Snapchat User Manual

For Internal Use by GoAbroad.com

GoAbroad.com

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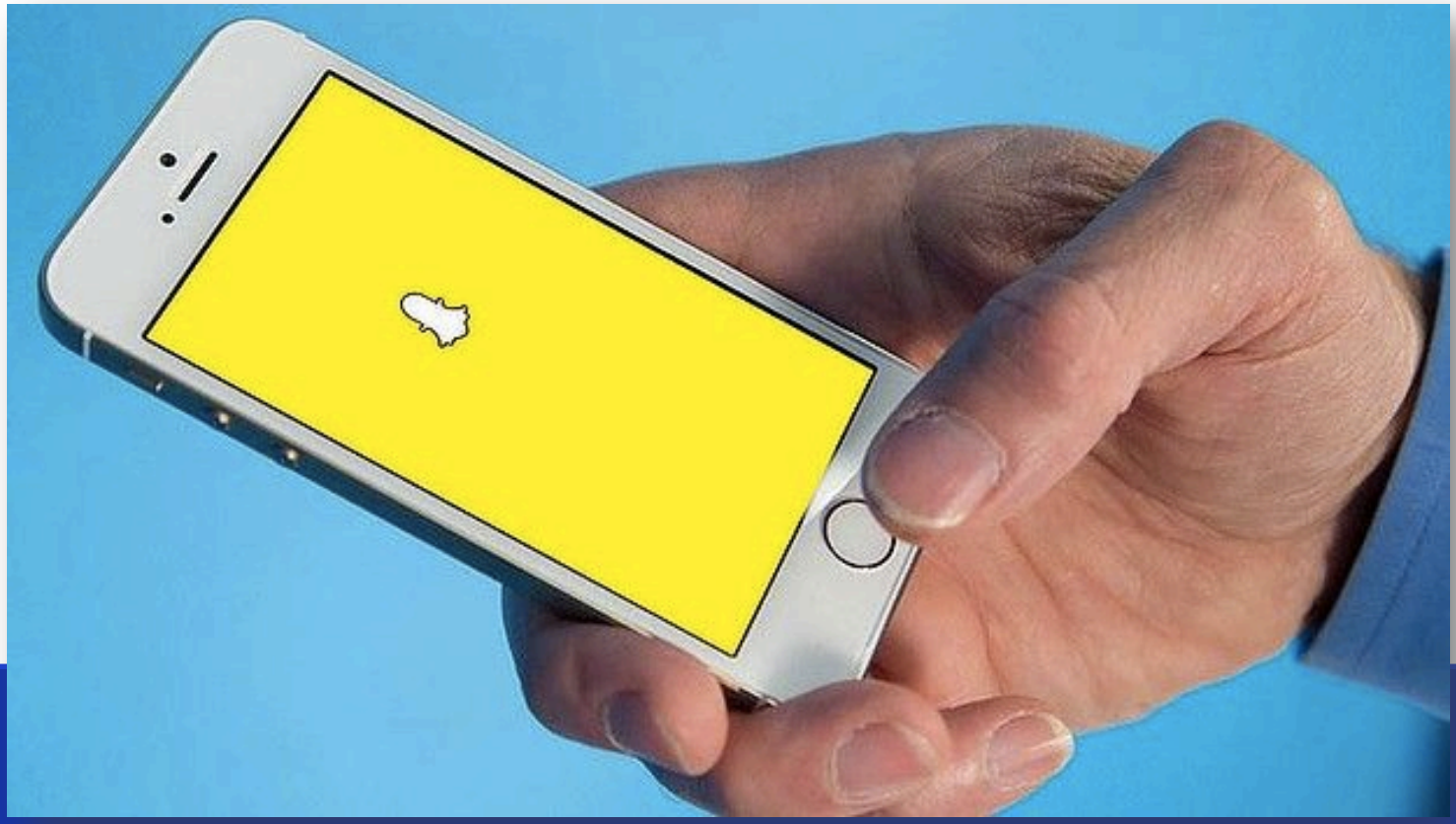
Graphic courtesy of CNBC.com

A note from the authors

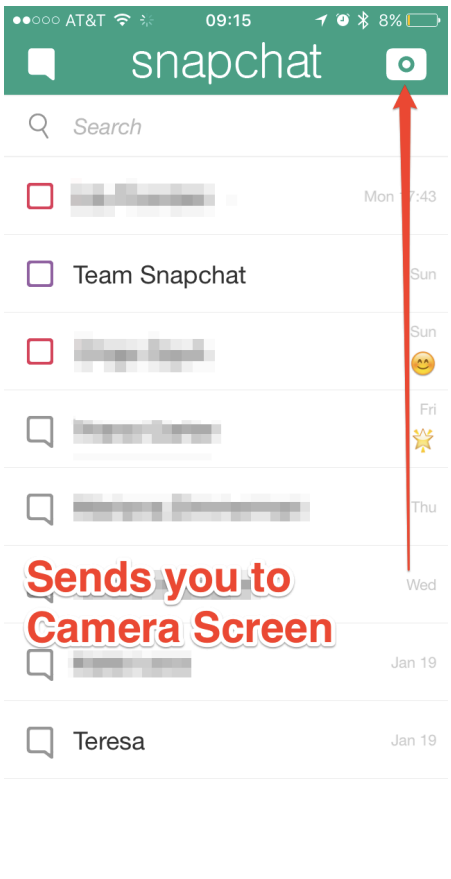
Welcome to the GoAbroad.com Snapchat User Manual! This manual provides step-by-step instructions, tips, suggestions, and guidelines for Snapchat to be used by GoAbroad.com employees. Now, before we get to snapping, let's review what Snapchat is!

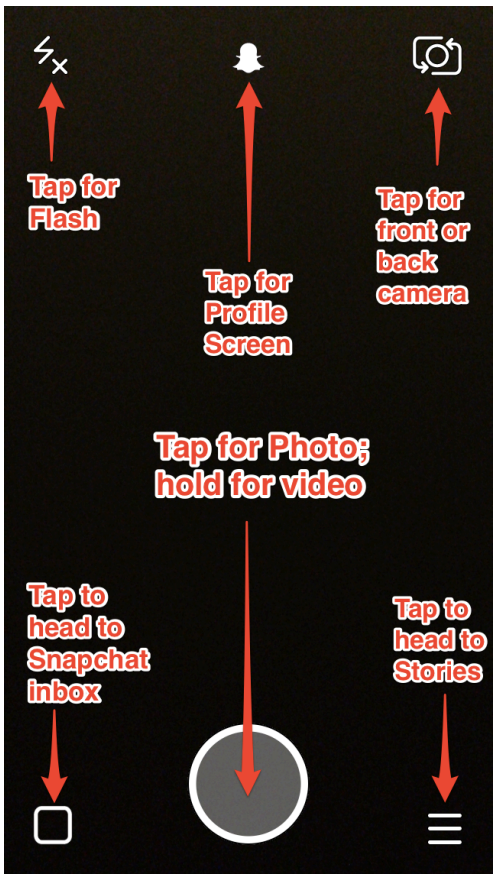
Snapchat is a mobile-only messaging application that uses photographs and videos to connect with friends. The content is only available for a short amount of time and then disappears forever. Until recently, Snapchat was only capable of direct photo and video messaging, but has now expanded to a one-to-many social platform. The main focus for GoAbroad.com is creating stories: a sequence of Snaps that is shared with everyone in the friend network. The Story is similar to sharing content on your Facebook wall for all your friends to see.

