BSI/Student Success SnapChat Filter Proposal: Promoting Positive Persistence and Perseverance at Hartnell College

OBJECTIVE: Hartnell College is in need of creating a culture that promotes and values Habits of Mind among all of our students. With a little p ublicity help from SnapChat, a social media application that most students are familiar with, the objective is to create a student body that appreciates and practices positive persistence, perseverance and passion for long term goals (GRIT).

GOAL: To raise awareness of positive persistence (perseverance) and motivate users of snapchat to learn what it means to have GRIT and positive persistence.

ACTIVITY: We have d esigned several SnapChat filters th at will be available for use during a two week period from May 12 – 26, including the dates of the study-a-thon of May 15- 17, to promote po sitive persistence. Designs include a specific filter for the study -a-thon as well as others for the Panther Lab and Library. Note that more than one filter would give students choices and prompt them to use promote perseverance more than once. However, signs should be posted to advertise that our filters exist and we should send out an e- mail blast.

MEASUREABLE RESULTS: SnapChat has means to measure how many people viewed and used a geofilter (see quote below)

"In one case study, RetailMeNot launched geofilters targeting malls across the country, and one in six Snapchatters who unlocked the geofilter chose to use it. Since your attendees are more actively engaged with your brand than the average shopper, you may see engagement rates well above that. After the event, you can look at your metrics to find out 8xh6(ac)-6(t)-5nlho waaypeop lid(ane)-8 usked your geofilter."

Another option is to create a user account for our event on Snapchat to save our own "story" for future publicity . We can share a behind -the -scenes look at preparations before the event as well as show food, snacks, swag and participants during the event for anyone who could not make it to make them want to come next time.

COST:

Steinbeck Center -

Panther Lab –

Library –

FUTURE USE POSSIBILITIES:

SAMPLE FILTERS ARE ATTACHED IN THE FOLLOWING PAGES:

