

MSU SNAPCHAT TAKEOVER GUIDELINES

Account guidelines

- All Snapchat stories must have an approved storyboard, including script and details, before executing.
- Don't share the temporary password with anyone.
- Don't respond to snaps, add followers or engage in any way other than your story assignment.

Story guidelines

General

- Don't use horizontal snaps unless you really have to. It's annoying to have to turn your phone back and forth to watch a story.
- Consider your audience. MSU's Snapchat followers are mostly prospective and current students. Craft your story in a way that speaks to them.
- If crafting snaps you want to launch altogether as a story, put your phone in airplane mode while saving snaps. This will cause them to fail. Once you're connected to WiFi or data again, you can tap to make all snaps live.

Text

- Check for spelling errors and typos (**multiple times**)!
- Don't try to write or draw using your finger. Use an office stylus; it'll look better.
- Snapchat secret: Write in black and white.
- If needed, use the Notes app to add extra text.

Length

- Don't make your photo snaps too short.
 - People need time to read text.
 - Video snap length can vary, depending on what you're trying to show.
- But don't make stories too long, though, either.

MSU SNAPCHAT TAKEOVER GUIDELINES

- Industry standard is around 90 seconds per story. Aim for this, and plan accordingly.

Design

- Enlarge emojis to make new background colors.
- Use MSU geofilters to add personality to snaps.
- Snapchat secret: Use two geofilters at once.

Video

- When on camera, consider using a selfie filter if it is appropriate for the story topic.
- Double check audio when you take a video snap. If the audio is poor, and you don't need it to convey your point, mute it.

Sources

<https://snapguide.com/guides/get-black-and-white-on-snapchat/>

<http://mashable.com/2015/10/15/snapchat-hidden-features/#EHLdXwpf5gqM>

<http://www.wikihow.com/Get-Effects-on-Snapchat>