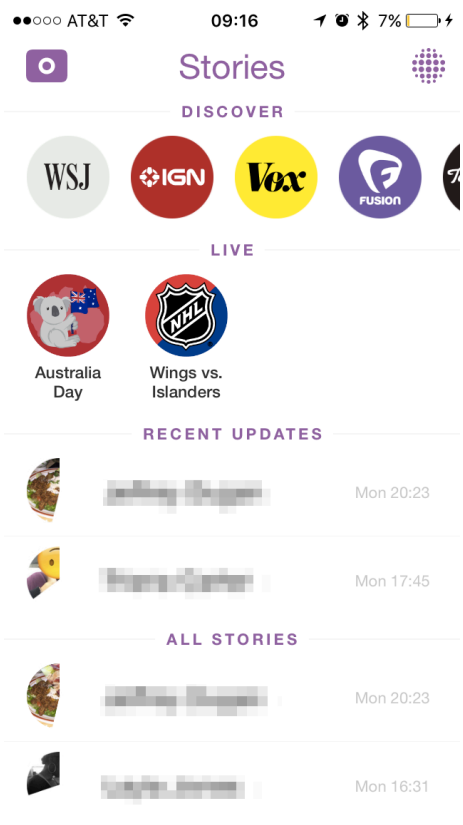


Graphic courtesy of instructables.com

Basic Controls and Application Layout







Chat Screen Main Display Story Screen

Swipe to the left and right to toggle between displays

Graphics courtesy of quietly.com

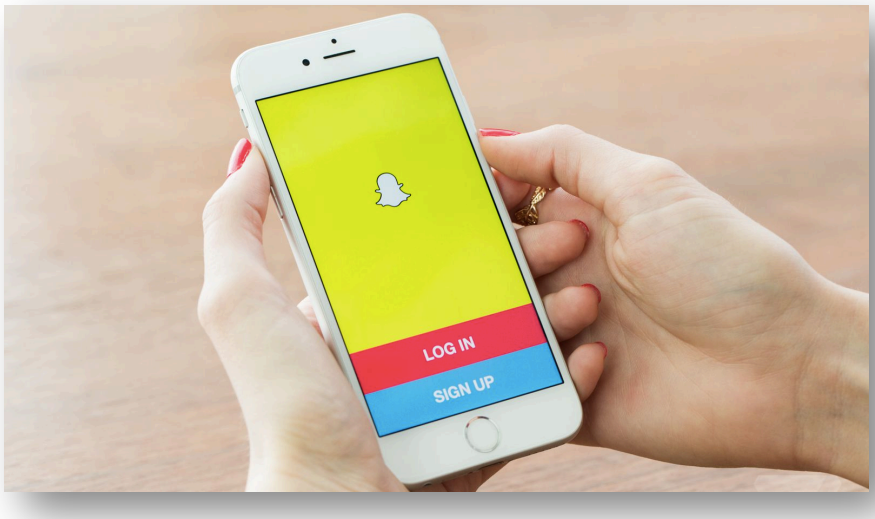
Key Terms to Know

- **Block-** Prevents identified users from viewing Story and sending direct Snaps
- **Chat-** Sending direct messages to another user
- **Discover-** A section exclusive to top publishers and sponsored accounts where content is curated daily
- **Friends-** Users in the network who can send and receive Snaps and view the Story
- **Filter-** Features that can be added to photos and videos for effects
- **Geofilter-** A custom filter available only within specific geographic parameters
- **Lense-** Uses facial mapping to create interactive filters
- **Screenshot-** When a user captures their screen while Snap is viewable
- **Snap-** Picture and video files sent or received by users on Snapchat
- **Stickers**- The emoticons that can be pinned to photos and videos
- **Story-** Compilation of Snaps to create a narrative and is viewable by everyone in the friend network
- **Username-** The unique identity for each individual/ organization on Snapchat

Account Management

Logging in and Out

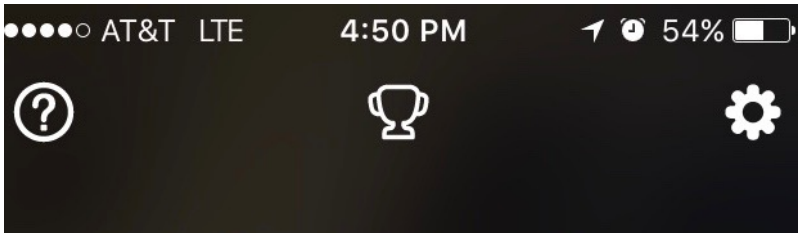
Once the application is downloaded open Snapchat to log in. Snapchat can be downloaded in the App Store on your device.



Username: GoAbroad
Password:

Once you have finished your awesome, amazing, inspiring Story, complete the logout process.

1. Select the Ghost icon at the top of the screen (see Basic Controls image, pg 4) and then select the gear icon in the upper right corner



2. Click and confirm logout

While partners have access to the Snapchat account, the admins reserve the right to log in and intervene on Stories as deemed necessary. Intervention may include deleting content, adding content, and revoking further access to the account by changing the password.

Settings

The gear icon will take you to the profile settings. In this area you can manage the Username, notifications, privacy, and more.

To change the password:

- Select password >>> enter the current admin password>>> enter new guest password >>> save
- Once a partner is finished with the account, follow these steps to change credentials back to admin password

Managing Additional Services:

- Turn on “Filters” in this section to access the filters, lenses, and geofilters on your device
- Permissions need to be granted for Location, Camera, Microphone, and Photos for creative Story creation. Ensure these are granted
- Travel mode helps reduce the data Snapchat uses by turning off Snaps from loading in the background. If you are concerned about your data usage then turn this on

Side notes

The account preferences under “My Account” and “Who Can” are set and should not be altered.

“More Information” provides additional support from Snapchat to help you navigate and understand the application.

Creating Snaps

A Snap is a single photo or video; these are combined and uploaded to create Stories. To create a Snap, start on the camera display. This is the default display; however slide your finger left or right across the screen to toggle displays.

Shooting Content

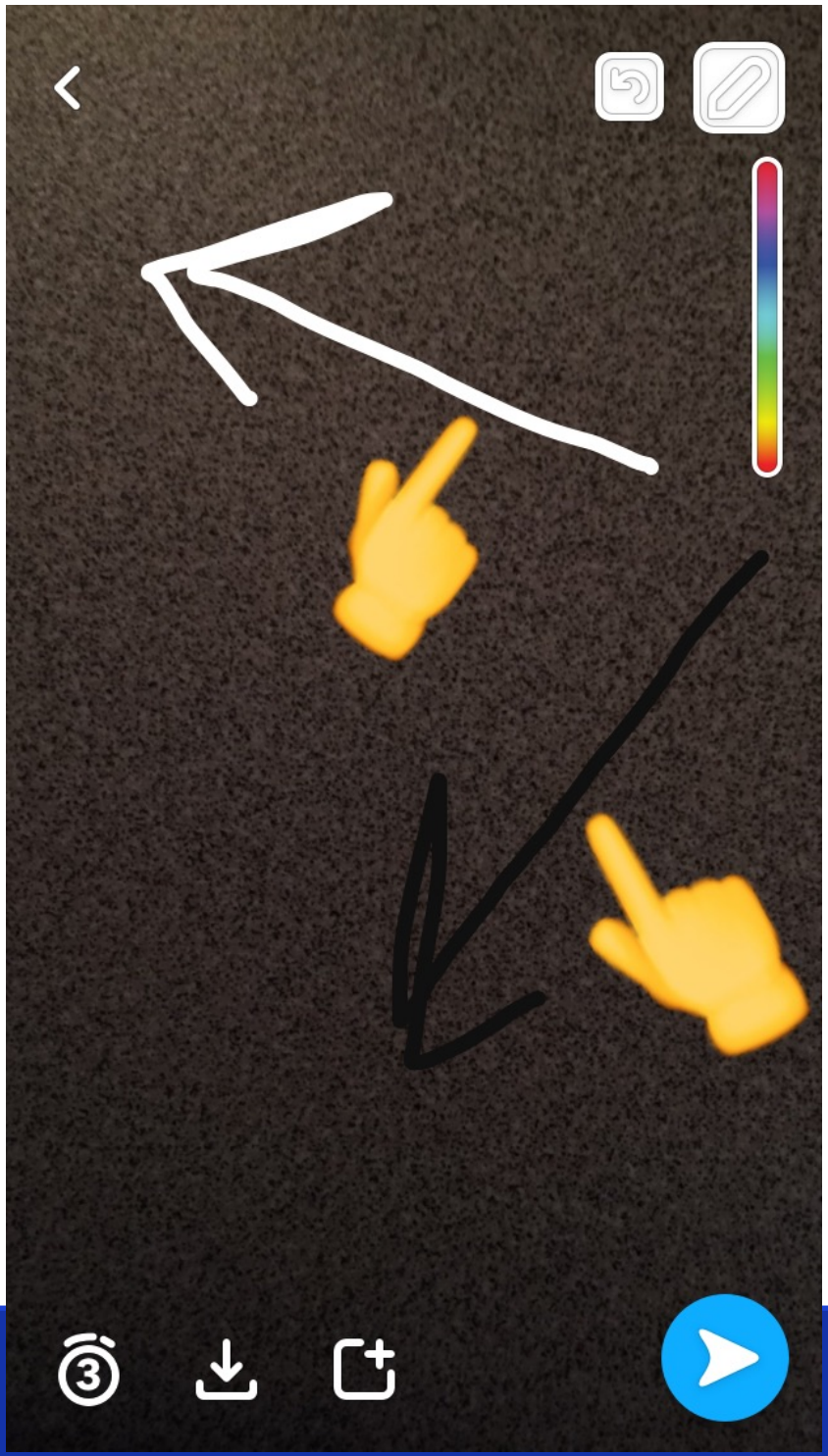
You can create a Snap using the front-facing (selfie) and back-facing cameras. To change the camera, click on the Camera icon in the top right corner. Now that you have everything set for the perfect shot… what's next?

1. If you need flash, press the lightning icon in the top left corner. The front facing camera also has flash capabilities on some mobile device models.

2. Click the large circle in the center of the camera display to take a picture. Hold down the circle to begin filming video. You must continue to hold the circle while you are recording; the outer line of the circle will turn red indicating the time of your video. Videos can be a maximum of 10 seconds long. Once you complete your video, release the circle.

3. The photo or video will then display with effect options.

To delete the Snap and start over, tap the “X” in the upper left hand corner.



