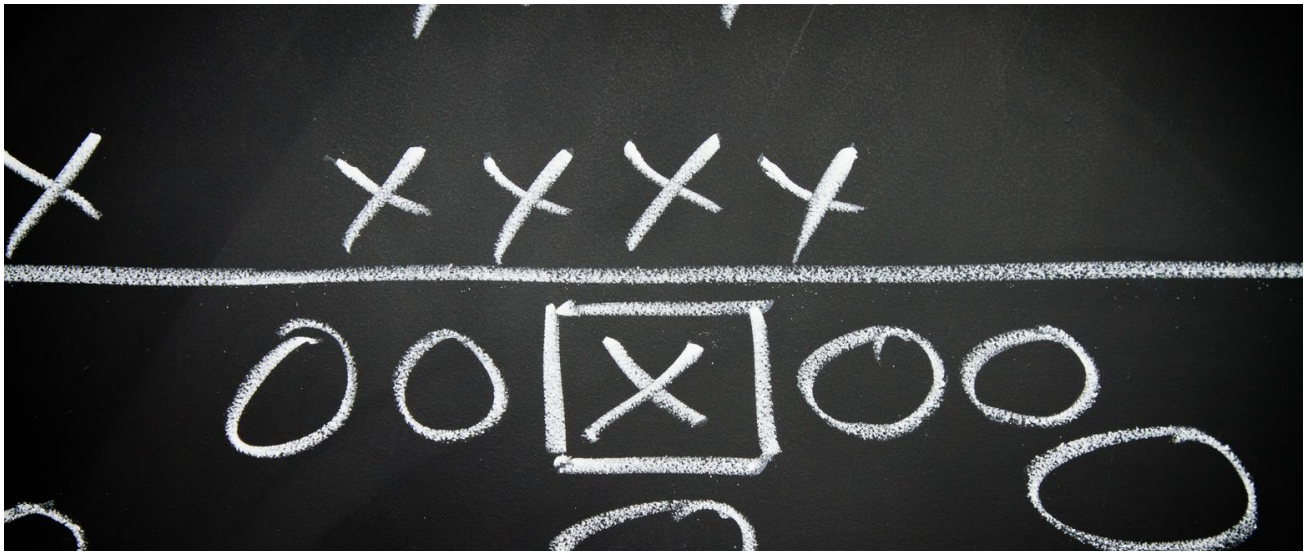


# ***SNAPCHAT PLAYBOOK***

Know the plays, study the opponents  
and get key insights from our 'Coach's Corner'

