she said. "I'd never been before so when I think of Sydney, I think of the moment when I saw the harbour."

On Wednesday, Sydneysiders will take part in #SnapSydney — A Day in the Life, to document 24 hours in this great city. This year's event, run in conjunction with #SnapCoast on the Central Coast, is offering more than \$7500 worth of Canon camera equipment as prizes for the best shots taken in three categories: food, faces and places.

Daily Telegraph
Wednesday 18 November

It's a snap your city day today

GET ready to smile for the camera, Sydneysiders.

Today is #SnapSydney day when residents are invited to document in pictures 24 hours in the life of the best city in the world via smartphone.

An initiative of NewsLocal newspapers, the event was a big success last year with more than 7000 photos submitted.



This year's edition is offering more than \$7500 of Canon camera equipment as prizes for the best shots taken by readers in three categories: food, faces and places. Just take a picture today that sums up Sydney and share it on Facebook, Twitter or Instagram.

Photos will be published on The Daily Telegraph website during the day. Here's how to submit your entry.

Facebook: Post a picture with the hashtag #SnapSydney.

Instagram: Post your picture using the hashtag #SnapSydney and tag us @SnapSydney

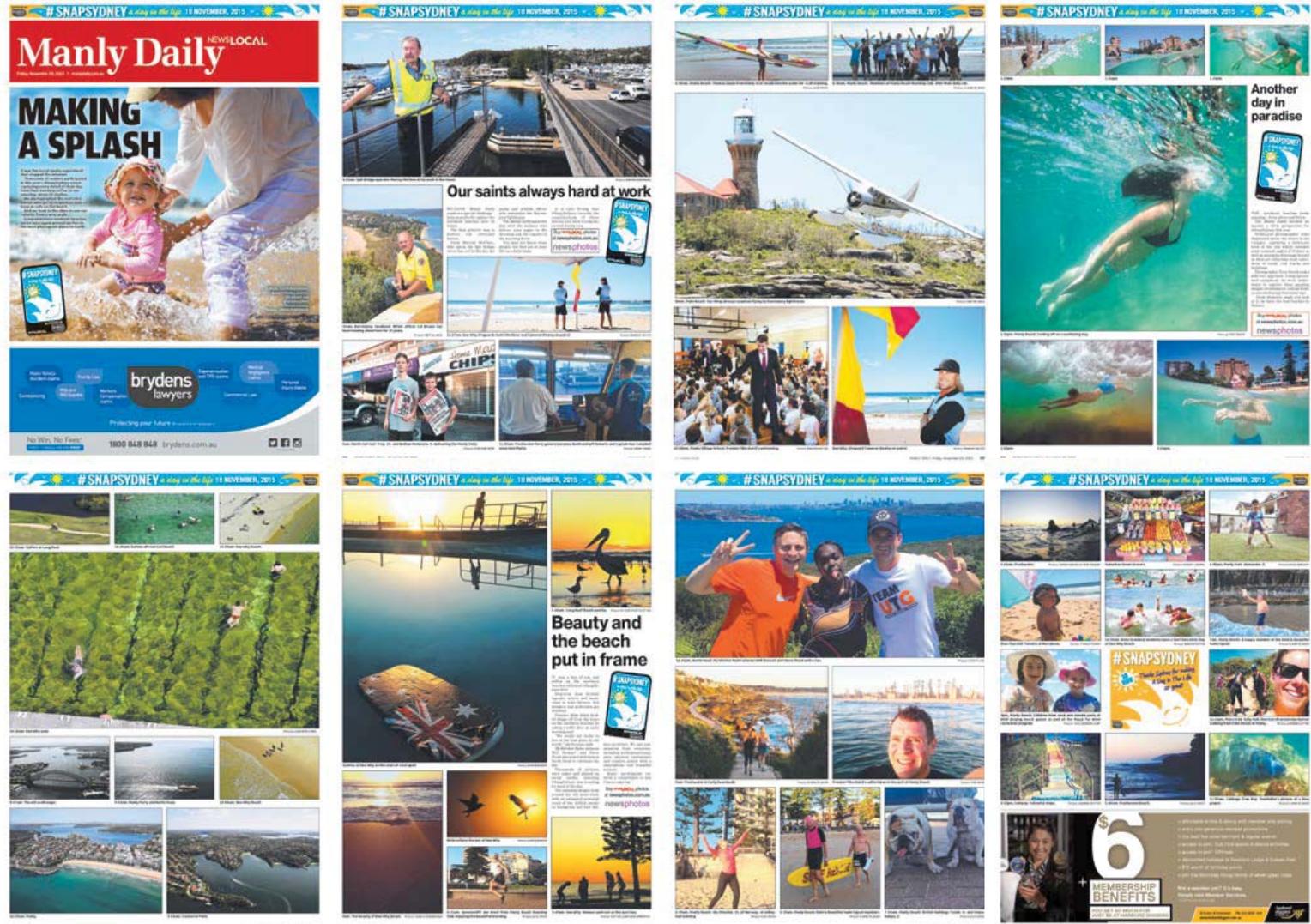
Twitter: #SnapSydney

Email: snapsydney@news.com.au

#SNAPSYDNEY

Editorial Coverage – Post Event

8 page wraps
and features
across 20
NewsLocal
mastheads



#SNAPSYDNEY

Editorial Coverage – Post Event

Online galleries with user submitted images across the 4 categories

The screenshot shows a web browser displaying a gallery on the Daily Telegraph website. The main image is a black and white photo of a baby wearing a dark hat, sitting on a beach. To the right of the main image is a vertical sidebar with the text: "The very best photos from Snap", "Editor's choice Winner: SnapSydney 2015 Living the dream at Narrabeen Picture: thago.soldier", and "1 of 25". Below the main image is a horizontal strip of 15 small thumbnail images. At the bottom of the page, there are two article snippets. The left snippet is titled "The very best photos from SnapSydney" and includes the text "Picture perfect" and "AFTER many tough choices, here are what we've deemed the very best out of thousands of pictures received for SnapSydney and SnapCoast 2015." The right snippet is titled "SnapSydney 2014 The best 25 photos" and includes the text "WITH 7000 photos to choose from, picking 25 wasn't easy, but here are our standouts from #SnapSydney 2014." The browser's address bar shows "Daily Telegraph" and "Google Apps for Work".

#SNAPSYDNEY