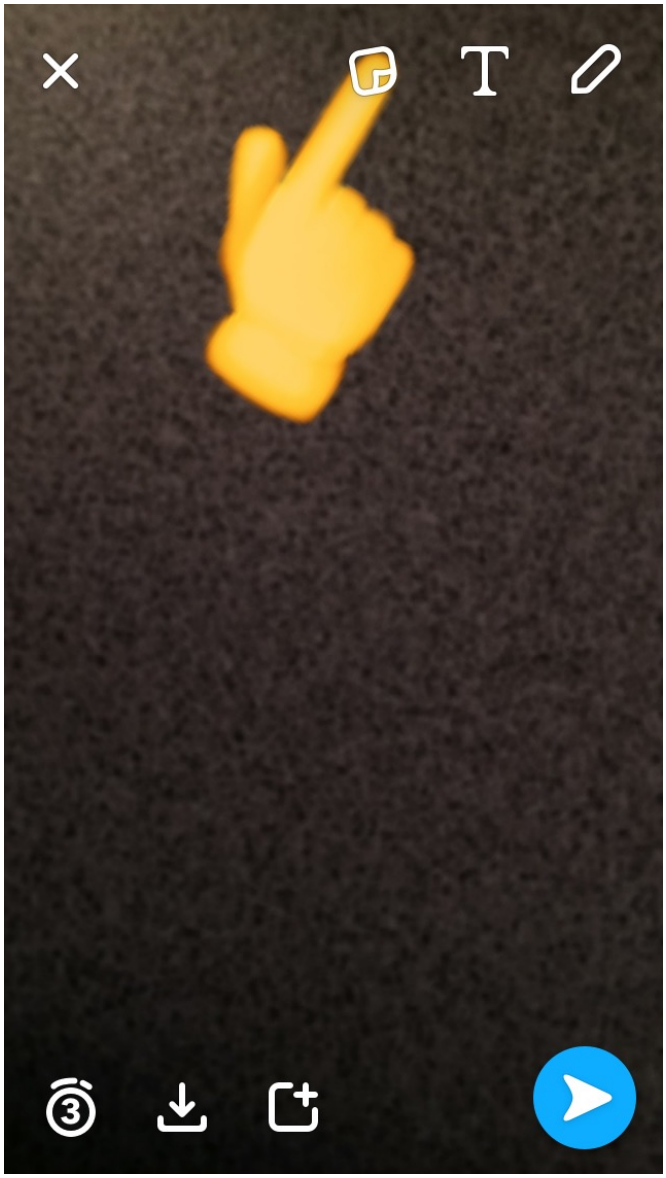
Adding Effects

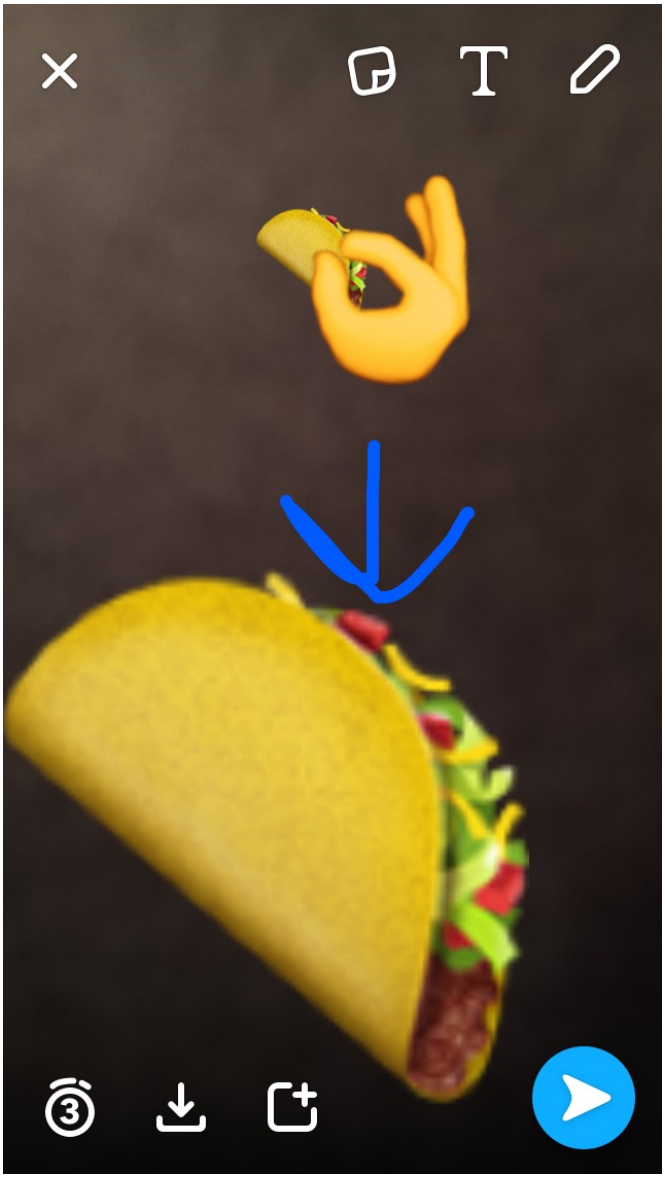
To add the **Crayon effect**, click on the crayon icon. A color palette will display; slide your finger along the color bar to select. On some devices you can slide your finger away from the slider to unlock more colors such as Black and White.

- Slide your finger toward the upper left corner for White

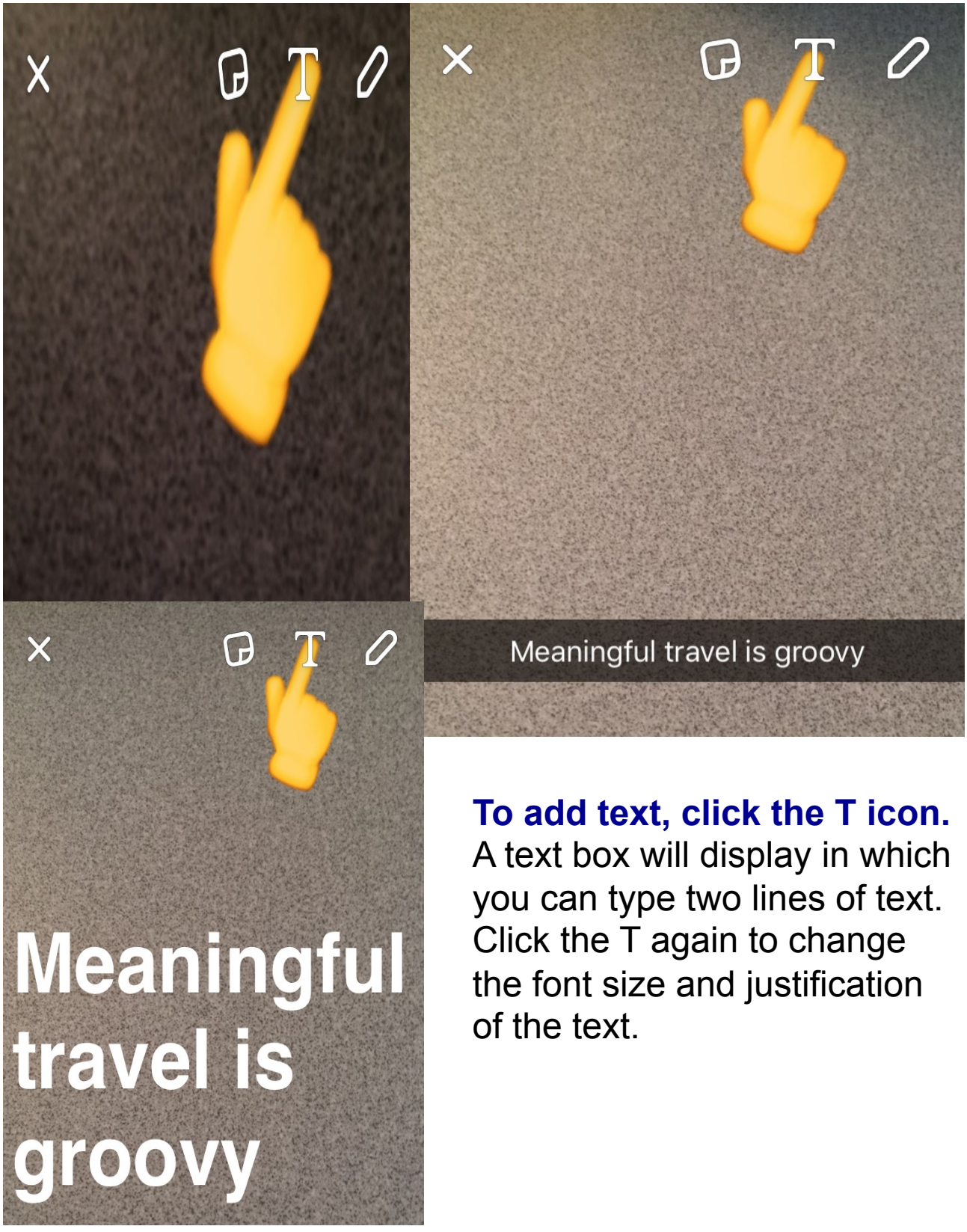
- Slide your finger toward the lower left corner for Black

To add stickers and emoticons, click the square icon. The emoticon keyboard will display. To move or resize the emoticon, drag or pinch your fingers around the image.