**2020**

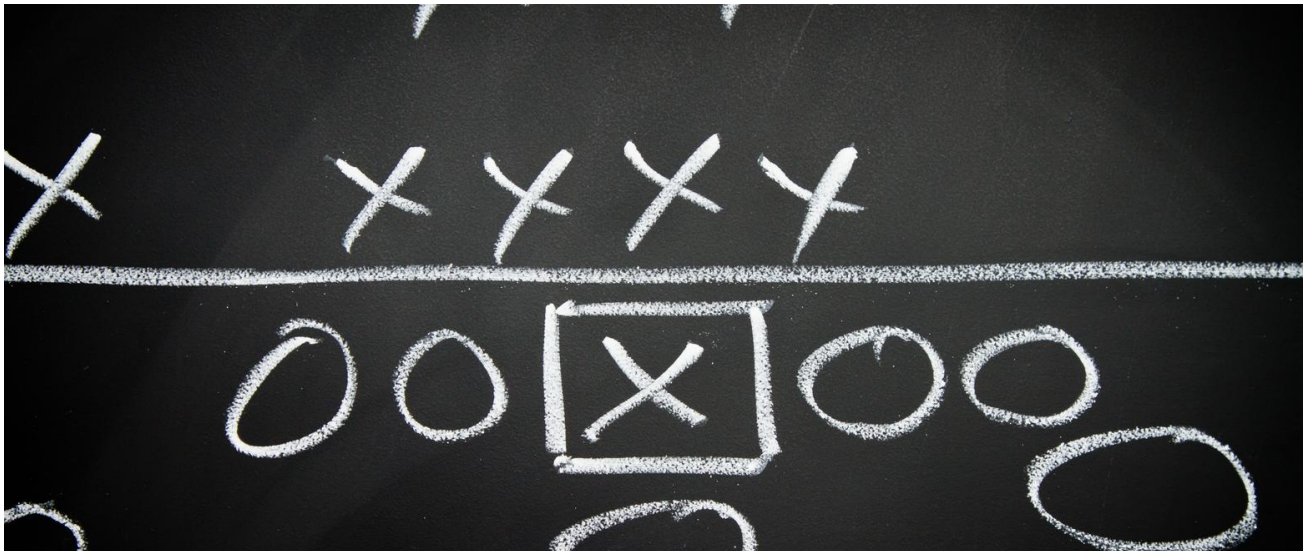




# 01 The Playing Field

Snapchat is a communication app that allows users to exchange pictures and videos that expire (disappear) after the amount of time a user chooses--between 1 and 10 seconds. Users can also exchange private chat messages that can be saved. Pictures and videos can be screen-shotted by the receiver. The sender will be notified if this happens, unless a user knows how to get around the notification— but they cannot stop the receiver from doing so. Additionally, phone calls can be made through the app.





## 02 Positions & Sneak Plays

### STORY

A 'Story' is a set of photos or videos that can be made public. The 'story' is only viewable for 24 hours, but other users can view it an unlimited number of times during that window. Recently, both Instagram and Facebook copied Snapchat by adding the **story** feature to their platforms.



### My Story

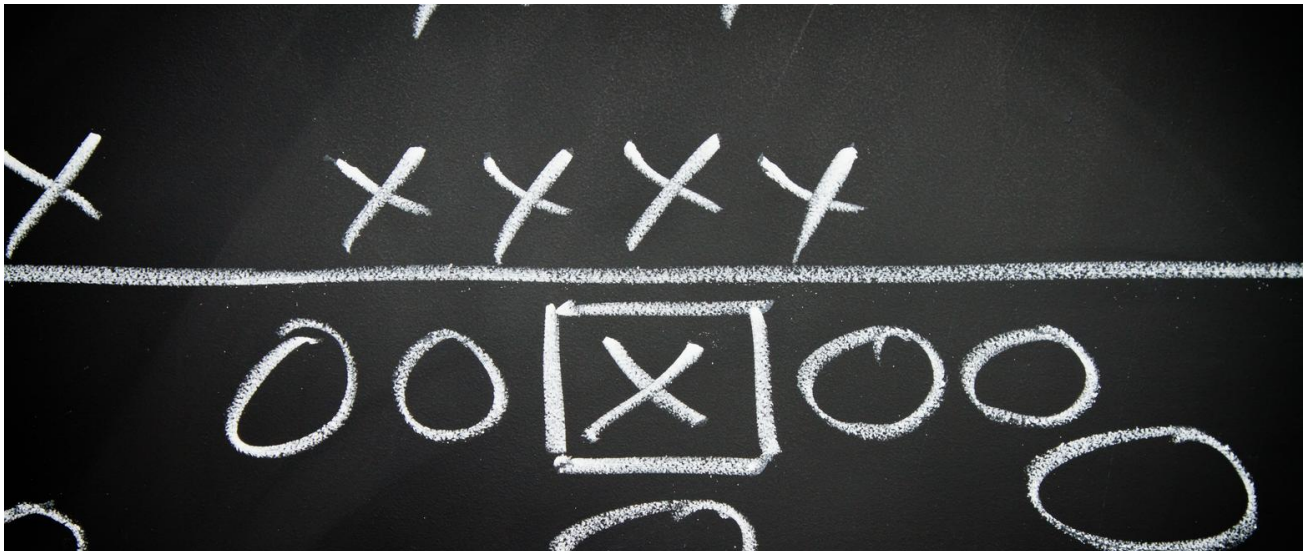
OR

### Our Story

My Story is specific to a user and allows every one of the user's friends to see the posted video or picture.