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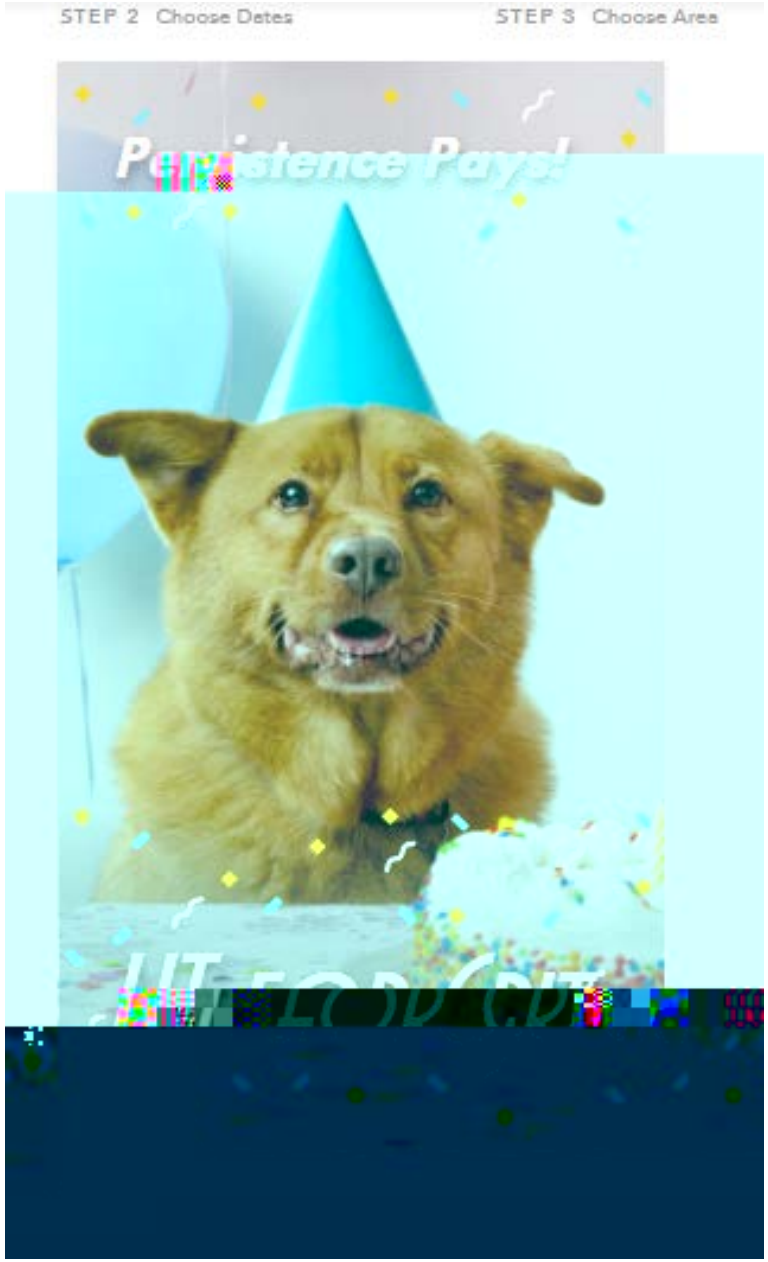
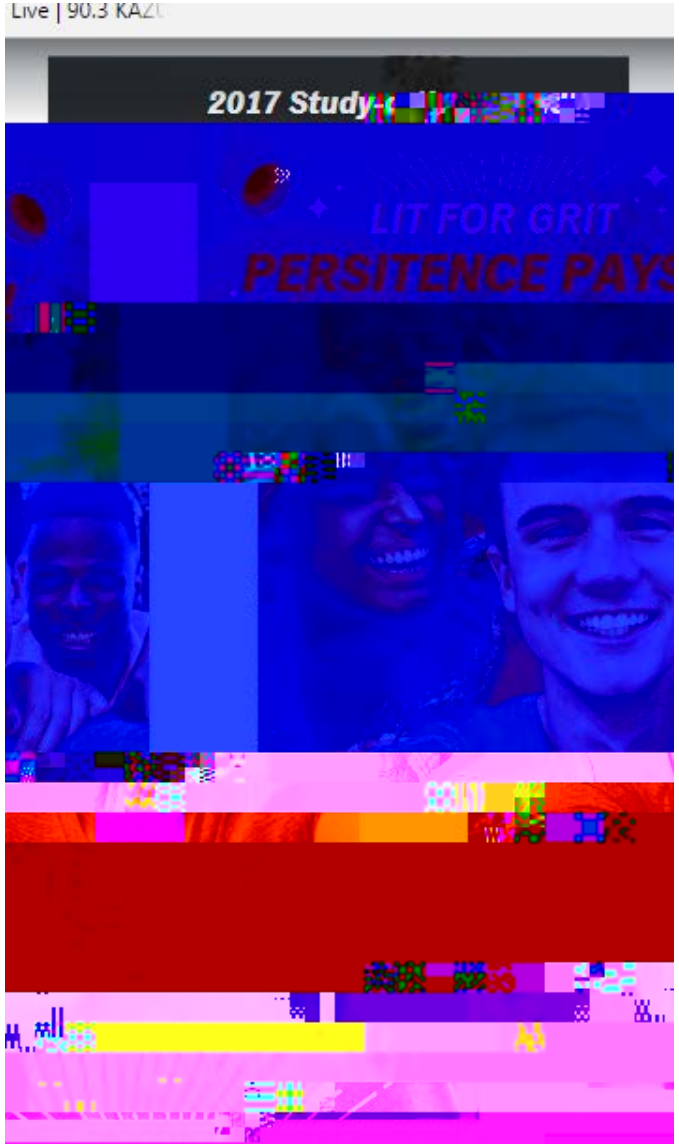