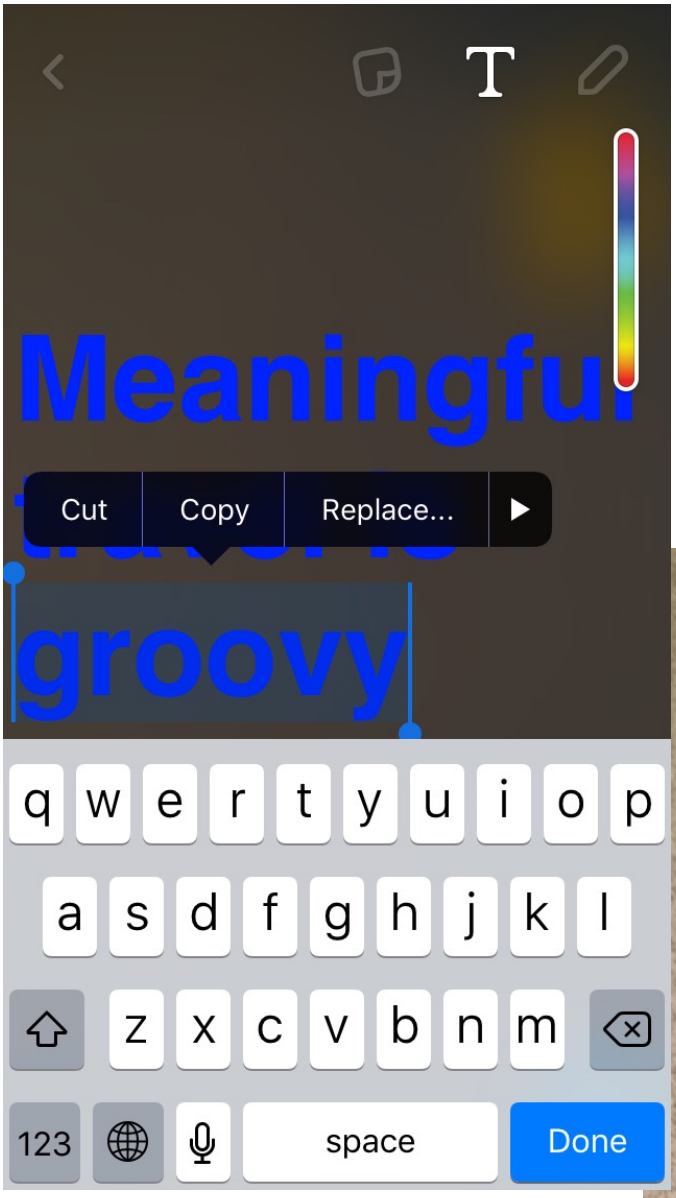




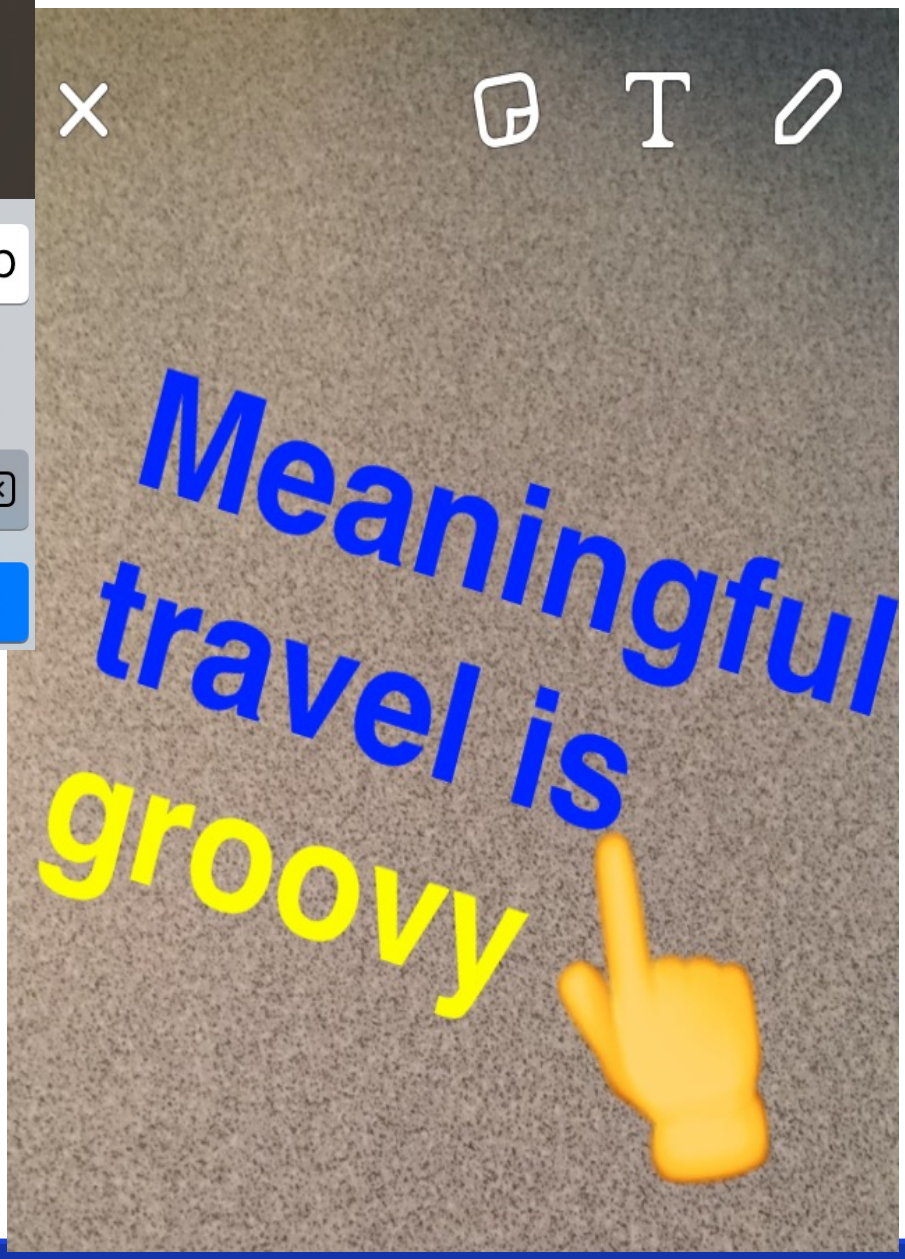
Stickers can be pinned to videos by holding them down at the point you wish to pin. The sticker will now move, rotate, and scale with the object in the video.



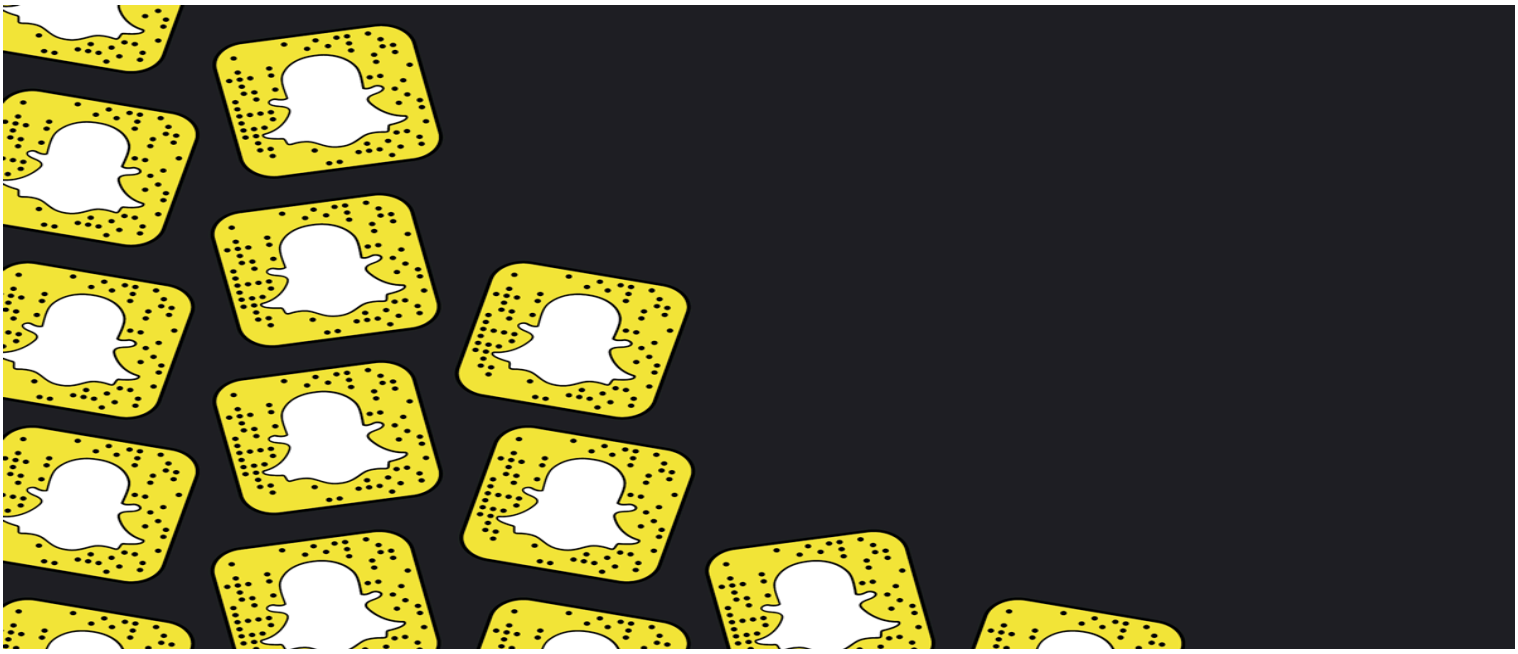
To add text, click the T icon. A text box will display in which you can type two lines of text. Click the T again to change the font size and justification of the text.



Tap the text to display the color bar and change font color.
Select portions of text to alter the font color of the selection.

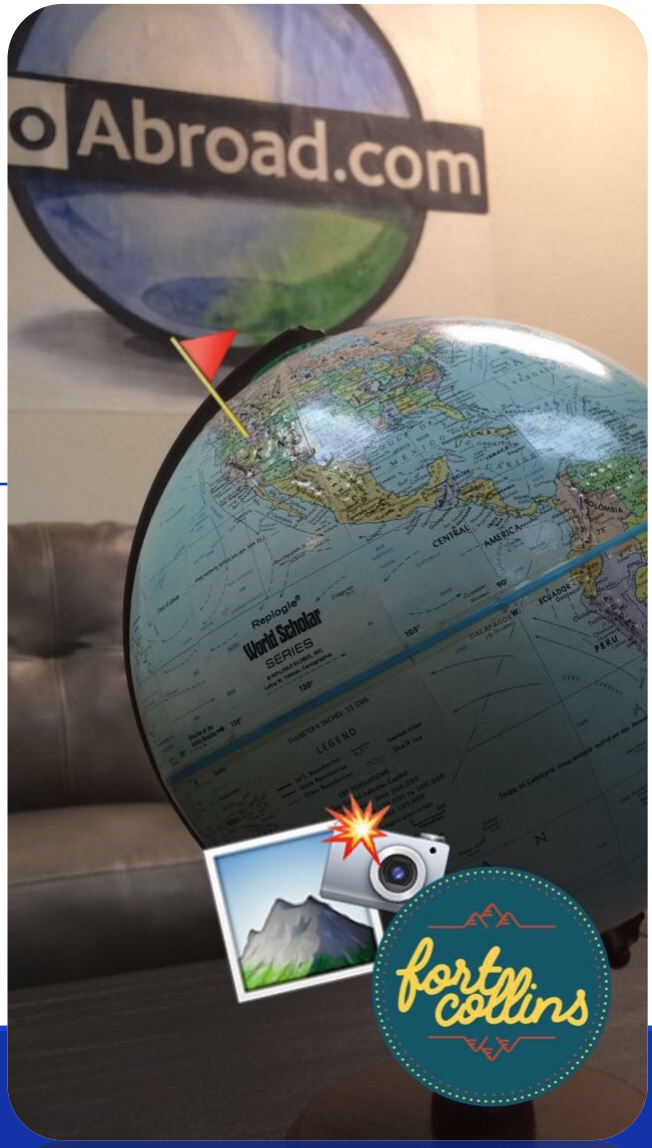


Use a variety of colors to keep the audience interested in your Story!



