

UP SNAPCHAT



TAKEOVER TIPS, TRICKS & GUIDELINES

TRUST US, THIS INFORMATION IS HELPFUL



The goal of UP's Snapchat Takeovers is to showcase the Pilot experience on The Bluff. Our Snapchat has a diverse audience including prospective and current students, alumni and community members. The following information will help you create a strategic and engaging Snapchat story.

Please review the packet, sign and date the contract and return in person (Waldschmidt 3rd Floor) or by email (upsocial@up.edu)/

DO'S AND DONT'S

DO: START WITH A VIDEO INTRODUCTION. LET PEOPLE KNOW WHO YOU ARE, YOUR MAJOR OR CONNECTION TO UP AND WHAT YOU PLAN TO SHOW DURING THE TAKEOVER

DO: KEEP YOUR STORY UNDER 180 SECONDS, OR ABOUT 3 MINUTES

DO: WRAP-UP YOUR TAKEOVER WITH A FINAL FAREWELL AND A SHOUTOUT TO UP SOCIAL MEDIA ACCOUNTS. ("...AND FOLLOW UP ON INSTAGRAM, TWITTER & FACEBOOK")

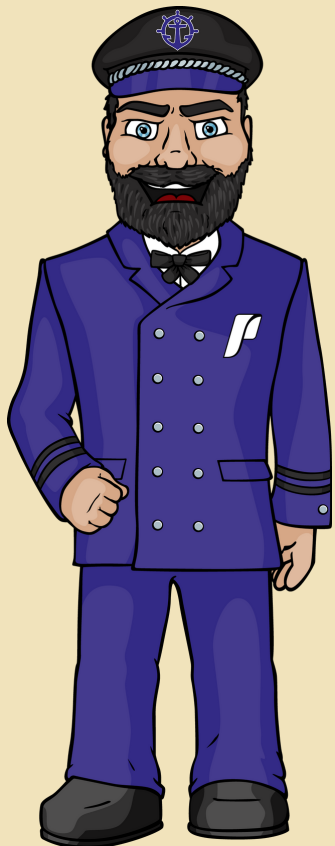
DON'T POST:

- PARTYING
- DRUGS
- DRINKING
- NUDITY OF PROVOCATIVE POSTS
- HATE SPEECH OR BULLYING
- CHILDREN
- POLITICAL CONTENT, INCLUDING PROTESTS & PETITIONS
- COMMERCIAL CONTENT

DON'T: OPEN ANY SNAPS THE ACCOUNT RECEIVES DURING YOUR TAKEOVER

DO:
UTILIZE CAMPUS
GEOFILTERS,
EMOJIS
AND STICKERS

DON'T: Share the
account
password



SNAPCHAT QUICK GUIDE



HELLO

START YOUR TAKEOVER BY SAYING HELLO AND INTRODUCING YOURSELF

UTILIZE BOTH PHOTO AND VIDEO, BUT ALWAYS SHOOT VERTICALLY



BE CREATIVE! USE CAMPUS GEOFILTERS, EMOJIS AND STICKERS



WRAP IT UP. SAY FAREWELL AND REMIND OUR FOLLOWERS THEY CAN FOLLOW US ON INSTAGRAM, FACEBOOK AND TWITTER

SNAPCHAT STORYBOARD



Snapchat Takeovers are very exciting (again, trust us on this one). Once you begin seeing the awesome stuff happening on The Bluff, you will want to capture all of it on Snapchat. It is very easy to lose track of the story you set out to tell. Creating a rough storyboard of your takeover will help guide you throughout the day, save you time while creating the story and make your story easy to follow.



I'M TAKING OVER!

SAMPLE

- Add my Bitmoji
- Add Geofilter

video or image
seconds: 7

video or image
seconds:

video or image
seconds:

video or image
seconds:

video or image
seconds:

video or image
seconds:



UP SNAPCHAT TAKEOVER CONTRACT

I, _____, will be taking over the UP Snapchat on _____.

The content of my snaps will not include:

- Partying
- Drugs
- Alcohol consumption
- Nudity or sexual content
- Hate speech or bullying
- Violent behavior or obscene language
- Political content, including protests and petitions
- Children
- People who do not want or expect to have their photo/video shared.

I will not share the password I receive with anyone and I will not open any Snapchats UP receives while I am signed-in to the account.

If I do not follow the guidelines stated in this contract I will forfeit my right and the right of my club/organization/committee to participate in social media takeovers for all UP institutional accounts for two years.

Signature

Date

Print Name

Please return this form by email (upsocial@up.edu) or in person (Waldschmidt 3rd floor) at least 2 days before your takeover.