



Let's Learn Snapchat!

What is Snapchat?

Snapchat is a popular social media application used to connect with friends and family through image and video messaging. It is also quickly becoming a popular platform to expand businesses' social media presence.

Why use it?

As one of the most popular social media networks among teens, and with growing popularity among those 30 and older, Snapchat is a great way to stay connected with long distance relations, reach a new demographic for your business, or expand your brand. Over 100 million daily users of Snapchat view an average of 6 billion "snaps" in just *one* day (that's about 9,000 per second!), a massive potential for anyone looking to grow their business. What sets this platform apart from other social media outlets is its quick usability and live capability: you can set up and send a Snap within seconds and interact directly with followers and friends. Even if you aren't a small business owner, odds are your family members are on Snapchat waiting for you to join!



Class Outcomes:

At the end of class today, you should have:

- Created a Snapchat account and connected with a few friends
- Learned how to send a "snap," both a still picture and a short video
- Learned how to add text, emojis, and other special effects

You will need:

- A mobile device (iPhone or iPad preferred) or you may borrow a library iPad
- Your Apple ID and password or your login information to Google Play if you have an android device. (If you don't have logins for either platform, we will create one)

Glossary of Terms:

"Friend" = someone who follows you on Snapchat; not necessarily an actual friend!

"Snap" = either a still picture or video you send to friends, or that are sent to you from friends.

"Emoji" or "icon" = a fun smiley face or icon you can overlay on your "snap"

"Story" = compilations of your snaps that anyone who follows you can view for up to 24 hours.

Task #1: Creating a Snapchat Account

1. Tap "Sign Up"
2. You will be prompted to enter information:
 - a. Enter your name and birthday (no cheating!)
 - b. Create a Username: This is the name all of your "friends" will see. You are not required to use your real name.
 - c. Create a password: we suggest you write this down and keep it for your records.
 - d. Enter your phone number: Snapchat will not use your mobile phone number. This is so that you can recover your password if you forget it, and to verify your identity.
3. Go ghost hunting! This exercise is to verify that you are human (we hope).
4. Finally, log in to your email to verify your account.
5. Your Snapchat is now live!

Task #2: Adding Friends

To manually add friends:

1. Tap the Ghost icon at the top.
2. Tap "Add Friends"
3. You can either add by username or address book (which is taken from your personal device)
4. Type in your friend's username to locate them, and then tap the "add" button on the far right. You just have to await their acceptance of your friend request!

Task #3: Taking and Sending a Snap

1. Tap the circle at the bottom of your home screen. This takes you to your camera.
2. To take a still picture, line up your camera, and tap the circle again **once**. To take a video, line up your camera and tap and **hold** the circle. This begins the recording; **let go** when you want to stop recording. Snapchat will let you record a video that lasts up to 10 seconds.
3. If you don't like the picture or video you just captured, tap the "X" in the top left hand corner to start over.
4. To add text: tap anywhere on the video or picture. This will bring up a text box where you can type up to 80 characters, including emojis! The "T" icon in the top right-hand corner will change the size/formatting of the text. You can also move your text box up and down by holding one finger on the box and moving it manually.
5. You can change how long your still "snap" lasts by clicking on the clock in the bottom left corner; the default time is 3 seconds. You can change it to last up to 10 seconds. This only applies to still photos; the same icon changes to a volume setting when sending video "snaps." You can opt to send your video without audio.
6. To add emojis: Tap what looks like a sticky note in the top right-hand corner. Scroll through the emojis to choose from Apple's set, or other unique icons. Tap the icon/emoji you want to add, and tap and hold the icon to move it around!
7. When you're ready to send your Snap, tap the blue arrow in the bottom right-hand corner. You can either send this snap to friends individually, or you can add it to "My Story" so that whoever follows you can view it.

You're ready to get Snapping!!