To add filters, swipe the screen toward the right. There are standard filters (i.e. sepia, black and white, speed, temperature, time/date) and geofilters. Geofilters are only available in pre-determined boundaries.

Always check if a geofilter is available in your area to show viewers where you are live!

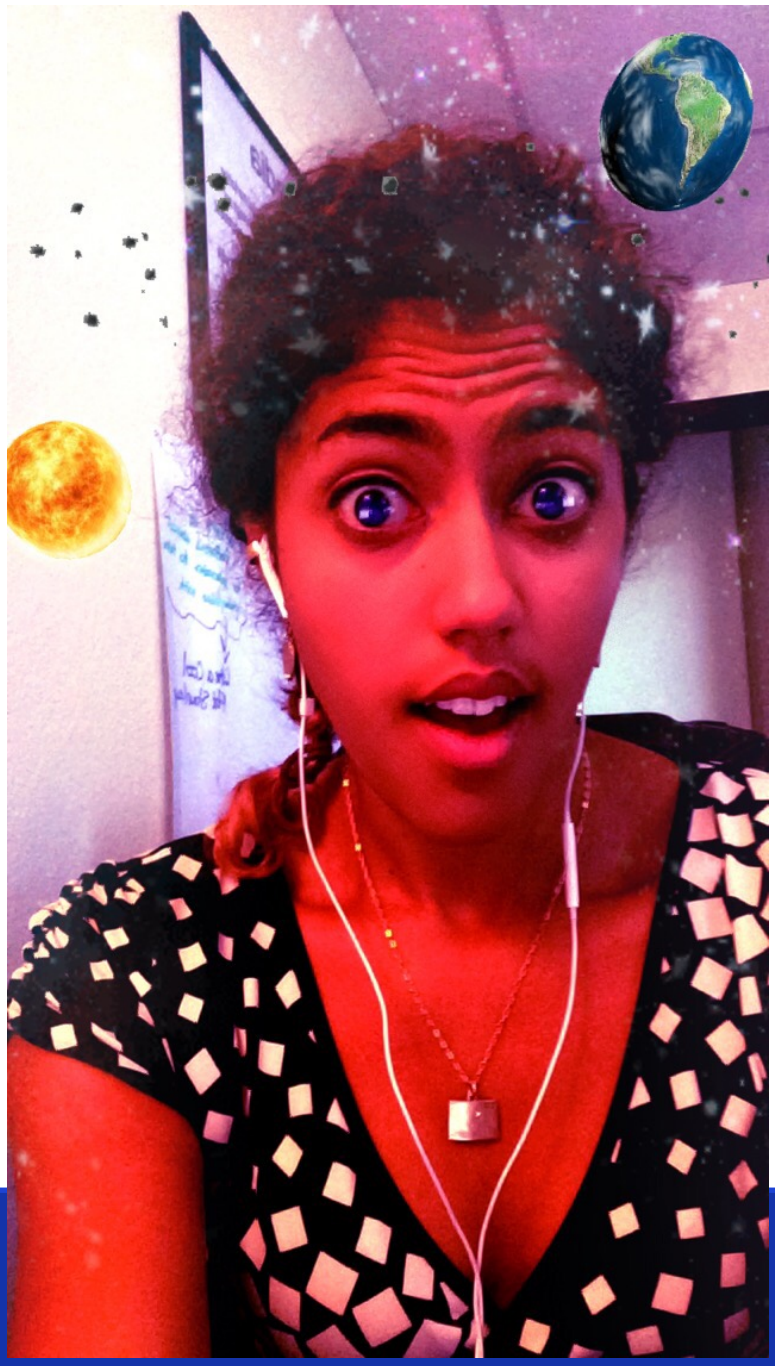


Add multiple filters by holding down on the screen while your swipe

Adding Lenses

Lenses are filters that use facial mapping to interact with your motion. You can take photos and videos with lenses applied. Lenses are updated periodically.

1. Turn the camera to front-facing.
2. Hold down on the center of the screen **(BEFORE TAKING SELFIE)** until facial mapping appears. You may need to adjust the focus or zoom out slightly.
3. Swipe through the lenses and have some fun!
4. When you are ready to take the photo/ video, tap/hold the circle.

