SNAPCHAT CHECKLIST

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 us at #UMSocial at umsocial@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 **If you do not send your story and analytics to #UMSocial, it will not be published.**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
  - #GoBlue
  - #GoBlue
  - #GoBlue
  - #GoBlue

- Utilize campus Geofilters, emojis and stickers
- Include call-to-action if necessary/appropriate
- Download story, screenshot analytics and send to #UMSocial

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