



Launched in 2011, Snapchat is a photo and video based social networking platform that continues to grow in popularity. Users share photos and videos (5 seconds) with captions via smartphone and tablet. Filters can be applied to alter and enhance the post.

Snapchat provides another way for churches to tell their stories visually in real-time without having to wait to write about them until after the event or moment has passed. It also offers members, visitors and strangers the opportunity to see what is going on in the church's ministry.

Snaps last for 24 hours. You can download your images/videos to share to other social media within those 24 hours. You can screenshot other people's images/videos. People have to "friend" you to see your content. Snapchat is a popular way to create videos that can be downloaded and used in other social media such as Facebook videos or YouTube. Once your username is set, it cannot be changed.

Who uses Snapchat?

- o Snapchat has 150 million users and growing
- o 10 billion photos and videos shared
- o 60 percent of all smartphone users are now on Snapchat
- o 60 percent of Snapchat's users are 13 to 24 years old
- o 63 percent of its audience are 18 to 34 year olds
- o Has a younger audience than Facebook and Twitter
- o

Churches can use Snapchat

- o Highlight volunteers and ministries
- o Give a behind-the-scenes look at ministry
- o Teasers for next week's worship service
- o Interviews of members, staff, volunteers, etc.
- o Encourage engagement and participation
- o Show what you are doing in ministry (as opposed to writing about it)
- o Create a "filter" for your church or event - www.snapchat.com/geofilters

How to sign up

- o Download and Install app on phone/tablet
- o On the Welcome screen, tap 'SIGN UP'
- o Tap the field that says 'Email Address' and enter a valid email address. It's important to have a valid email address in case you forget your password, a password reset will be sent to it..
- o Tap the field that says 'Password' and enter a secure password (must be at least 8 characters).
- o Password Tip: Try to avoid using your name, Username, mobile number, birthday or any other personal information. It's best to include a mix of numbers, symbols, capital and lowercase letters in your password.
- o Choosing your Username. Your username is your identity on Snapchat. Make it something unique to you. Note, you cannot change your Username once you have set it. If you choose to delete your account, your Username will no longer be available. The username is one of the ways that people will

find you.

- o Optional: Verifying your mobile number. You can verify your mobile number at any time. However, if you verify your number and forget your password, they can send a password reset text!
- o Lastly, it's time to prove you're not a robot. Once completed, you're ready to get snapping!

Pro Tips!

- o Update your Privacy Settings to choose who can view your Stories.
- o If your preferred email address changes, you can update and re-verify the e-mail linked to your account in Settings.
- o If you verify your mobile number you can enable Login Verification to help make your account more secure.
- o Disable the Find Friends feature to have your Snapchat username or name appear on a friend's contact list. If you do not disable this, Snapchat friends who have your mobile number will see your name as it appears in their address book.
- o If you have a verified email or mobile number and ever need to reset your password, you can do so by hitting 'Forgot your Password?' on the Snapchat login page.
- o Also, please never give your Snapchat account details to an unofficial website, as it could compromise your account and information. If you need to manage your account settings, please do so through the official app.
- o If you sign in on one device and try to sign into a second device, the first device will be logged out. You can only sign into the app with one device at a time.

Finding and Adding Friends

- o Finding and adding friends can be done a few ways.
- o To add someone from your contacts: Tap the + at the top of your Camera screen. Tap 'Add Friends' on your Profile screen. Then tap 'Add from Address Book' (If this is your first time adding friends from your contacts you will need to allow Snapchat to access your contacts in Settings!)
- o All of your phone contacts with Snapchat accounts will be displayed, along with friends who don't have Snapchat, who you can invite to use the app via SMS. Just tap the + next to their name to add a friend, or invite someone to Snapchat

To add a Snapchatter who has added you

- o When a Snapchatter adds you, the trophy icon at the top of your screen will turn yellow
- o Tap the yellow trophy which will bring you to your Profile screen
- o Click 'Added Me' on your Profile screen
- o Tap the + next to their name to add them back. It will turn to a trophy icon to let you know they have been added

Helpful links and resources:

<http://snapchat-blog.com>

<https://support.snapchat.com>

<https://churchm.ag/?s=snapchat>

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