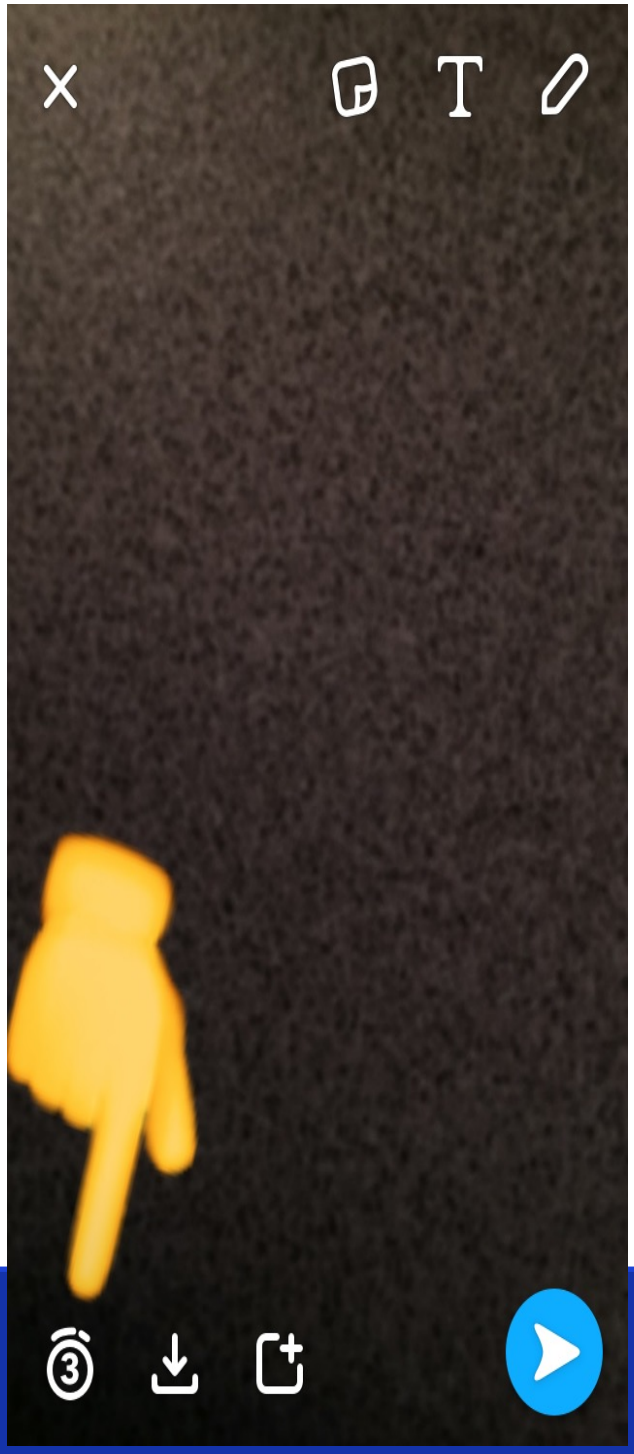


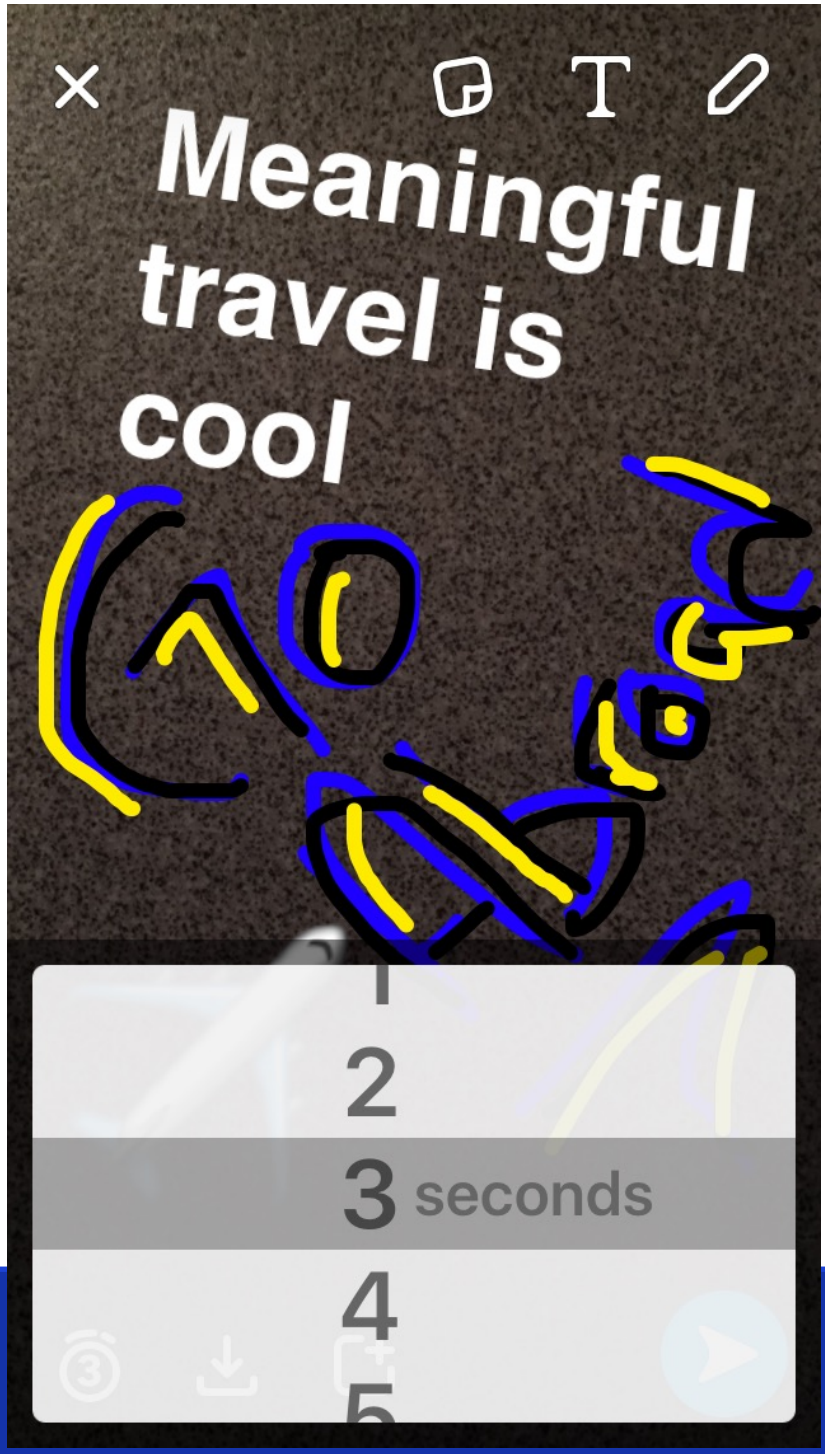
This lens features the Earth and Sun orbiting my head. In a video, the planets move. Some lenses have actions when you open your mouth or raise your eyebrows.

Posting Your Snap

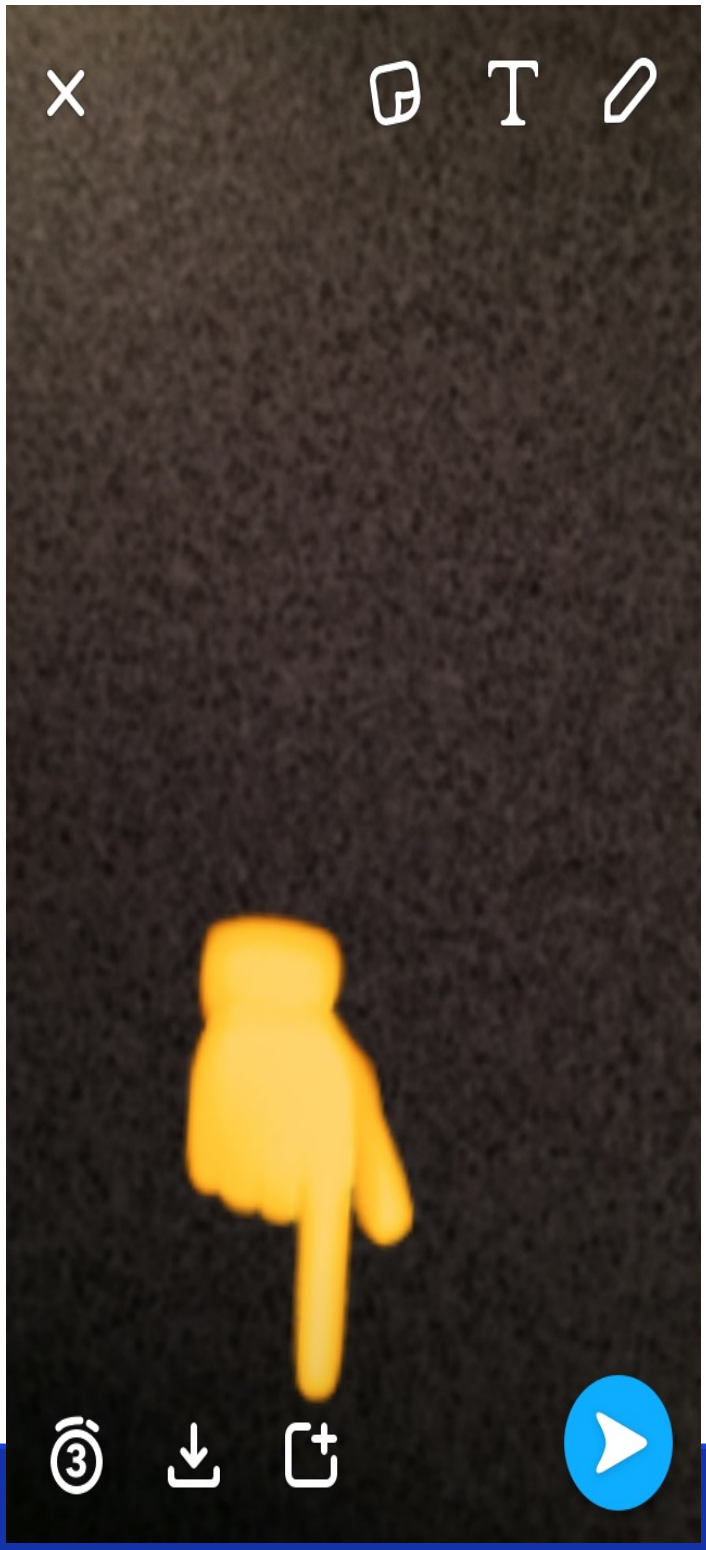
When you have finished your masterpiece:

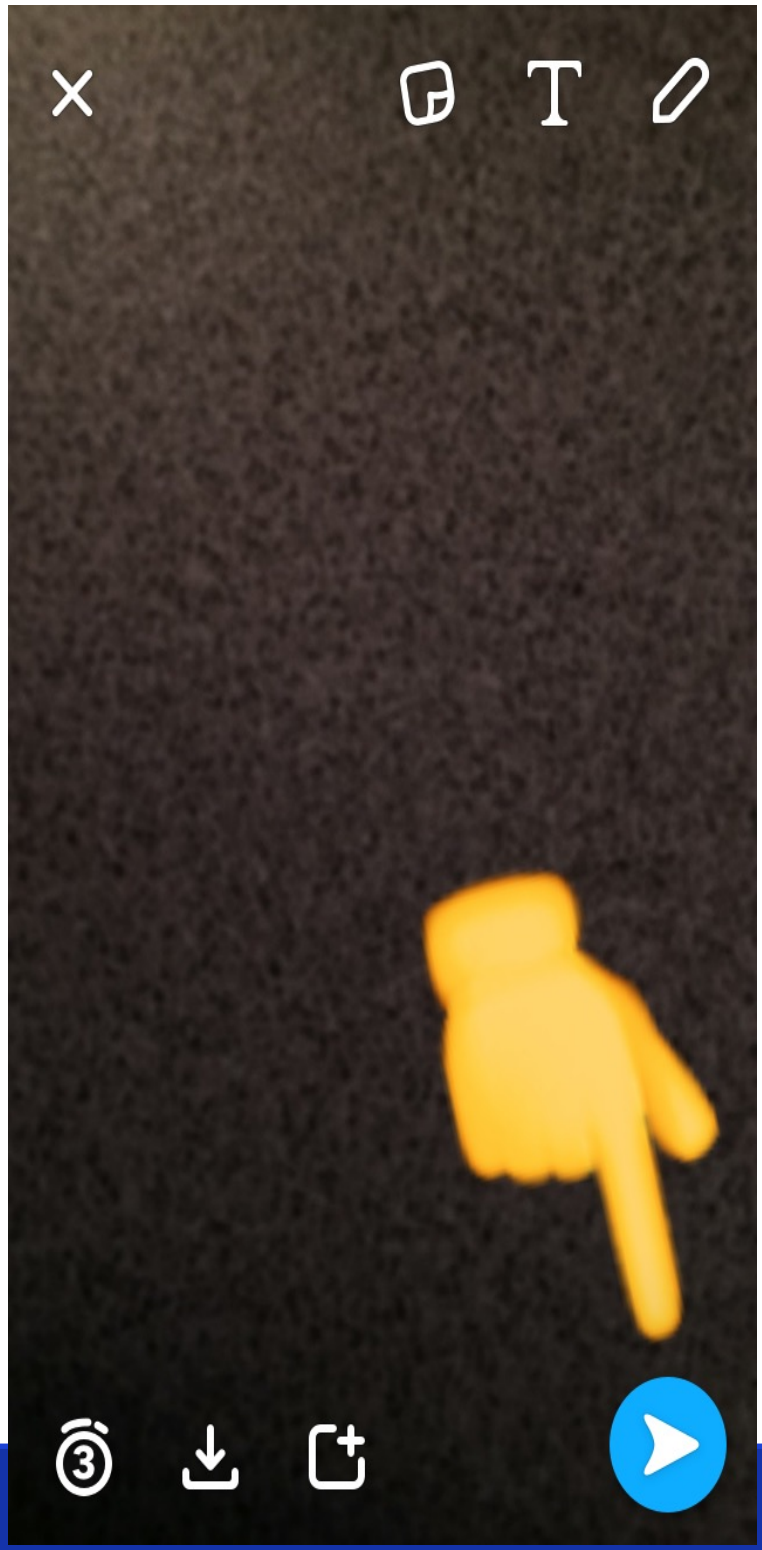
1. Set the time limit for the photo to display. The user will have that many seconds to engage with the photo. Photos should not exceed 4 seconds (unless you want the user to screenshot or other special circumstance). Remember, the audience only needs a few seconds to understand a photograph and they get bored quickly!

