

Keeping Up With the Joneses: How Snapchat Stays Relevant

Abstract

The article we chose from *Fortune Magazine* is entitled “3,2,1 Countdown to the Snapchat Revolution” and is written by Jessi Hempel, Adam Lashinsky, Marty Jones, and Chanelle Bessette. The article discusses the history of Snapchat and the past and present challenges it has had to face. This ranges from the lawsuit brought by one of the original founders to rejecting an acquisition offer from Facebook of over \$3 billion. Big businesses are not apt to jump on the bandwagon for marketing purposes because of their lack of data collection. The discussion varies from what the app actually is, “a disappearing-photo-sending service,” the changing demographics of the users, and how the app has evolved over time.

Four Organizational Concepts

Concept #1

An acquisition is when two separate companies become one through one taking over the other. Snapchat had to deal with the challenge of a possible acquisition when Facebook tried to buy them out.

Concept #2

An organization life cycle includes the creation, development, and fall of the organization. Snapchat is maturing through the creation of stories, videos, and through deciding how to further enhance the app.

Concept #3

Social perception is the way that a business perceives a prospective employee or colleague based on information known about them. This pertains to Snapchat because of the negative connotation that the app receives because of its “disappearing images.”

Concept #4

Communication is the way that a message is sent and received through different forms. Snapchat is a form of communication through technology that follows the basic interpersonal communication model.

Works Cited

HEMPEL, JESSI, et al. "3, 2, 1 Countdown To The Snapchat Revolution." *Fortune* 169.1 (2014): 82. *Business Source Complete*. Web. 12 Mar. 2014

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