Our Story is specific to an area. It's essentially the collective story being told by all the users in one location. A user can post a video or picture to an area's story (e.g. a concert, sporting arena, college campus, etc.; see Snap Maps), which allows everyone in that area to see the video or picture.





## 03 More on Positions & Sneak Plays

### **SNAPSTREAK**

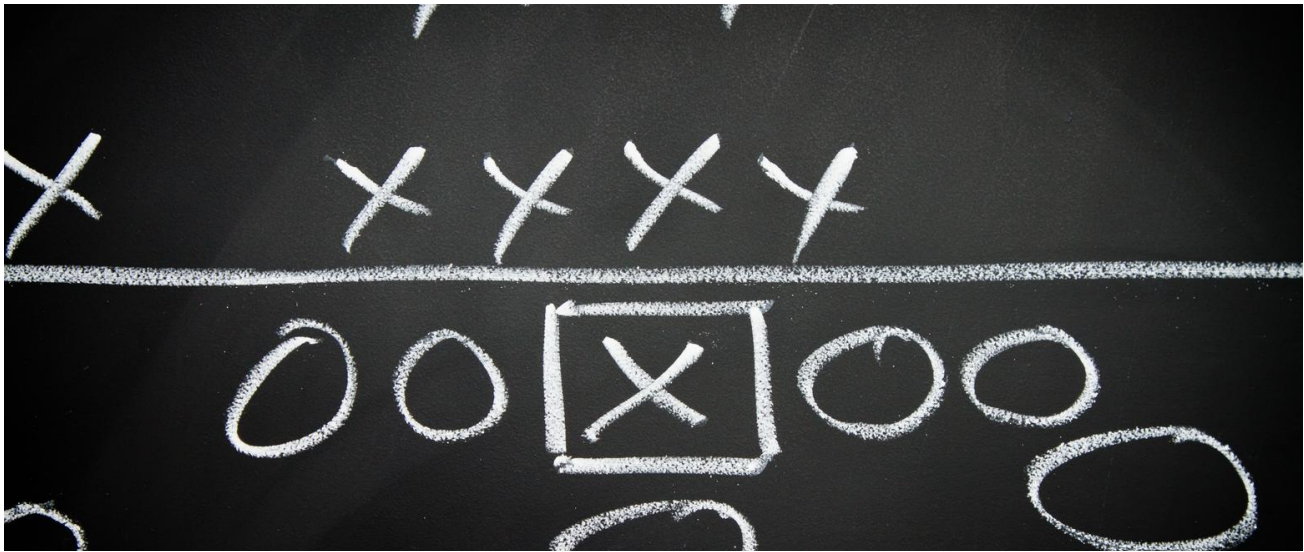
A Snapstreak is a record of how many days in a row two users have Snapped (not chatted) each other. It's denoted by the fire emoji and a number, which indicates the number of days the streak has been going on. The streak can be a source of drama and hurt feelings if one party ends the streak.

If an hourglass emoji appears next to the fire emoji, it means that the streak will expire unless both users Snap each other soon. Snapstreaks are tricky because they compel the user to continuously use the app. Users check it incessantly in order to continue streaks and acquire more streaks with more users. Some users enlist a friend by giving them access to their account to keep a streak going if the user does not have access to Snapchat due to travels or parents restricting the app.

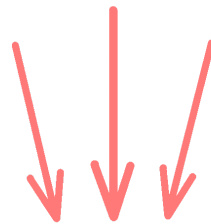
### **DISCOVER**

The Discover section within Snapchat is where brands can post their own curated stories as well as original TV shows made specifically for the app. Parents beware as this section contains access to sexual content.





