

# A BRIEF GUIDE TO TAKING OVER THE FREDONIA SNAPCHAT



# Greetings!

You have been given access to the official @fredoniau SnapChat account. Thank you for being a representative for our school. SnapChat Takeovers are an important way that we connect with the campus community, as well as prospective students. Before you begin, there are a few things we want to make you aware of...

# Where to begin

Before you dive into your content, it is important to introduce yourself and make everyone aware of what you're doing.

## Intro:

**“Hi, I’m \_\_\_\_\_.  
I’m a (senior, junior, etc.) at  
Fredonia,  
and I’m a part of the (club  
name).**

**Today we’re going to take  
over Snapchat  
to tell you about our  
group (and about our**

# As the day goes on,

## Do:

- Be sure to explain what you're showing. Think of it like you're telling a story!
- Plan everything out beforehand. Snapchat is a linear tool, and you cannot post in-between published stories.
- Think before you post. Could anything you're saying or doing be construed as offensive or inappropriate?
- Watch your videos before posting them to make sure they are ready to go
- Have some fun. Feel free to use filters, insert text, and coordinate with other members of your club to make the best possible content.

## Don't:

- Focus only on yourself. You're there to share an event, so be sure to talk to other people as well.
- Open any messages or snaps unless you have been approved to do so.
- Use SnapChat while driving.
- Share or change our account settings, username, or password.
- Use any profane or offensive language. If someone you're talking to does, politely ask them to re-shoot that video.
- Send out any individual snaps. Stick to stories.

# Posts cannot include

- Profanity
- Alcohol or drug use
- Business promotions
- Violence
- Nudity
- Personal information about anyone
- Personal attacks on any individual
- Political opinions
- Opinions on University policies
- Religious beliefs

**Any posts that violate our  
policies or are deemed  
unfit will be removed**

# Some key points to hit while Snapping:

- Number of members in your group
- “Mission or goal” of your organization
- How many events, types of events each semester
- Explain or describe how the club fits well into student life on the Fredonia campus (great experience for students to get involved, etc) - keep it positive

# When you're done and the event is over,

Make sure to sign off...

“Thanks for being part of our day. If you'd like to find out more about our club, go to the student life section of Fredonia dot e-d-u .... Or here is the email address you can send a message to!”

(Follow up with one more snap that includes the contact email address for your group)

But you're not finished yet...

# Save and send us your snaps!

We want to share your videos long past the time they disappear from SnapChat. Please save your videos as you go. Then, once you're done, send them to Avril King at [king1416@fredonia.edu](mailto:king1416@fredonia.edu). We will use them on our website to promote student clubs and activities, as well as share them as examples for future SnapChat Takeovers!



Thank you again for agreeing to serve as a representative for Fredonia; we know it's a big job! If you have any questions before, during, and after your Takeover, do not hesitate to reach out.

**Happy Snapping!**