

UC INTERNATIONAL

SNAPCHAT TAKEOVER GUIDELINES

HOW THIS WILL WORK

Hey there! Thanks for your participation as one of our study abroad students! We're super excited for you to take over the Snapchat account and give other students a glimpse at UC's broad range of study abroad opportunities. Here's a little overview of how this whole takeover thing will happen:

1. We'll give you an official notice that you have been selected to take over the account.
2. You will schedule a day to take over the account with our social media manager, Natalie Ochmann, and we will advertise the takeover on our other social media accounts (FB, Twitter, and Instagram).
3. If you have any photos, etc. of your study abroad (so far) that might assist with our advertisements, please send them to Natalie!
4. Natalie will give you the username and password via email on the day before your takeover.
5. On your appointed day, you have full access to our account! Have fun with it!
6. At the end of the day, we will save the entire story for posterity 😊
7. We will change the password for safety reasons.
8. You'll be thanked thoroughly for all of your hard work and excellence!

RULES

Before you take over the account, here are some ground rules:

1. **Do not share the password with anyone.** We'll be changing it after your takeover for safety, but we only want one person knowing the password at a time.
2. **Similarly, do not change the password during your takeover.** Someone from our office has to have access 100% of the time.
3. **Do not post anything vulgar or inappropriate.** This could include nudity, swearing, excessive alcohol use, drug use, innuendo, racist/sexist comments, etc. Remember that you are speaking for the University of Cincinnati and must abide by the Student Code of Conduct.
4. **Remain positive throughout the takeover.** Some parts of studying abroad aren't easy, but that's not the focus of our takeovers. Make it your mission to highlight all the cool, fun, and positive things about studying abroad.
5. **Post between 10-20 Snaps.** We want students to understand the breadth of your experience, but don't want to overwhelm their Snapchat feed. Somewhere in this range should be enough to paint a picture of your experience.

In other words, use your best judgement! Our staff will be monitoring the account during your takeover and will contact you if there are any issues. We know you can do this—it's going to be great!

SUGGESTIONS

So, once you have the reins, what should you do? In the end, it's totally your call, but we've put together a list of possibilities to get your creative juices flowing.

- **Show off your university/program/co-op.** Where's your favorite study spot? What's the best building on campus? Any cool, unique facts about the place you're in?
- **View a major landmark in the city you're in.** It gives your audience a way to connect (or learn more about city they know little about).
- **Try an authentic meal.** What are people eating in that country? What's become your favorite food? Anything weird/gross/unusual?
- **Meet up with friends.** One of students' biggest fears is feeling alone. Who have you met while you've been abroad? What have they taught you?
- **Introduce yourself.** What do you study? Why did you go abroad? Why are you in the location where you are? What's been your favorite part?
- **Use fun features to engage your audience.** What does the geofilter look like in your location? Any cool selfie lenses? Can you successfully draw something into the photo? Fast forward or slow down video? Use the snapchat features to your advantage!
- **Encourage participation.** Is there some way you'd like to involve the audience—have them snap you?
- **Talk about travel.** Any particular tips after having traveled? Is there something people should know about a particular culture?
- **Think unique.** Show off the interesting parts of your study abroad experience!

CONTACT INFORMATION

Again, thank you so much for participating in our Snapchat takeovers. We can't wait to see what you come up with! If you have any questions, please contact Natalie Ochmann:

Work phone: 513-556-4596

Cell phone: 440-623-3082

Email: natalie.ochmann@uc.edu