## 04 More on Positions & Sneak Plays



### EMOJIS

### SNAPCASH

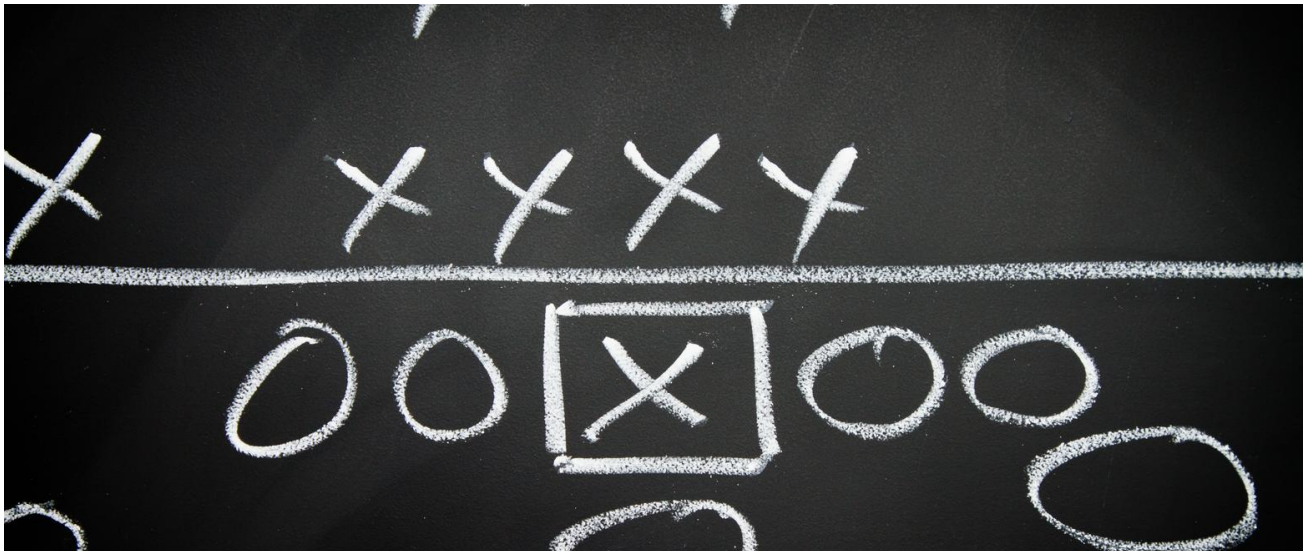
### MAPS

The emojis mark how often a user interacts with other users by creating a hierarchy of friendships. It's a private feature, meaning a user's friends can't see who the other user's "best friend" is. Check out [Snapchat's official explanation](#) of all the different emojis and their meanings.

Snapchat partnered with Square, a mobile payment company, to give users a way to send each other money through the app. The terms of use require the user to be 18+ and have a credit/debit card or a checking account.

Snap Maps are interactive maps that are automatically tagged with a location when a user uploads a picture. Basically, they share the current location of the user with whoever is approved to see their location. This allows users to see where their friends are, and perhaps, where they are not, sometimes leading to hurt feelings.





