LET ME TAKE A SELFIE!

If you know the students on your campus are using social media apps like Instagram, Twitter, and Snapchat, then utilize them.

• Create a school Facebook, Twitter, and Instagram account
• Create special hashtags for your events
• Post reminders about your events
• Create photo contests using the hashtag for your event

Ways to utilize Instagram

• Use it to advertise events
• Use it to thank those that came to events
• Use it to promote kindness on campus
• Use it for competitions between clubs - have a like-off
• Utilize other apps like Nutshell, Diptic, Clipstitch, and Chatterpix to enhance posts

Ways to utilize Snapchat

• Use it to tell the day to day story of your school
• Use it to highlight certain students on campus - Snapchat student of the day
• Use it to promote events - get teachers to use the filters
• Create an on-demand geofilter for a special school event such as a dance
  □ This needs to be created a few days ahead of time

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