Michigan Tech Snapchat Takeover—THE IMPORTANT STUFF
You're about to take over the official Michigan Tech Snapchat on (date here) from (time here). We'll send you a Google calendar invite for the day and time of your takeover.

This is a big deal and we think you are the right person to represent Michigan Tech. But first, here are a few important things we need you to do, read, and follow:

● Reply to this email with your cell phone number. A text message with @michigan_tech Snapchat password information will be sent to you the morning of your takeover.

● Read the **Michigan Tech Social Media Field Guide.** It will give you a good idea of our policies, goals, and audiences. Afterwards, if you have any questions, concerns, or ideas, let us know.

● Read and abide by Snapchat’s rules. Yes, they have rules, too.

● Do not share our Snapchat login or password information with anyone. Not Blizzard. Not your best friend.

● Do not attempt to login after your takeover has ended.

● Do not Snap in class. You may ask your professor for special permission to take a photo of a unique project or class event. If you are capturing video inside a lab, be sure proper safety equipment is used by everyone at all times.

● Do not reply to direct messages.

● Do not post negative things about Michigan Tech, the people of Michigan Tech, or other schools.

● Review your text prior to posting. Check basic spelling and grammar, please.

● Remember, you're representing more than 7,000 Huskies. If you wouldn’t want your parents seeing it, don’t share it with the world.
  ○ No partying
  ○ No drugs
  ○ No drinking
  ○ No nudity
  ○ No hate speech
  ○ No swear words or vulgar language, including abbreviations or acronyms for swear words (e.g. lmao)

● Any misuse of the university Snapchat account may be reported to the Office of Academic and Community Conduct.
Here is our contact information in case you need it:

Ben Jaszczak, Snapchat administrator
bjjaszcz@mtu.edu

Michigan Tech social media administrators will monitor your takeover.

**Michigan Tech Snapchat Takeover—THE FUN STUFF**

Your Snapchat takeover at *(time here)* on *(date here)* is coming up! Are you getting excited?

Nervous?! Here’s a few things you can do to make your takeover experience awesome:

- Introduce yourself with a selfie. Tell people your name, major, where you’re from, etc.
- Show life on campus—the everyday stuff, behind-the-scenes stuff, and the exciting stuff. These posts are meant to capture Michigan Tech through your eyes. Just be you.
- Experiment with filters and stickers—be creative and have fun!
- Keep your story to about three minutes or less.
- End your takeover with a farewell snap. Say goodbye to your new friends!
- Be sure to logout at the end of your takeover.

Have questions or concerns? Email, text, or give us a call. We can’t wait to see your story!

Please print and sign with a date below to show that you understand the conditions you are accepting to receive University Snapchat privileges:

Print Name: __________________________________________________________

Sign Name: ___________________________________________ Date: ________

Email Address: ___________________________ Phone Number: ___________________________