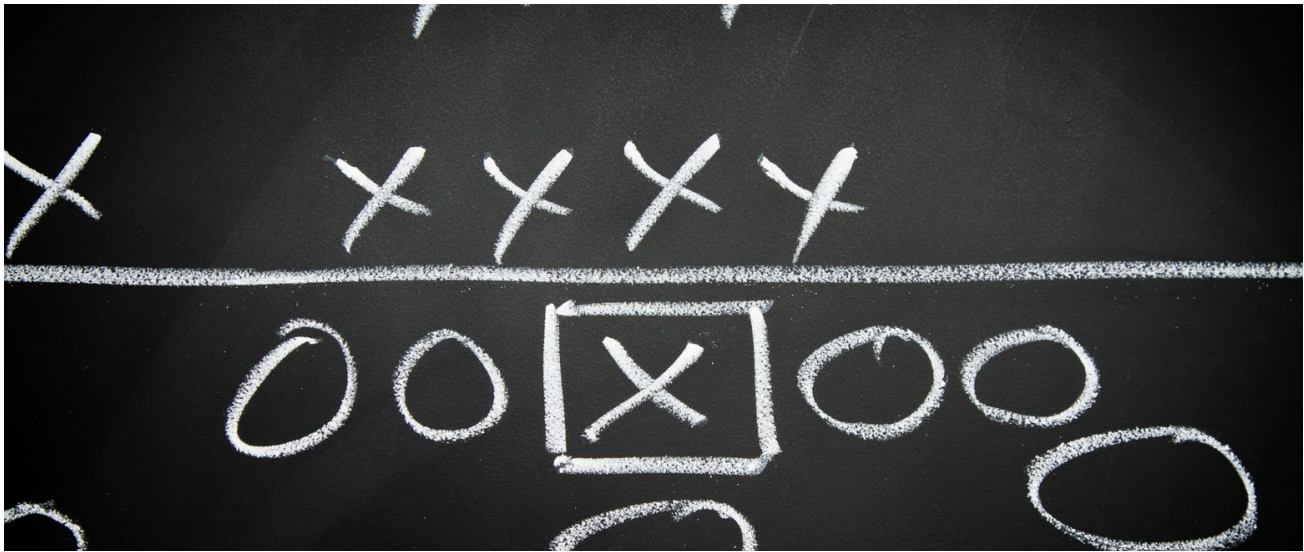
## 05 Preparing Your Team

**IMAGE** | How does Snapchat make you feel compared to Instagram? Is there more or less pressure to look a certain way? Why? How do the filters change the way you look at yourself? Do you think it matters if you conform to looking a certain way in your posts?

**PRACTICE PLAYS:**  
Use these prompts as conversation starters with your teen.

**POPULARITY** | Why do you think the app created Snapscores? Does it make you want to use the app more in order to increase your score? How do you feel when someone else you know has a higher score than you do? How do you feel when someone posts something at an event that you weren't invited to? Do you think it would affect you positively or negatively to be part of that?





## 06 Preparing Your Team, Cont'd

**SAFETY** | Do you know who can see your location if you add to your Snapmap or to an area's Story? Why do you think it could be dangerous? Has someone you don't know ever connected with you on the app? Do you know that sexual predators use the app to find and groom people for sex-trafficking? How would you spot someone who's doing that? What would you do if it happened to you?

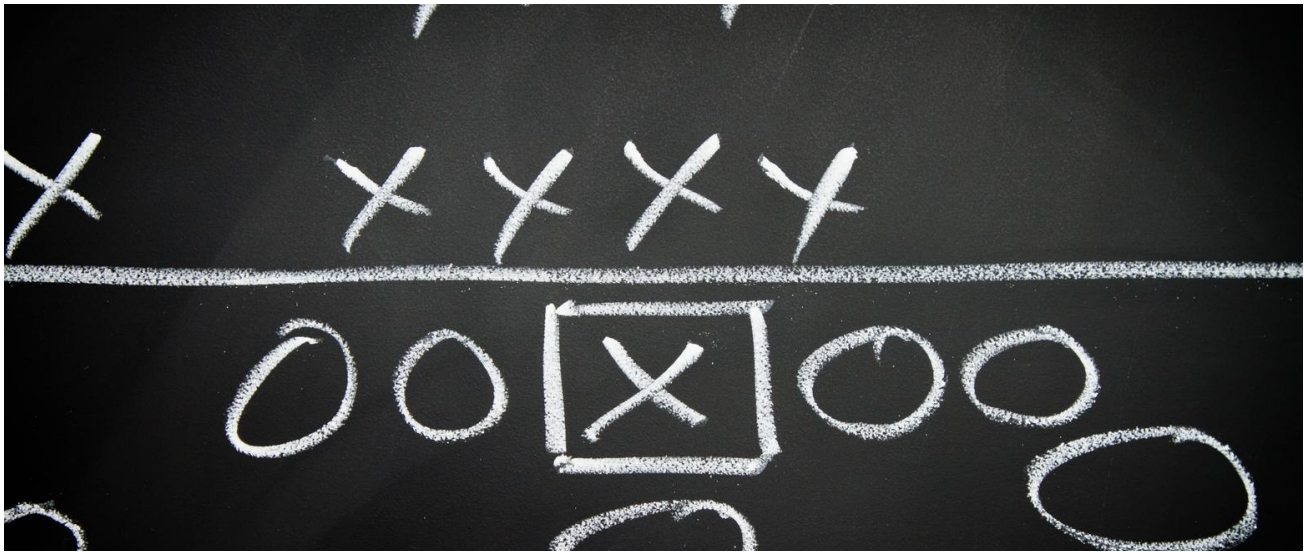
**PRO TIP:** To prevent your location from being shared on Snapmap, turn on "Ghost mode" in the settings.

