

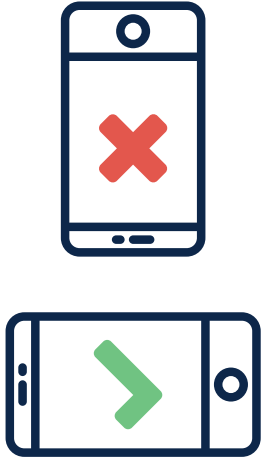
# SNAPCHAT CHECKLIST

SOCIALMEDIA.UMICH.EDU



Utilize this checklist, along with your storyboard to ensure a strategic and engaging Snapchat story. Save a copy of your finished story, screenshot your analytics, and send them to James Wilson at [jwilsonr@umich.edu](mailto:jwilsonr@umich.edu). Stories will be uploaded to U-M's YouTube channel within 24-48 hours after being received. **If you do not send your story and analytics to #UMSocial, it will not be published.**

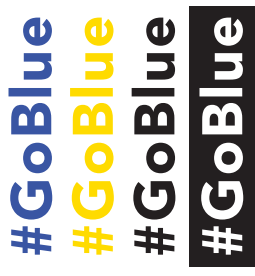
ALWAYS shoot vertically



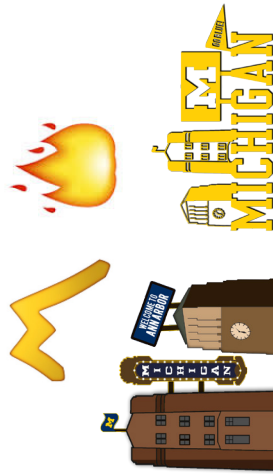
Link Bitmoji if you have one



Use only maize, blue  
black, white text/doodle



Utilize campus Geofilters,  
emojis and stickers



Include call-to-action  
if necessary/appropriate



Download story, screenshot  
analytics and send to #UMSocial

