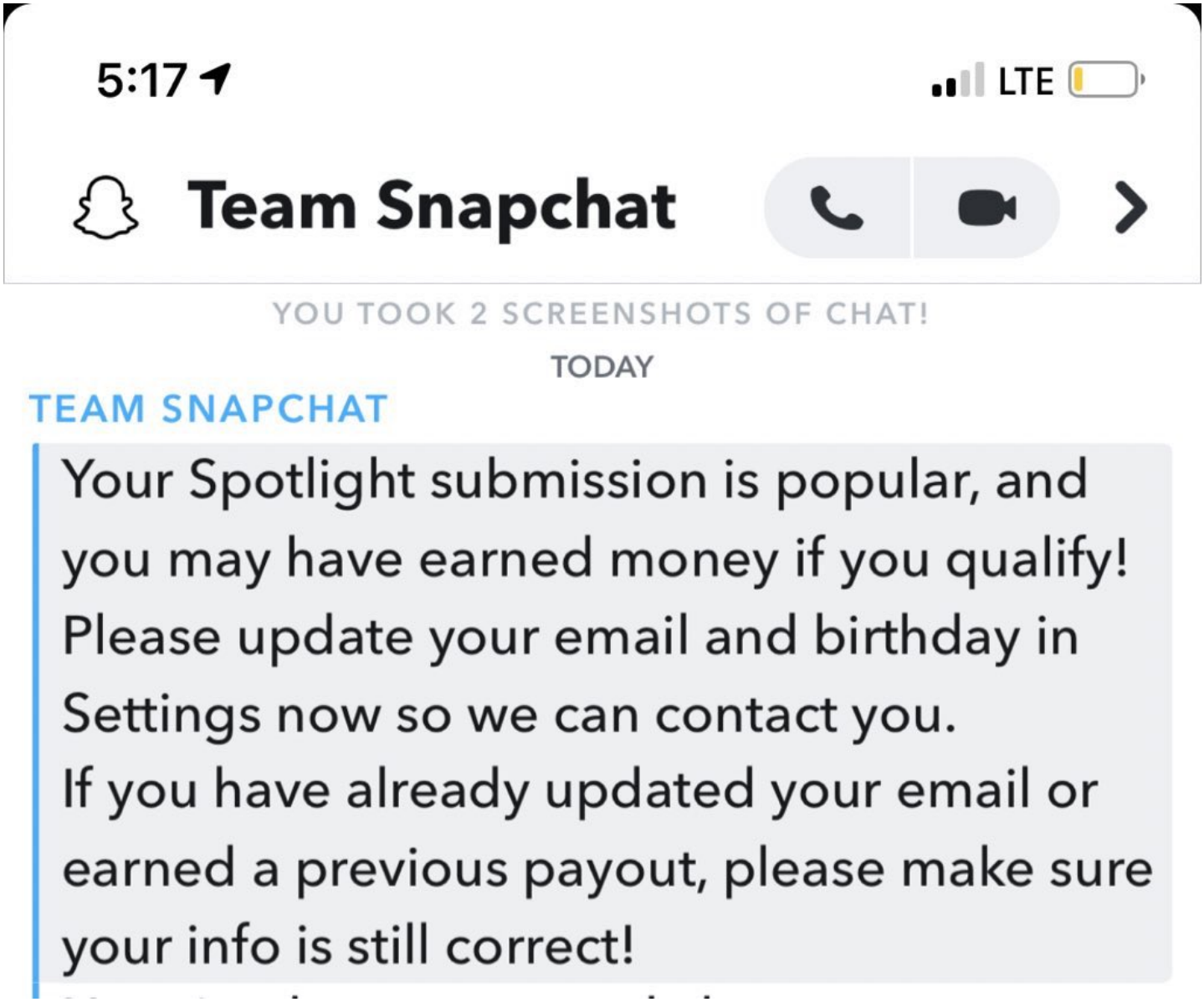
Twitter Thread by Mike Metzler

Mike Metzler
@MTZLER

I’ve been flooded with Snapchat Spotlight questions after posting I’ve qualified for a payout 4 times. Here are the answers to the most common questions I’ve gotten in my DMs. These answers are my own experience and may differ from others .