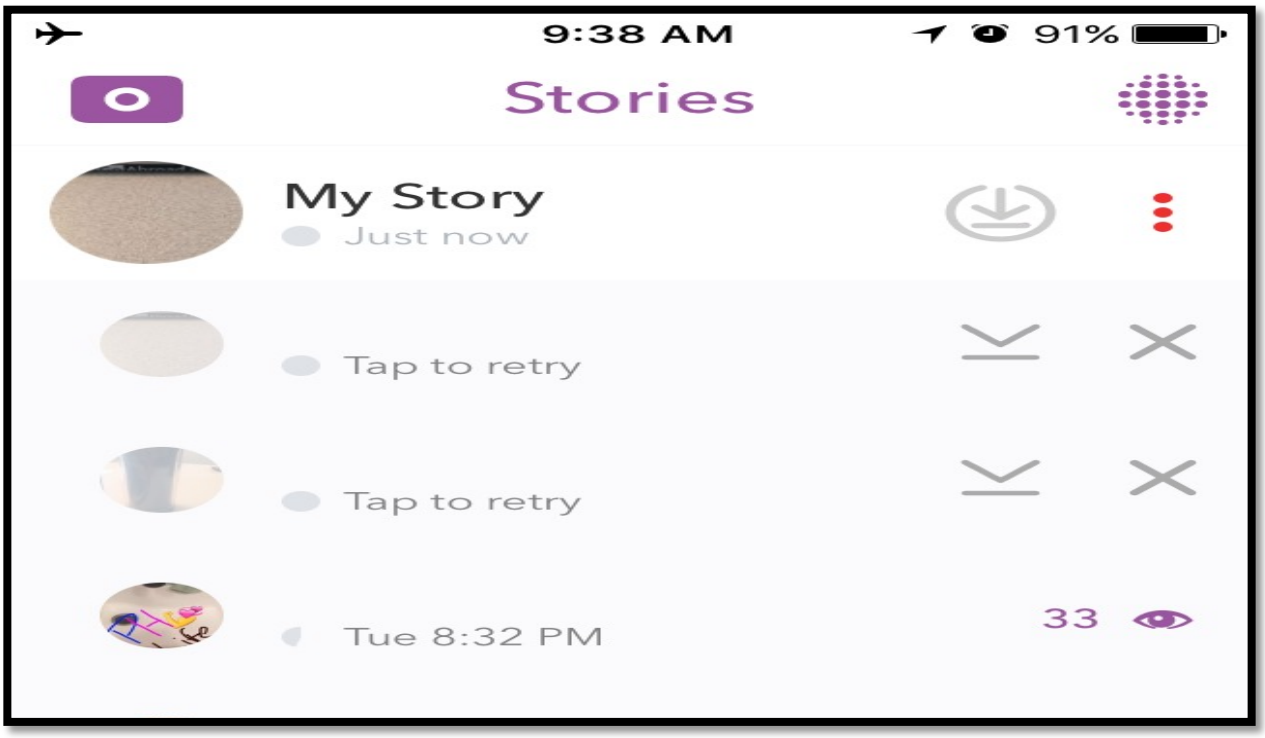




2. Click the upload icon on the bottom of the screen. This will add the Snap directly to the Story. If you need to send a direct message, click the blue arrow in the right corner. This will display everyone in the friend list; select the recipients and press the blue arrow again.







You can set your phone to airplane mode to prevent Snaps from uploading. They will be saved, so you can upload them all once Story is finished. If you are using Memories in the Story, you will need to upload Snaps previous to Memories.

1. Record all Snaps

2. Navigate to the Story display screen. You will see the number of Snaps that failed to post.

3. Click My Story to open the Snap drop down. Tap each Snap to retry upload once Airplane Mode is turned off and you have a Wi-Fi or cellular signal.

Reupload from the bottom up; Snaps are saved in order they are filmed. Memories are uploaded chronologically from the date they were taken. Ensure all Snaps are uploaded in order manually.

Story Guidelines

Length

- ✧ Stories should not exceed 3 minutes in total length
- ✧ Photographs should not exceed 4 seconds in length depending on text/content
- ✧ In general the user only needs a few second to understand the photo
- ✧ Videos are cut off after 10 seconds

Sound

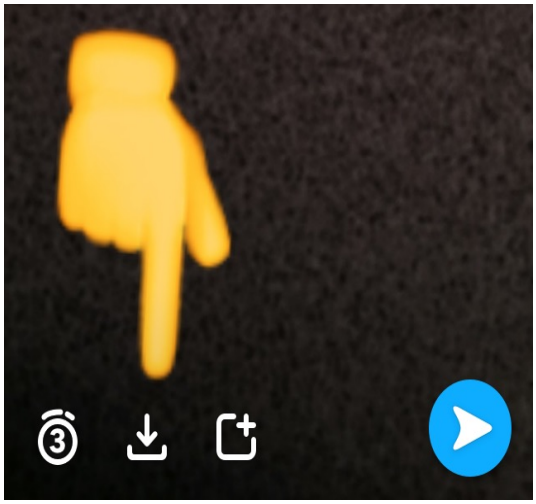
- ✧ Many users keep their phones on silent mode, make sure to warn them if sound is necessary in the next Snap---See sample Snap section
- ✧ Use music to make videos more engaging or interesting
- ✧ Try to minimize unnecessary background noise in Snap videos

Each story should be created using the following checklist

- ✓ Identify content theme: The best Stories are clear narratives with a beginning, middle, and end. You can be flexible with the specific shots, but plan the overall concept
- ✓ Storyboard
  - ✓ Outline the general shots, text, sound, characters, and props for the complete Story
- ✓ Prepare to shoot
  - ✓ Collect all necessary materials as storyboarded above
- ✓ Record Snaps
- ✓ Add text, filters, and stickers as necessary
- ✓ Proofread-- at least three times and then upload
- ✓ Ensure that each Snap is successfully uploaded before moving on to the next Snap to prevent the Story from becoming out of sequence

Memories

As of July 2016 Snapchat allows users to upload, save, and share previously taken content to the platform. To access Memories, swipe up from the camera display screen. This will display the Memories screen comprised of Snaps, Stories, Camera Roll, and My Eyes Only options.



To save a Snap to the Memory server, follow the previously outlined steps for Snap creation and then click the inbox icon. This will save that individual Snap; to save a complete Story click the icon under the Story options. The Story is now available under "Stories" in the Memories display.

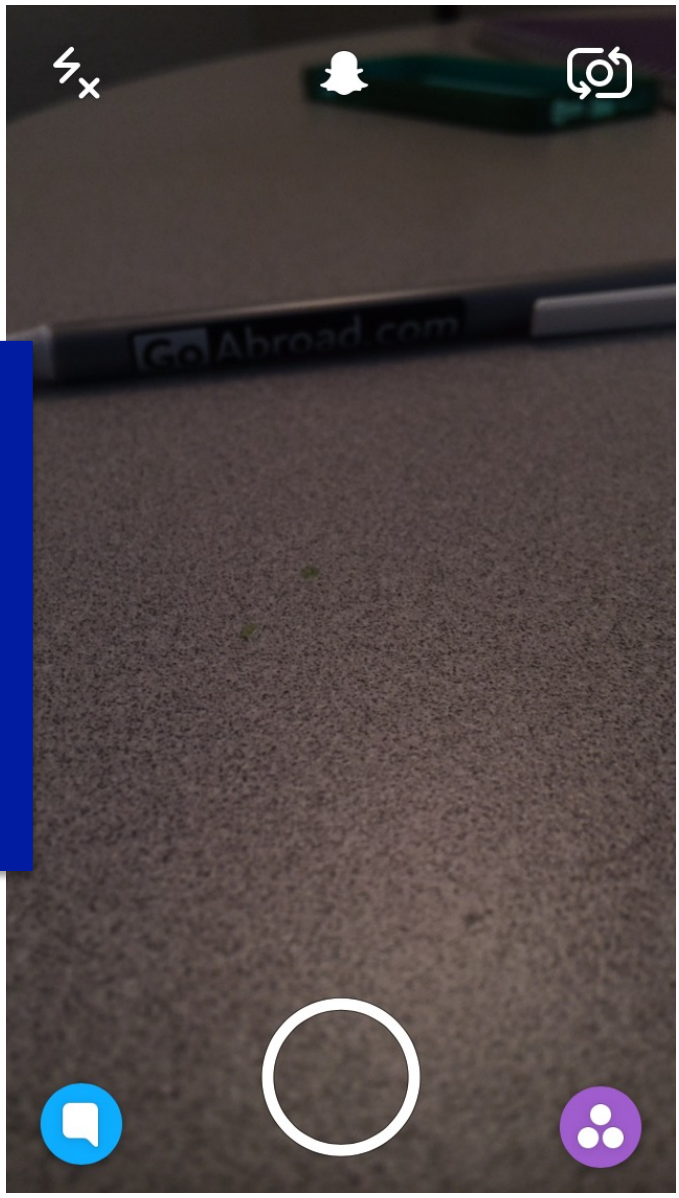
Creating a Story from Memories:

1. Click the check mark in the upper right hand corner and select the content you wish to curate. Content can be sourced from the Snapchat server and the photo library on your device.
2. Once all of the content is selected, click the Arrow icon to access the Send To screen. Here you can send the Story to a direct user or select My Story. The Memory will then be posted for the network view.
3. You cannot be in Airplane Mode when using Snaps from Memories. The Snaps will not upload in order.

