



**UL Student Life SNAPCHAT &
INSTAGRAM TAKEOVER
STUDENT CONTENT PRODUCER
GUIDELINES**

GUIDELINES

To apply for a Snapchat and/or Instagram takeover you must submit a request via the Google Form outlining the purpose of your request, what your objective is and a brief description of what the takeover will consist of. Once your request has been accepted you will be contacted via email with a unique, one use password to be used to log in to Snapchat for your event.

UL Student Life official Snapchat & Instagram accounts tell our story with an emphasis on Student Life. Content should build a community among current students and provide prospective students with an authentic experience during their time on campus. Content producers snap diverse, interactive narratives based on their passion for and participation in UL Student Life, Events and Academics.

1. QUICK TIPS — STORY, AUDIENCE, SHOWCASE (SAS)

- 1.1. **Story:** Tell a story. Set the scene. Where are you? Who are the characters? Why are you telling this story? How does it tie into the greater student narrative? How does it end? Snapchat is linear. You can't insert snaps into a published story. Prepare ahead. Outline or storyboard your posts. Follow your "snap skeleton" but on location adjust and improvise. It's a give and take.
- 1.2. **Audience:** Typical viewers are interested in student life and sometimes may be university staff and prospective students. Keep stories authentic, fun, upbeat, clean and respectful. Use common sense. Avoid political affiliations, profanity, sexual references and things that would alienate viewers.
- 1.3. **Showcase:** What do you love about UL Student Life? What's unique? Showcase it. Show viewers what you and they know and love, or provide a different, insider's view. Go behind the scenes; if needed, ask permission to gain access through signing a UL Student Life Social Media Photography/Audio/Video Release Form. Interview organisers, club members, student representatives should make sure interviewees understand what you're doing and are comfortable being featured.

2. DO'S

- 2.1. Introduce yourself at events and announce that you're snapping and/or doing an Instagram story, so those who don't want to be featured can say, "no."
- 2.2. Be friendly and gracious. Respect people's boundaries and thank participants.
- 2.3. Be positive. Represent the university and its students, faculty, staff and larger community in a positive light.
- 2.4. Ask permission. When featuring specific individuals, get their consent before recording them by asking them to sign a [Social Media Photography/Audio/Video Release Form](#). If the situation demands recording them first, then ask for consent

verbally and request they complete the release form after. When in a public place or not focusing on a specific person or group of people, you don't need to get consent. When in doubt, ask permission.

- 2.5. Have fun and be creative. Use your personal account to experiment. Follow what other universities are doing on Instagram and Snapchat; improve upon their best ideas.
- 2.6. Do over. If a subject stumbles or says something offensive. Ask nicely to reshoot the snap without the profanity, etc. If they resist, thank them for their time and move on.
- 2.7. Plan ahead. Storyboard, outline, arrange interviews, etc. Prepare a preview of content before you cover an event.
- 2.8. Coordinate with other content producers. Only one person can be logged in at a time. When necessary, communicate by text to avoid knocking someone out of the account.
- 2.9. Shoot vertically, 94% of smartphone users view social media vertically.
- 2.10. Use campus filters when appropriate and if available.
- 2.11. Share UL Student Life's snap code when you're out. Help build an audience.
- 2.12. Adhere to the following policies:
 - [Copyright and Related Acts 2000](#)
 - [Data Protection 2018](#)
 - [Defamation Act 2009](#)
 - [The Ethical and Legal Use of Electronic Copyright Material](#)
 - [Regulations on the Usage of The Internet from The University](#)
 - [Code of Conduct for Users of The University of Limericks Computing Resources](#)
- 2.13. No drugs, profanity, nudity or degradation in posts.

3. DON'TS

- 3.1. When in doubt, don't. If you feel a snap or Instagram story is questionable in content, don't post it until you're able to connect with one of the administrators via phone or text.
- 3.2. Don't log out. You will not be provided a password to sign back in.
- 3.3. Don't change any account settings. Don't follow accounts, don't add friends, don't open messages and don't send individual snaps. Post only to UL Student Life "My story."
- 3.4. Don't overuse selfies, instead think of yourself as a reporter and storyteller, you're part of the story, but the focus shouldn't be only you. Selfies must advance the narrative. For example, if you're giving a tour, you might use some video selfies.
- 3.5. Don't take individual or personal political positions. Your subject might, but you must remain neutral.
- 3.6. Don't snap or story while driving. This is illegal and extremely dangerous.
- 3.7. Don't be disappointed or upset if an administrator deletes a post. They are the curators. You might not be aware of other issues happening behind the scenes.
- 3.8. Don't be afraid to ask questions of the administrators. We're here to help.
- 3.9. Don't share or change the password.

Roles and contacts

- Social Media Training & Administrator Contact: Social Media and Promotions Administrator
- Student Representative Contact: Gillian O'Gorman, Head of Student Representation and Leadership, gillian.ogorman@ul.ie
- Clubs & Societies Contact: Karen Sheahan, Clubs and Societies Administrator, Karen.Sheahan@ul.ie