**PRACTICE PLAYS:**  
Use these prompts as conversation starters with your teen.

**IDEAS** | Why do you think brands/celebrities spend so much time creating Shows and Stories that feel like a friend made them? Does it make you trust them more or less? Why do you think they use certain images and videos? What do you think they are trying to accomplish by being on the app? What do you define as "inappropriate"?

**BULLYING** | Is it possible to bully others through the app? How? Have you ever been bullied? Do you think you've ever unintentionally hurt someone else's feeling through your Snaps? Is there a way to use the app that is more inclusive to everyone?





## 07 Game Time

### TOP LINE

- Snapchat is private.
- Communication is quick and easy.
- You can visually share an experience with someone across the globe with a push of a button.
- There is pressure to be “cool” amongst friends by having a high Snapscore.
- More interaction with the app = a higher score, which sadly translates to higher social worth.

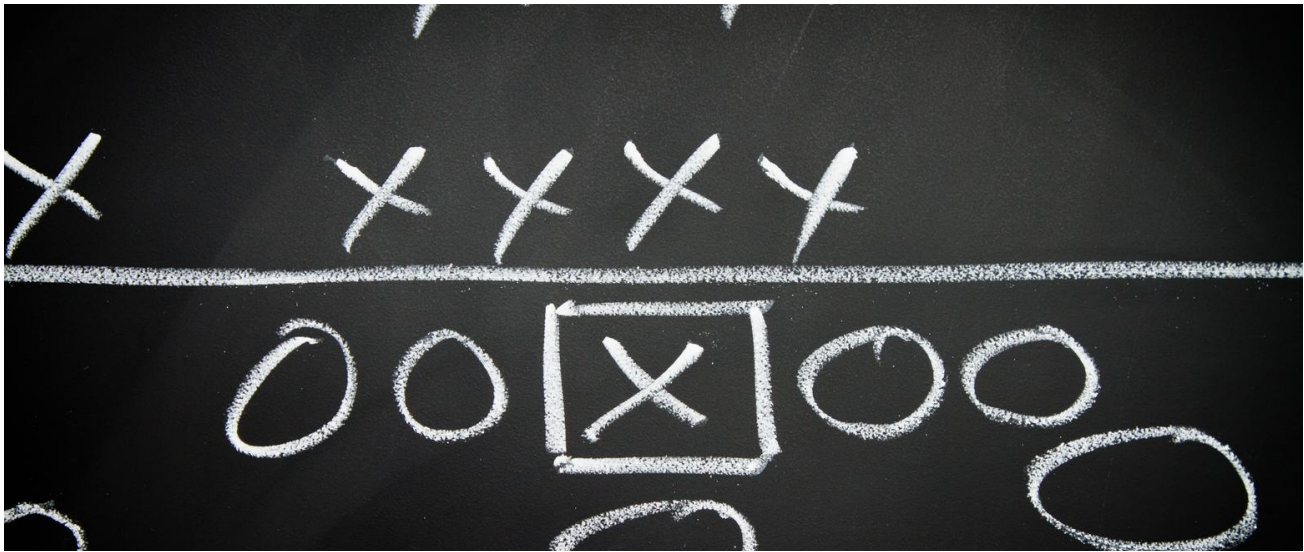
### FANBASE

- Users must “add” one another on the app to be connected.
- To start, toggle off "Quick Add" on your child's account by tapping on the profile circle on the left > tap icon in upper right corner > under "Who Can" select "See me in Quick Add" > toggle off.
- There are other privacy settings in the "Who Can" area that can be changed to ensure that only certain people can send a user snaps or view their story.

