



# TIPS: TAKING OVER OUR SNAPCHAT & INSTAGRAM STORIES



## Tell Snapchat and Instagram stories LIKE A TOTAL PRO!

**As** a member of Operation Smile Student Programs, you get to take over our Snapchat and Instagram stories. Here's how to rock it:

**Know your audience.** Student Programs' audience is made up of our supporters who range in age from 13ish to 25-ish years old, and they live all over the world. Keeping in that in mind, please use English; it's the language our audience understands best. This isn't to say that your story can't also be in a different language, though; in fact, we welcome it! We just ask if you snap and gram in a different language, please be sure to include English subtitles.

**Be mindful of your language.** It's important to refrain from using idioms -- you know, those figurative phrases such as "My teacher drives me up the wall," and "You're the apple of my eye." Not everyone all over the world will understand what you're trying to say; in fact, it's likely to be more confusing than colorful. And remember to be culturally aware and sensitive in the words that you use. Just to name a few: Say "cleft condition," not "facial deformity." Say "developing country," not "third-world country."

**Your first snap/gram should be a video introduction.** Tell them who you are, who you're with, where you are in the world, why you're there and how it all relates to Operation Smile! Every following snap/gram should have a caption that tells our audience everything they need to know so they can follow along.

**Note these super-important tips.** Quotes make everything better! During the event, type down quotes as people say them so you have a bank of quotes to use as captions! And please be sure to save your Snapchat story as a memory!

### SNAPSHOT:

This is a great example of a Student Programs Snapchat takeover. Why? First and foremost, it looks outward. U-Voicer Lucas Bauer, our friend in blue scrubs, plays the host, not the subject. With video as his primary medium, he interviews others, giving them a voice. He gives context in the captions that accompany the videos. He engages the audience in a fun way by taking them on a tour.

### WANT TO TAKE OVER OUR SNAP?

Email Student Programs' content producer: [bogacki@operation-smile.org](mailto:bogacki@operation-smile.org)