# Roundtable Discussion — How to Give Snapchat a Job

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Everyone knows that students are flocking to Snapchat, but it can be difficult to know what to do with such an ephemeral social media channel. During this hands-on roundtable, attendees will come up with plans to utilize Snapchat in creative and effective ways for longer-term marketing efforts across divisions.

**Snapchat is the best way to meet our students where they are already hanging out.**

**Out of 100 million daily users:**

* 26 million = 13-17 years’ old
* 37 million = 18-24 years’ old
* 23 million = 25-34 years’ old

**You must overcome two issues**

1. Frequency of posts
2. Pretty campus trap
   1. Need to figure out how to show things deeper than what the campus looks like

**How to get intentional about snapchat**

1. Ask yourself: what do you want people to understand about your school?
   1. Anything really interesting that people might now know
   2. Something that can be hard to capture or demonstrate during tour
      1. Someone brings baby animals to campus
   3. Show a more authentic vision of student life
      1. Snapchats of student clubs, student interactions, etc.
   4. Steer away from the college itself, explore the surrounding town
2. Start on a project basis
   1. One or two initiatives that would tell the university story
   2. Not going out of our way to post something every hour

**Scavenger hunts**

* Pick a date
* Pick prizes
* Promote
* Hide prizes
* Post hints
* Wait

*Hide candy bars with gold tickets for swag gear from bookstore.*

**Alumni Snapchat takeovers**

* Show alumni work day
* Choose someone trustworthy
* Choose someone Snapchat savvy
* Set a date and time
* Send guidelines
* Send reminder

**Elements of a great snapchat initiative**

* They feel spontaneous and fun
* You’re only asking for engagement – no selling!
* There’s a combination of photo and video

**How can you help people experience your school through Snapchat?**

* Takeovers (alumni, students, club leaders, student ambassadors)
* Contests (something to come later, after followers are established)
* Challenges (same as above)
* Trivia and tours
* Events and interviews

***Snapchat gives you an opportunity to get really personal***

**How to give snapchat initiative legs**

1. Download the story – quick, do it in 24 hours
2. Set it to music
3. Make it available to other departments (YouTube playlist)
4. Refer to it as appropriate (commencement)
5. Link to it in the alumni magazine

**View presentation slides at** [**Snapchat Job**](http://eduwebconf.com/wp-content/uploads/2016/08/snapchat-job-slides.pdf)**.**