STREAKS, MEETS, AND SNAPS

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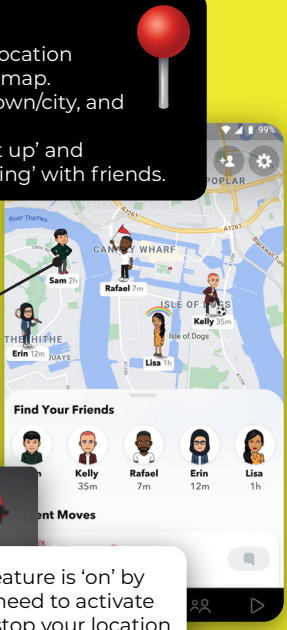
YOUR HOW-TO GUIDE TO SNAPCHAT FEATURES

SNAPCHAT is a social media platform used to share customisable photos, messages, and short-form videos referred to as 'Snaps' which can disappear after 24 hours. But this app isn't only for turning your messages into ghosts. It has a multitude of features that keep it fresh and current with young people today.

SNAP MAP
- Shows real time location on an interactive map.
- Includes street, town/city, and building names.
- Options for 'meet up' and 'live location sharing' with friends.

Bitmoji

CAUTION: This feature is 'on' by default. You will need to activate 'Ghost Mode' to stop your location from appearing on the map.
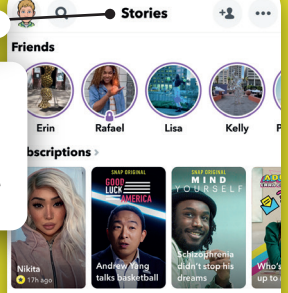
FILTERS
- A moving image 'overlayed' onto pictures and videos.
- Can range from colour changing to face/setting altering.
- A popular way for users to express themselves.

DID YOU KNOW...
Snapchat is the original disappearing messages app! It's been around since 2011.

STORIES
- Personalised images or videos on your profile.
- Can be seen by select friends, all friends, or wider public.
- Posts will last for 24 hours before disappearing forever.

Stories

NEVER FORGET
If you want to stop a snap or story from disappearing, it can be archived in 'Memories' to be timestamped and reshared.

Discover

DISCOVER
- A live news feed featuring Snapchat's chosen publishers.
- Wall Street Journal, ESPN, and others are included.
- Influencers and brands are also featured.

SNAPSTREAKS
- Achieved when two users send messages daily for 3 or more days.
- Once reached, a flame emoji appears next to the friend's username.
- The number of days will appear as well to show how long the streak is.

SPOTLIGHT
- Short form videos used for viral video content.
- Users can like, reply, and share with friends on Snapchat.
- Videos cannot be downloaded or shared to other platforms.

THE PUBLIC EYE
Snapchat accounts must be 'public' to create Spotlight videos. This feature can be viewed and accessed by all users.
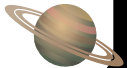
ALL ABOUT SNAPCHAT+
Snapchat launched a premium option for its platform called 'Snapchat+' in June 2022 across the world. Described as having "exclusive, experimental and pre-release features", this paid version costs £3.99 per month and includes:

'Ghost Trails' - see up to 24 hours of a friend's shared location history.

'Story Rewatch Indicator' - view which users have rewatched a story.

'Friend Solar System' - use planetary order to highlight friendships.

RISKS, RISKS, AND MORE RISKS

AGE VERIFICATION – there is currently no effective process to verify user age.

STRANGER DANGER – 'friending' users is easy and opens up direct contact.

SCREENTIME OVERLOAD – trends like 'Snapstreaks' could encourage bad habits.

CYBERBULLYING – disappearing messages may give bullies extra ammo online.

EXPLICIT INTERACTIONS – users may feel more comfortable 'sexting' others.

PRESSURE – users might experience pressure to send nude imagery to others.

'DISAPPEARING' DANGER
Just because images and videos 'disappear' within 24 hours doesn't mean that other users can't save them. Even though Snapchat tells you when another user screenshots your message, it does not consider secondary devices or video capturing software being used to record photos or videos.

TOP TIPS

TALK ABOUT ONLINE FRIENDSHIP CULTURE.
Remind young people that they should only ever share personal details with trusted friends who they know in-person.

TURN ON PRIVACY SETTINGS.
Explain the importance of protecting their privacy on apps where others may have access to their profile and their real-time location.

DISCUSS WHAT NOT TO SHARE WITH OTHERS.
By talking through the false security of 'disappearing' messages, you can help them feel more confident saying "no."

REMIND THEM WHO THEY CAN TALK TO.
Check that your young person knows who their trusted adults are and that they can turn to them if something happens.