

SNAPCHAT BEST PRACTICES

The best snaps have personality, context, space, energy and movement.

BE YOU

Authentic, first-person POV content performs the best. Give your fans context about who you are and what you're doing.

TELL STORIES

Give your fans context about what you are doing and who you are. This could be a look behind the scenes, a personal moment or valuable information.

GRAB ATTENTION

Captivate your viewers within the first 1-3 snaps.

LONGER STORIES

The longer fans spend watching your story, the more users and fans you will reach.

POST OFTEN

The more you post, the more people engage, the more likely our algorithm picks your story up.

CAPTURE VERTICAL VIDEO

It looks great with Snapchat's fullscreen view and more likely to get shared on Our Story.

LOCATIONS

Turn on location services for Snapchat in your phone's settings so you can use Geofilters and add to Our Story and other location-based Stories.

BE VISUAL

The most important part of a snap.
If great, engagement may stay strong by itself.

ADD CONTEXT

Add filters, captions, and narration to share your point of view.

TURN ON YOUR SOUND

Always necessary.

NOTIFICATIONS

Encourage fans to turn on 'Story Notifications'.

ENGAGE YOUR FANS

Get more fan interaction by replying to Snaps, screenshotting images and teaser upcoming content.

SUBMIT TO OUR STORY

Submit to Our Story often. Your Snaps could be included in Search and Our Stories, potentially seen by millions. Official Accounts have a higher chance of getting featured and discovered by new subscribers.

USE ROLES

Give your team or friend ability to tell your story without access to your personal Snaps, chat or information.

PUBLICIZE YOUR SNAPCODE

When fans see your Snapcode, they can add you in two ways: First, they can point the Snapchat camera at your Snapcode and press and hold on the screen. Or, they can Snap or screenshot your Snapcode and use the "Add by Snapcode" feature.

SHARE YOUR USERNAME

Add your Snapchat username to your posts and your "bio" section on other platforms, so fans can look you up.

PROMOTE EXCLUSIVES

Advertise Snap-exclusive content (releases, behind the scenes, etc.) on your other platforms. Your super-fans will come from far and wide.

BIRTHDAY

Input your actual birthday when you make your account – you'll get a special filter, Lens, and birthday emoji when the special day arrives!

Official Story Emergency Technical Problems:

Email: sos@snapchat.com

Please state the Official Story username when reaching out.