**OPPONENTS** | Sexting has always been the main concern. Snapchat makes it easy to send sexts without parents knowing. The app also comes with many picture filters that can completely alter someone's appearance, meaning a user never has to show his/her real appearance. This is not a new concept, but when it comes to issues of self-image and peer validation, it needs to be addressed. Anyone who uses the app to sexually attract other people, slander someone else's name, or even portray vulgar content can always have their privacy settings open. This allows anyone—friend or not—the ability to view their Story. The Discover section is full of ideas from brands that could influence your child negatively. BuzzFeed, Comedy Central, Cosmopolitan, and many other brands may be subversively teaching your child how to view the world.







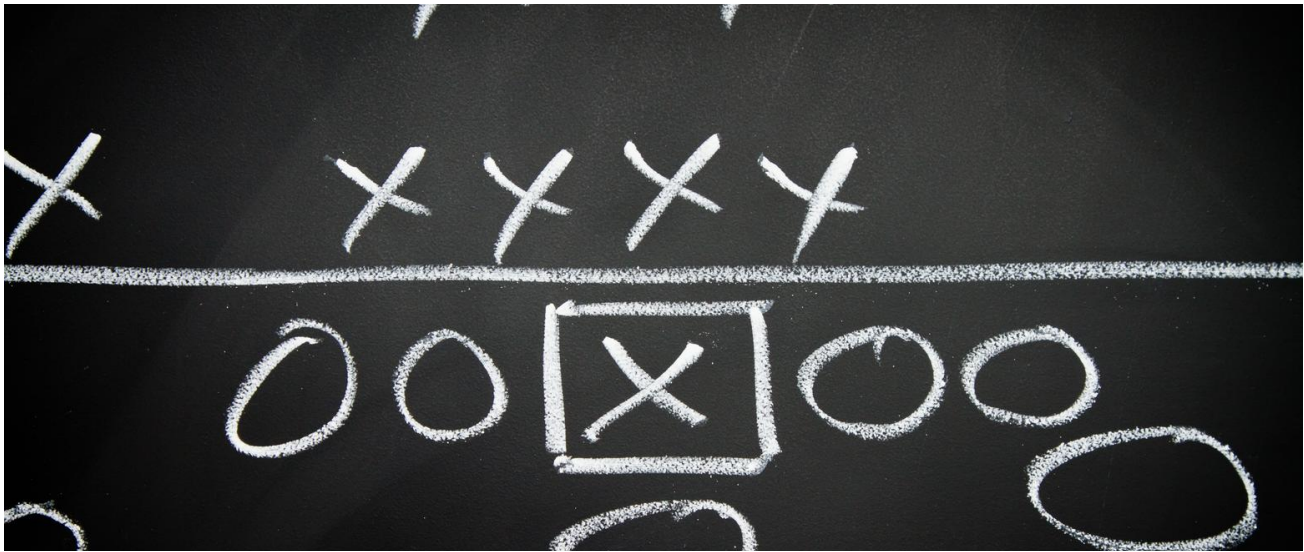
## 08 Coach's Corner | PARENTS

**GAME TIME** | Before you permit your player field time with Snapchat, discuss these important topics: maintaining a healthy digital footprint, online safety, pornography, sexting, body image, predators, and cyber bullying. Next, download Snapchat yourself to completely understand how it works and how you can best coach your player.

**CONTROLS** | Password-protected settings on Snapchat don't exist. It's possible to set up a user's privacy settings in a more secure way. However, if a child has access to his/her account, then he/she can change these settings at any point. Currently, there's no way to block content from brands, but it's possible to block other users. These are more reasons to talk to our kids about the risks of using the app and consider making them wait until a certain age before permitting access. If you allow Snapchat, set your player up for success. In settings, set the location sharing to "ghost mode" and toggle off "Show Me In Quick Add." Emphasize the importance of leaving the settings in these modes to your teen.