Q: How will I know if I am getting paid?
A: You will get a message from Team Snapchat that looks like the below message 2-3 weeks after the snap has gone live. At this point it important that you verify your email address.



Q: How long after I've been notified I qualify, will I know for how much?

A: my experience is that usually 7-10 days after you get the qualifying message, you get a message with the amount, it will look like this. This message will include a unique access code for HyperWallet.



DECEMBER 22ND, 2020

TEAM SNAPCHAT

Your Spotlight submission may have made you eligible for cash! Pending final checks, you may have earned [redacted] from your submission(s) that ran from November 30, 2020 - December 6, 2020.

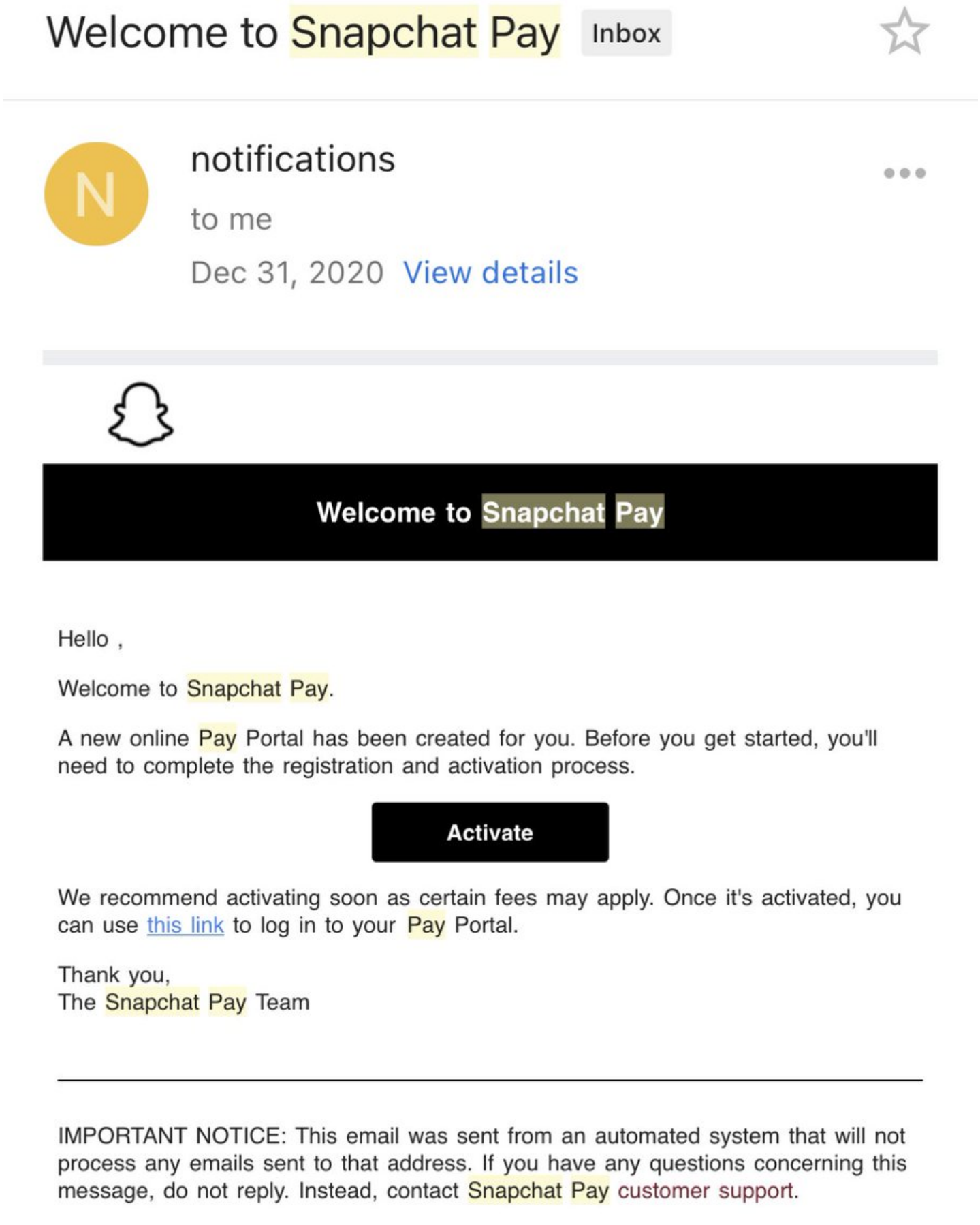
If this is your first time earning, you will receive an email with instructions within 3 weeks from our payout partner, Hyperwallet. If you have previously earned cash, this will be added to your payout available at the link in the email.

