# Snapchat Strategy for Higher Education

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Did you know Snapchat boasts nearly 10 billion daily video views? And that Millennials account for more than 70% of those Snapchat users. Brands are not actively leveraging Snapchat to reach those younger users and colleges and universities are heavily represented in that mix.

Fort Lewis College and Colorado State University, two public institutions located in Colorado, were relatively early adopters of Snapchat. They enjoy the platform for its fun and casual interactions as well as increasing views and engagement. In this workshop, representatives will cover what you need to know to be successful on this platform.

**What is snapchat?**

A photo and video messaging app, only available on mobile devices

**Why snapchat?**

* It’s a fun, non-permanent communication option
* Very different personality than other platforms
* Anonymous, temporary, urgent
* Authentic

**Young social media trends**

* The past: scrapbooking and documenting
  + Facebook, Twitter, Instagram
* The future: fun, quick, live, authentic
  + Snapchat, Yik Yak, etc.

**Demographics**

* On any given day, Snapchat reaches 41% of all 18 to 34 year-olds in the United States.
* Snapchat has 100 million users and 63% are under the age of 24
* Snapchat users are watching 10 billion videos a day
* Vertical screen use is edging out horizontal screen use
* Snapchat ranks 1st in platforms used daily by HS seniors, but is not used for college research

**Strategy and management**

Should your university be on Snapchat?

**How do you setup a plan and make it happen?**

Be realistic about what it takes to execute a successful and effective strategy.

**Who is your key audience?**

Prospective students, current students and young alumni.

**Snapchat Secret Sauce**

* Personal
* Instant
* Visual

**“Snapchattable” Content**

* Live Action
  + Inside access
  + Exclusive look
  + Spontaneous moments
* Events
* Important info for students
  + Academic deadlines
* Takeovers
* Doodles
* Ask followers to engage

**Create platform-specific content**

* Speak the Snapchat Language
* Don’t post a video you’ve already shot

**Voice and tone / posting schedule**

* Super casual
* Trendy/hip
* Fresh content
* 2-3 times/week

**So should you be on Snapchat?**

It takes a great deal of time to gain followers.

It’s really hard to maintain a vibrant Snapchat community.

You can invite campus partners from your social community to participate.

**Creating a Snapchat Squad**

* Leverage your community instead of having individual accounts for schools and departments

**Different types of takeovers**

* Students
  + Takeover Tuesdays
    - Require a real leap of faith
    - Does not come with a couple of hiccups
  + CSU Street Team
* Campus partners
  + Campus programs
  + Highlighting outreach initiatives
* Special additions
  + Celebrity alumni

**Managing takeovers**

1. Selecting students
2. Vetted by campus partners
3. Members of the CSU Street Team
4. Open calls on Snapchat
   1. Lots of interest, but may include risk
5. Google form application
6. Email communication
7. Monitoring

**Generating followers**

1. Add your handle
   1. To your email signature, business card, flyers, blog, signature, etc.
2. Use your Snapcode
   1. Download from the profile page
3. Use your profile URL
   1. Snapchat.com/add/username
4. Promote on other social media
   1. In posts, about sections and bio
5. Collaborate
   1. Do some cross takeovers
   2. Request a shoutout
6. Use Facebook ads
   1. Drive to profile URL
7. Offer exclusive content
   1. Deals, coupons, first-to-know content, ect.
8. Run a contest
   1. Have fun with it
   2. Get people talking about your account in real life

**Snap to it contest**

*Low cost, high reward, tons of fun*

* Promotion began in late summer
* Secured sponsors from local fun companies
* Each Friday, choose a location and snapped clues
* First to arrive at the spot was a winner!
* Followers grew by 400+

**TIPS/TRICKS**

**Do’s**

* Create an account
* Get creative, use filters and stickers
* Go behind the scenes
* Be mindful of sound
* Create geofilters
* Set alarm to save story

**Don’ts**

* Post long stories
* Forget to turn up volume
* Record horizontally
* Get caught saying, “Go”
* Make it all about you
* Think you have to tackle alone

**Add music to videos**

* 1. Download Spotify
  2. Find the right song
  3. Get a running start
  4. Hit play then toggle to Snapchat
  5. Wait for it, then record your video
     1. Limit music to 10 seconds – brief

**Uploading an entire story at once**

1. Put your phone in airplane mode
2. Create and upload each snap one-by-one
3. Turn airplane mode off
4. Go to your stories menu to view snaps
5. Touch tap to retry (bottom up)

**Pro-tip:** You can quit the app, but don’t logout

**Pro-tip:** Use when you don’t have WIFI or signal

**Moving stickers**

1. Take a video snap
2. Choose sticker you want
3. Press and hold the sticker to pin it to something in the video snap

**Add multiple filters**

1. Take your snap
2. Add a filter by swiping left or right
3. Press and hold the first filter then swipe again to add another

**Pro-tip:** Did you know if you tap on the time filter, the date will appear?

*Snapchat takes a lot of time, resources and energy to create content that will go away.*

**Snapchat memories**

*A new way to save your snaps and stories into a personal collection*

1. Content flexibility
   1. You can now share any photo or video you want through Snapchat, not just the ones you took within the app
2. Searchable memories archive
   1. Snapchat will identify the captions, emoji, stickers, dates or locations in your Snaps so that you can spend less time searching for content and more time enjoying your Memories.
3. User generated content
   1. The ability to share user-submitted content from your Memories allows better engagement opportunities through interactive storytelling.

*Make it about the students instead of making it about you.*

***Creating content***

Feed the beast

* **What’s happening at FLC?**
  + Super simple
  + Everyone loves it
  + Tons of engagement
* **Campus tours** 
  + Authentic
  + Low pressure
  + Great exposure
* **Event coverage** 
  + Athletics
  + Performances
  + Great for graduation
* **Calls to action**
  + Housing app open
  + Website links to visit
  + Get a student pass somewhere

**Live story tips from Snapchat**

1. Shoot vertically
2. Make sure sound plays
3. Use voice narration
4. Use captions, emojis and doodles
5. Be dynamic (pans, selfies, move)
6. Provide context

**View presentation slides at** [**Snapchat Strategy**](https://www.dropbox.com/s/qgjg4958ykfqb9b/snapchat-strategy-sml.pptx?dl=0)**.**