**ACCESS** | Should we access our children's accounts? Absolutely. Especially when dealing with minors, parents are directly responsible for our children's social media actions, whether we have prepared and monitored them or not. The decision to let a child access social media does not begin and end with the creation of an account. Our children need help understanding how their reputation, habits, and interactions have great consequences. Also, consider installing a monitoring app such as FamiSafe or Bark.





## 09 Coach's Corner | Review the Game Footage

### Deleting the App Doesn't Mean it's Gone

Simply deleting the app from your child's device or deleting his/her account doesn't mean that he/she won't find ways to access it later. Teens simply can login from a friend's phone or give their friends their login info enlisting them to keep streaks going. Talk with your teen about why you think they're using Snapchat inappropriately or about how it's harming them. This is more beneficial than simply reacting out of anger or fear and making them delete their account.

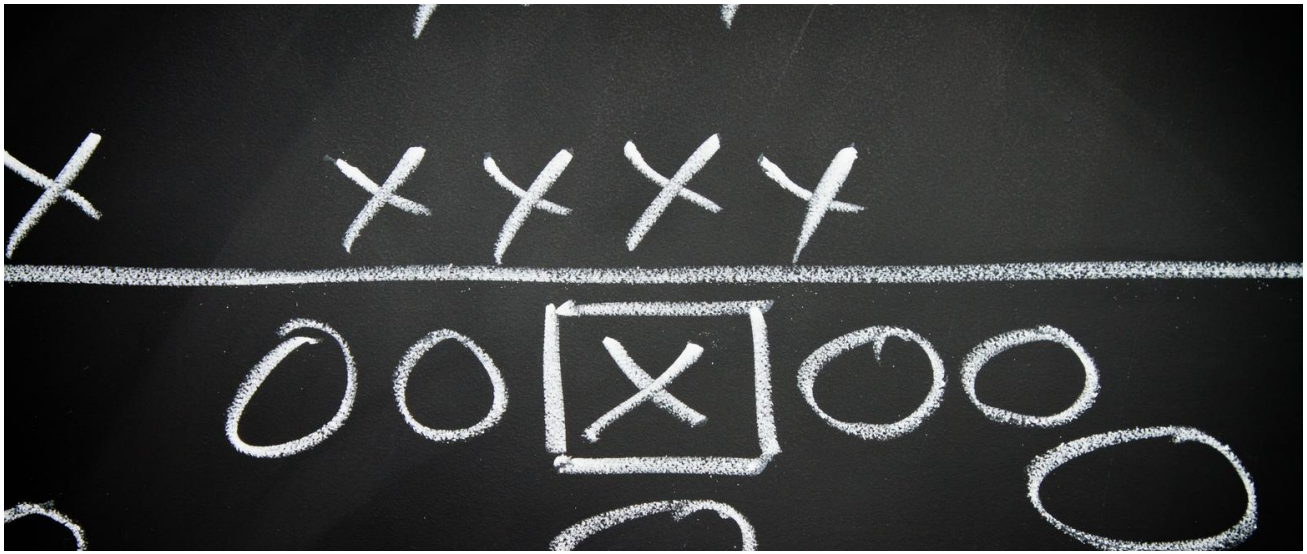


### Sexting Happened. What now?



- Wait 24 hours to address the issue.
- Address it by talking about it.
- Ask questions to understand his/her perspective and motivations.
- Show your child why such behavior disrespects others and harms him/her.
- Allow your teen to experience the consequences of his/her actions
- Don't allow devices into bedrooms or behind closed doors.





# 10 Strength & Conditioning

## Resources

### Related Axis Resources

[A Parent's Guide to iOS](#)

[A Parent's Guide to Android](#)

[A Parent's Guide to Internet Filtering & Monitoring](#)

Social Media Conversation Kit

### Additional Resources

[Parents' Ultimate Guide to Snapchat](#), Common Sense Media

[Using Snapchat's Privacy Settings](#), InternetMatters.org

[A Snapchat Guide for Parents](#), Tom's Guide

This playbook was compiled in partnership with [Axis.org](#).

