A QUICK GUIDE TO SNAPCHAT TAKEOVERS FOR BINGHAMTON UNIVERSITY
WELCOME!

Thank you for taking over Binghamton’s Snapchat account! Snapchat Takeovers are a great way to highlight the unique perspectives of the University community, and to help us connect with current and prospective students. We’ve put this short guide together to help as you plan your Takeover!
“DAY IN THE LIFE” VS. PROMOTIONAL

Treat your Takeover like a “Day-in-the-Life” look at you. If you are taking over the account to promote something specific (e.g. an upcoming theater show), don’t make it all about that event/program/etc.

Post a good mix of content that shows your general day and also highlights specifics you are trying to promote.
INTRODUCE YOURSELF

• Introduce yourself on video (preferred). Due to time constraints, you can break this up into several separate videos.

• Include the following:
  • Your name
  • Your major and year
  • Clubs/organizations you’re a part of
  • The event/program/etc. you will cover during the takeover, if any
ENGAGE THE AUDIENCE

People follow Binghamton’s Snapchat to feel part of a community. With that in mind, don’t make your Takeover a “me-me” event. Try to get the audience involved whenever possible.

This can be done by:
• Asking questions
• Interviewing other people
• Hosting contests
THINK BEFORE YOU POST

The Binghamton community is made of people from many different backgrounds and with differing beliefs. Before you snap, consider how your snap might potentially offend someone in our audience.

We have had students post gun emojis as a joke, overt political statements (Vote Democrat!) and racy images. Don’t do this! Consider how your snaps could be construed before posting.
GENERAL TIPS

• Proofread and spell-check everything
• Make sure your microphone is on
• Watch every video before you post to ensure nothing is cut off at the beginning or end
• Add your snaps to the story; do not send out individual snaps
• Limit your total story to 2-2:30 minutes total. Don’t post every five minutes or followers will get bored.
CLOSE IT OUT

• Thank everyone for watching.
• Leave viewers with a call to action:
  • “Snap us back with ______, for you chance to win _____!”
  • “Thanks for letting me show you my favorite campus locations. Snap us back and show us yours!”
  • “If you’re interested in participating in a Snapchat Takeover, email social@binghamton.edu.”
  • “For more information on _______, visit this website: ______.”
PROMO

Send us a selfie and we will make a promo that you can share on your social channels.
Thanks and have a great time!

For questions, email social@binghamton.edu. Visit our Snapchat page for example of good takeovers.