



Higher Ed Snapchat Strategies for Boosting Enrollment

Platform Info

For universities and institutions within the higher-ed space looking to reach their target demographic, Snapchat might be the answer. This social media platform boasts [319 million active daily users](#), with [75% of millennials and Gen Z Americans](#) saying they use Snapchat. Those on the app are highly engaged, spending an average of [30 minutes a day](#) on it.

After crunching the numbers, it's safe to say that Snapchat has the ability to reach prospective students at all stages in the admissions process and even influence their final decision. Whether your team wants to take the plunge and create a dedicated strategy to engage organically with students on Snapchat, or you're looking to experiment with the platform's paid advertising, we'll cover what you need to know to get started.

Content Types

Snaps: Snaps are photos or videos sent between accounts or to a group of users, which disappear after viewing.

Chats: Users can communicate with other users and brands via instant messages. These messages are only visible for a temporary period.

Story: Similar to Instagram Stories, your Snapchat account's Story allows you to share vertical photos or videos that expire within 24 hours. These can be one-off posts but are more often a series of slides telling a longer narrative.

Live Stories: When users are at the same event or in a specific location, they can choose to share their Stories with the community hub. These are then visible to anyone watching that community story.

AR Filters: Considering more than 800 million users engage with AR filters, creating artificial reality filters that alter a user's face or surroundings is a great way to engage your audience.

Geofilters: These filters are available to users within a specific area for a specific amount of time, and serve as a way to get your brand or campaign in front of more people.

Top Tips

Get your name out there: Share your university's username on your website or include your "Snapcode" (QR code) on printed materials.

Work smarter, not harder: Reshare the content that's posted to your Instagram Stories as a Snap Story by saving them and reuploading directly to Snapchat.

Use the right format: All videos and photos on Snapchat are vertical, with a 9:16 aspect ratio.

Stay consistent: For accounts looking to grow, we recommend posting 4-5 times a day to Snapchat, or at least once a day.

Keep it real: Disappearing within 24 hours, photos and videos shared to a higher-ed account on Snapchat should be real, authentic, and raw.

Provide an incentive: To encourage students to follow your account, offer free tickets to events, gift cards to popular on-campus food spots, school merchandise, or a discount to the campus bookstore exclusively in your Story.

Video Ideas (Brand)

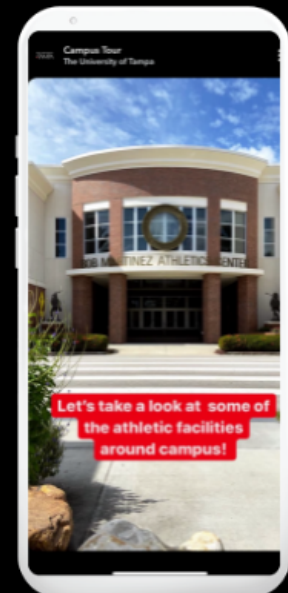
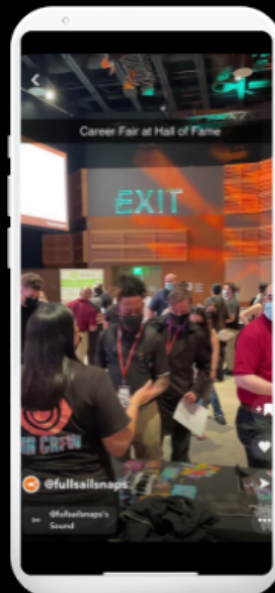
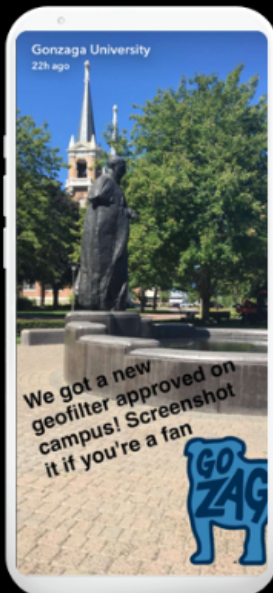


1. Interview faculty or admissions counselors in a Q&A. Collect questions ahead of time from other social platforms.
2. Film videos of big events like graduation, orientation, or sporting events.
3. Showcase successful alumni and tie it into the university's career development services.

Video Ideas (Students)



1. Share virtual tours of the campus, school buildings, events, or dorms.
2. Ask students to send in videos giving tips for orientation, finals week, how to avoid being homesick, and more.
3. Do a "Day in the life" takeover with a student, including classes, extracurricular activities, mealtime, and social interactions.



Snapchat Advertising

Snap Ads

The most common ad on Snapchat, these are 10-second, full-screen, vertical videos that include a call to action to visit a link. They should include music or a voiceover and play automatically.

Geofilters

Just like the organic geofilters, users can play with these in specific locations and share them with friends or post to their story. They work well for specific campaigns or events.

Sponsored Lens

Snapchat users can take a Snap with your unique lens and share it, getting your brand in front of a larger audience. These tend to be cheaper than the Discover ads, which are primarily used for big brands.

Story Ads

These high-ticket ads allow advertisers to reach their audiences with a sponsored tile in the Discover feed and start at \$50,000 daily.

Collection Ads

These ads are formatted like product catalogs and allow you to display products in a virtual storefront. Engagement rates with these ads are 4.1 to 17 times higher engagement rates than standard Snap Ads.