



ST. JOHN'S
UNIVERSITY

Student Communications
**Your Quick Guide to a
Snapchat Takeover**



WELCOME!

Thank you for taking over the Student Affairs Snapchat account. Snapchat takeovers are a great way to highlight unique perspectives and build a greater sense of community at St. John's. We have put together this short guide to help you plan for your takeover.

DAY IN THE LIFE VS. PROMOTIONAL

Treat your takeover as your own day-in-the-life.

If you are taking over the account to promote something specific (e.g., an event on campus, an organization), don't make it only about that.

Snap a mix of content that shows your day and also highlights your life as a Johnny.

WHO ARE YOU?

Introduce yourself. As a video preferably. Due to time constraints, you can break this up into several separate videos. Also mention:

- Your name
- Your major and year
- Organizations or clubs you're a part of
- Where you're from

ENGAGE THE AUDIENCE

People want to follow St. John's social media to feel part of a community. Avoid making your takeover a “me-me-me” event—get the audience involved whenever possible.

- Ask questions
- Interview other people
- Host an informal contest

THINK FIRST.

The St. John's community is made of people from many different backgrounds and with differing beliefs. Before you snap, consider how your snap might potentially affect or offend someone in our community.

Don't try to make jokes with gun emojis, overtly political statements, racy/suggestive images, etc. Don't do this!

GENERAL TIPS

- Proofread and spell check everything.
- Turn on your microphone.
- Watch each video before posting to ensure nothing is cut off at the beginning or end.
- Add your snaps to the story (“My Story”); don’t send individual snaps.
- Limit your total story to 2-3 minutes; don’t post every five minutes or followers may get bored.

WRAP IT UP!

When you've finished for the day, thank everyone for watching. We ask you end with a call to action, your choice; here are a few examples:

- “Thanks for letting me show you my favorite campus locations. Snap us back with yours!”
- “If you're interested in participating in a takeover, send us a snap for more info.”
- “For more info on (group/organization), go to (website/profile).”

PROMOTE YOUR TAKEOVER

Send us a selfie, and we will make a promo that you can share on your social profiles.

We will publish this to our channels too!



HAVE FUN!

We just know you're going to have a great takeover. Let us know if you need anything!

If you have any questions, just email studentaffairs@my.stjohns.edu, call us at 718-990-2169, or [visit us online](#).