You must be 16 or over to receive payment. If you're a minor in your jurisdiction, you must have your parent or legal guardian claim any earnings on your behalf.

Please use the following Email and Access Code when signing up via the emailed link from Hyperwallet:

Q: How do I set up my HyperWallet?

A: Around three weeks after you get the payment amount you will get an email to your verified email from Snapchat Pay. It will look like this and will require you to fill out some tax forms, takes like 10 min.



Welcome to Snapchat Pay Inbox

notifications

to me

Dec 31, 2020 View details

Welcome to Snapchat Pay

Hello ,

Welcome to Snapchat Pay.

A new online Pay Portal has been created for you. Before you get started, you'll need to complete the registration and activation process.

Activate

We recommend activating soon as certain fees may apply. Once it's activated, you can use this link to log in to your Pay Portal.

Thank you,
The Snapchat Pay Team

IMPORTANT NOTICE: This email was sent from an automated system that will not process any emails sent to that address. If you have any questions concerning this message, do not reply. Instead, contact Snapchat Pay customer support.

Q: How long does it take to actually get the money in my account?
A: it took me like 7 days from when I had my HyperWallet approved before I got the money into my HyperWallet account. I recommend you set up auto withdraw. You can send money to PayPal, Venmo or bank account.

Q: I have X views, am I going to get paid?!
A) Maybe! Whether you get paid out I believe depends on how many other videos did as well or better that day. Lowest views I've seen from a payout is from 44k views but I've personally never been paid out on anything under 120k views.

Q: I got 200k views and didn't get a message why not?
A: as I understand, there is a team manually reviewing every video that's qualified for payout to ensure payouts go to those who deserve it. Your video may not have met Snaps payout criteria. Sorry ■

Q: Why would my video not qualify?
A: They are looking for original content, do you own the video? Does it have any logos or copyrighted material in it? Is it awful quality or clickbait? All reasons it may not get picked.

Q:What's a good engagement to views ratio?
A: All of my videos that have popped off have had at a minimum 5 likes to every 100 views. As it's gotten more competitive in the last week it's closer to 10% needed.

Q: What hashtags should I use?
A: whatever fits your video, you can actually add up too 100 (I tested) but too many unrelated ones can get your video rejected

Q: Why did my video get rejected?
A: You probably had a TikTok logo on it, it was obviously not your video, it was poor quality or it was just boring.

Q: How long is Snap doing this?
A: no idea, I hope forever.

Q: how come what you said doesn't match what @Snapchat, my influencer friends, my parents, this article online says?
A: Im probably wrong

Q: I'm not from the US, does that matter?
A: Snap has a list of approved countries on your website. I've def heard people from outside getting paid, I've also heard the process takes longer.

Q: How long does it take for you to know a video is going viral?
A: if you don't break 1k in 2-3hrs it's probably not going anywhere. Also, you probably want 50k in 12 hrs at a minimum if it's going to get bigger. A great vid will get 200k+ in 24hrs and keep going.