Posting a Memory will have a slightly different display for the user to indicate that the content is not within the past 24 hours. A Memory will be outlined in white when placed within the Story.

Receiving Snaps

To the left, to left. All of my Snaps on a screen to the left.



GoAbroad might receive direct Snaps from followers. When a direct Snap is received, the notification tab will turn blue on the camera display screen. Click or swipe to the inbox display screen. Most Snaps will not merit a response. If the admin deems necessary, GoAbroad.com can interact with Snappers. Circumstances can include footage of meaningful travel, questions directly related to the brand, or partner organizations reaching out.

In the chat display, all of the Snaps you have sent and received are shown. Received Snaps are marked with a SQUARE and sent Snaps are marked with an ARROW. Red denotes a photo while purple denotes a video message. When the shapes are filled, the message has not been opened. Once opened, it becomes an outline with the date it was opened on.

Sent Icons

A Snap sent without audio

A Snap sent with audio

A sent Chat

Opened Icons

A friend opened a Snap without audio

A friend opened a Snap with audio

A friend opened a Chat

A friend viewed and received Cash

Received Icons

You have received a Snap or multiple Snaps that all do not contain audio

You have received a Snap or multiple Snaps that contain at least one Snap with audio

You have received a Chat

Graphics courtesy of quietly.com

Viewed Icons

Your Snap sent without sound has been viewed

Your Snap sent with sound has been viewed

Your Chat has been viewed

A Snap or Chat is pending and may have expired

Screenshot Icons

A screenshot has been taken of your Snap without audio

A screenshot has been taken of your Snap with audio

A screenshot has been taken of your Chat

Replay Icons

Your Snap sent without sound has been replayed

Your Snap sent with sound has been replayed

You cannot delete or "unsend" a direct Snap to a user.

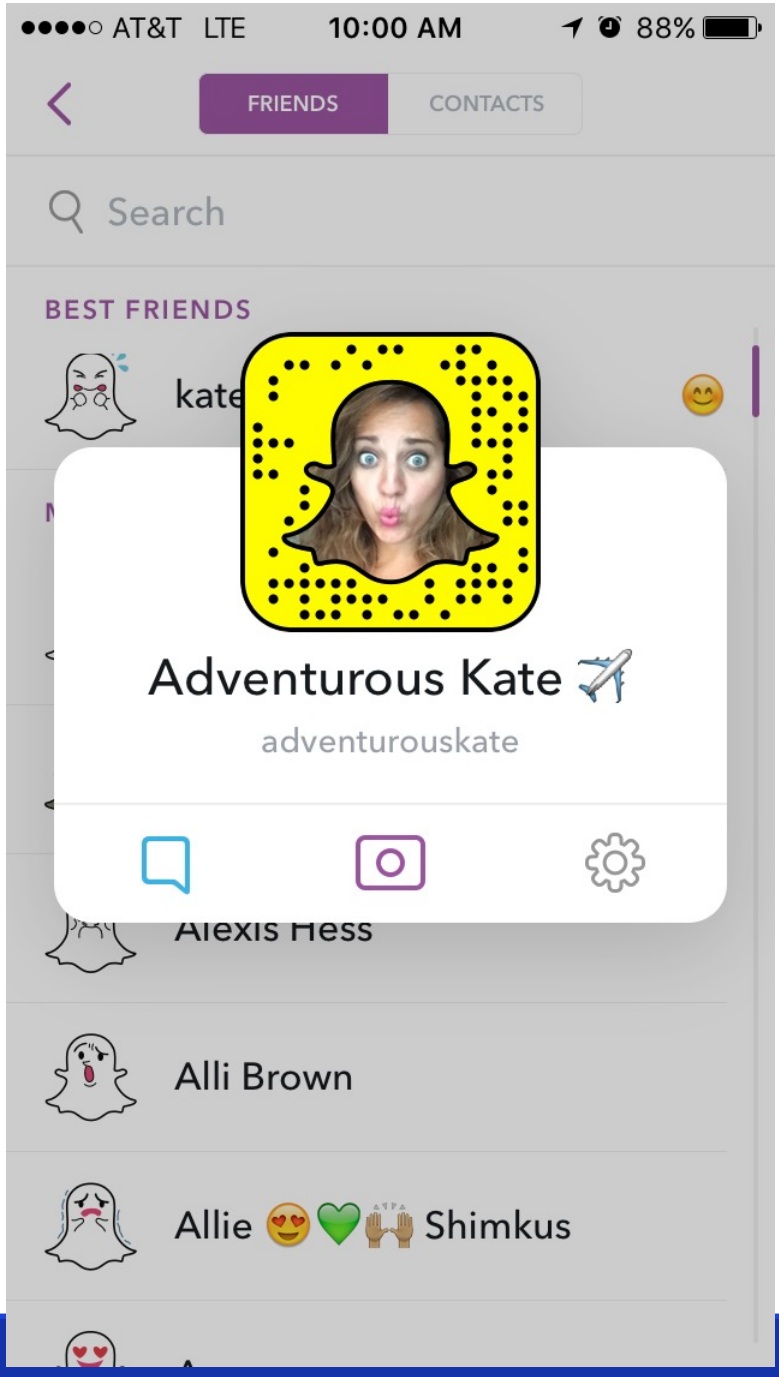
Graphics courtesy of quietly.com

Blocking Users

Although we hope this is unnecessary, some accounts may need to be blocked. If a user sends spam or other inappropriate content to the GoAbroad account, the user can be blocked from the friend list**. A blocked user cannot view the GoAbroad Story or send direct Snaps.**

1. Click on the Ghost icon>>>My Friends

2. Select the user >>> Settings >>>Block



If you need to unblock a user

1. Click on the Ghost icon>>> Settings >>> Account Actions at the bottom of the menu
2. Select Blocked >>> Click the "X" beside the Username

Monitoring and Evaluation

The primary means of evaluating and monitoring Snapchat are Views and Retention Rate. To view the statistics for each Story and Snap, swipe right to the Story display screen. The GoAbroad Story is listed at the top of the screen with the date and time the Story was uploaded. Click the three vertical dots to expand menu.

This purple eye is the number of users who viewed the story.

This will display for all Snaps in the Story so you can see where viewership dropped off and the percentage that stayed through to the end (Retention Rate).

Record data into the Snapchat Tracking and Content Calendar

- ✓ The total number of Snaps uploaded to the Story
- ✓ The viewership peak: Highest number of views
- ✓ The viewership low: Lowest number of views
- ✓ The average viewership will be calculated within the spreadsheet
- ✓ The Retention Rate: Calculate by dividing the views on the last Snap by the views on the first Snap
- ✓ The number of Screenshots taken: Indicated with a green arrow and number
- ✓ Any additional notes you feel should be included

******Don't forget! The Story will expire 24 hours after uploading. If you have not collected the viewership data before then, it will be lost forever. Try to collect this data as close to 24 hours as you can for the most accurate information.******

Additional Resources

Adding Friends

There are several options to add friends (and how friends can find GoAbroad)

- **Take a Snap of another user's Snapcode. This is similar to a QR code that identifies unique accounts. Confirm the friendship and the user is automatically added to your friend list.**
- **Select the Ghost icon to display profile options >>> Add Friends. You now have the option to add by Username, from your Address Book, by Snapcode, or Nearby.**
  - **Share Username allows you to directly copy the Username to a text message, email, or connected social media platform.**
  - **To add by Username, you must know the exact Username of the friend to search.**
  - **To add by Snapcode, take a screenshot or photo of a Snapcode using your regular camera. You will be directed to your photo gallery >>> select that screenshot/photo**
  - **To add by nearby, be next to the user while they have add nearby open**

Helpful Links and Light Reading

https://support.snapchat.com/en-US

https://www.thrillist.com/tech/nation/11-tips-to-make-good-snapchat-stories

http://www.socialmediaexaminer.com/5-ways-to-use-snapchat-for-business/

http://www.socialmediatoday.com/social-networks/snapchat-essentials-curious-newbies

https://www.youtube.com/watch?v=nm1RfWn0tQ8

https://later.com/blog/how-to-make-a-snapchat-story/

Sample Storyboard

Photo to Open the story and draw the attention of the user. Make this fun and engaging	Introduce full topic and outline of the story	4-5 Snaps of videos and pictures to tell your Story	Don't forget animations, stickers, and text while you move through content
Begin to close the story and thank the viewers	Remind them what they learned or saw in the Story	Ask them to share the Snapchat account with their friends	Tell them to tag their travel photos and videos with #GoAbroadSnap

Sample Snaps

READY?
Screenshot the next Snap!

Today GoAbroad is in.....

Italy!

GoAbroad.com
Tag your travel photos with #GoAbroadSnap to be featured in a story

Seeing your travel photos makes us jump for joy! Always tag them with
#GoAbroad
Snap

Snapchat is a highly creative platform that rewards spontaneous, off-the-cuff content. This is your chance to give our audience an inside look at GoAbroad.com, let them see the world, and inspire the viewers to engage in meaningful travel.

In wanderlust we trust