

Snapchat Takeover

Thanks so much for agreeing to take over the FHN Media Snapchat account for the day. We are excited to see what you do with it. :)

Here are some tips to help you with the takeover:

- Make sure you know the focus of what the takeover is about. This likely isn't about the life and times of you or the history of your club, the takeover is probably focused on a specific event or some focused part of your daily life. Please try to keep the snaps all focused on whatever the agreed upon focus is.
- Prior to the takeover, promote on your own social channels that you will be taking over the FHNtoday account and when you'll be taking it over. This way, your friends and followers can check out your story.
- Make sure to start your snap story with some sort of introduction of who you are and what your focus is (why do you have the account). Feel free to promote your own social accounts at some point in your story.
- Have some fun telling your story. Feel free to run the account as you normally would your own. Let your personality come through.
- Use your best judgement on how many snaps to send and how long each snap should be. As you know, many times, less is more on Snapchat. You don't want the story to too long and have people drop off. Having said that, don't have it be too short and fail to tell the complete story.
- Make sure you have an ending snap that wraps everything up. Make sure it's after the end of the event or after the food has been baked in a foods class. You want to give that completion of the story, then you can sign off. You can say things like:
 - a. That's all for me...
 - b. Thanks for watching...
 - c. Hope you enjoyed...
 - d. I had a good time...

Some things to avoid:

- Unless you are somehow creatively telling the snap story in a creative way horizontally, try to use all vertical snaps. Don't mix them.
- Don't mess with any of the Staff's Snapchat settings
- If incoming snaps come in from people, just leave those unread. The staff will work to respond to them later.
- Avoid watching any snap stories in the FHNtoday timeline. Some people think the account is run by administrators so they think it's creepy if FHNtoday is viewing their story. We don't want you to be creepy. :)
- Be nice.
- If you have to ask "Is it ok if I say..." then you probably already know the answer and you should avoid saying it or doing it.

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