

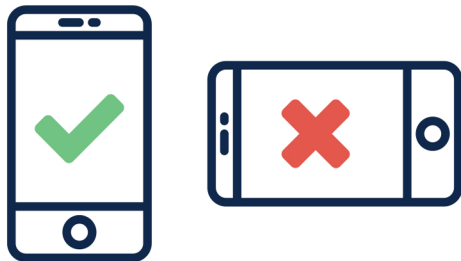
SNAPCHAT CHECKLIST

SOCIALMEDIA.UMICH.EDU

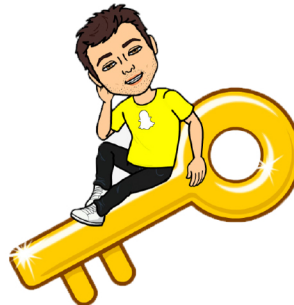


Utilize this checklist, along with your storyboard to ensure a strategic and engaging Snapchat story. Save a copy of your finished story, screenshot your analytics, and send them to us at #UMSocial at umsocial@umich.edu. Stories will be uploaded to U-M's YouTube channel within 24-48 hours after being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 **If you do not send your story and analytics to #UMSocial, it will not be published.**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