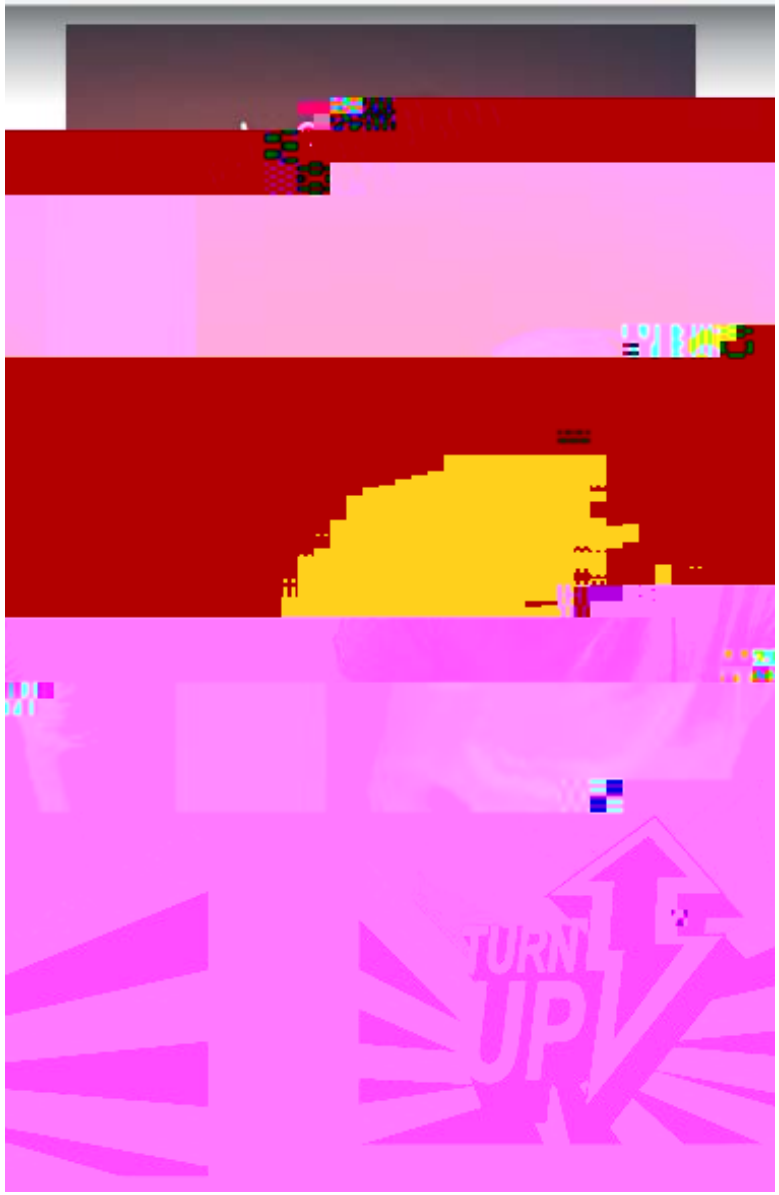
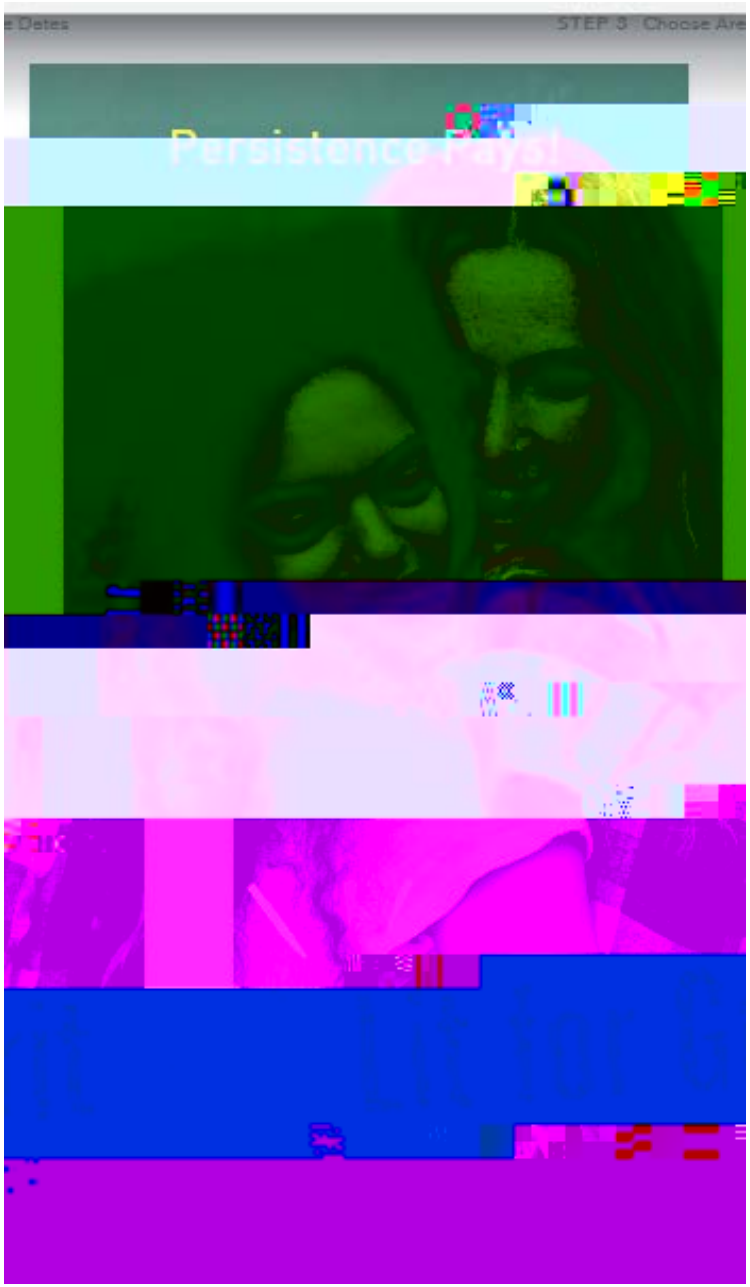
STEP 3: Choose Area


STEP 2 Choose Dates
STEP 3 Choose Area
Persistence Pays!

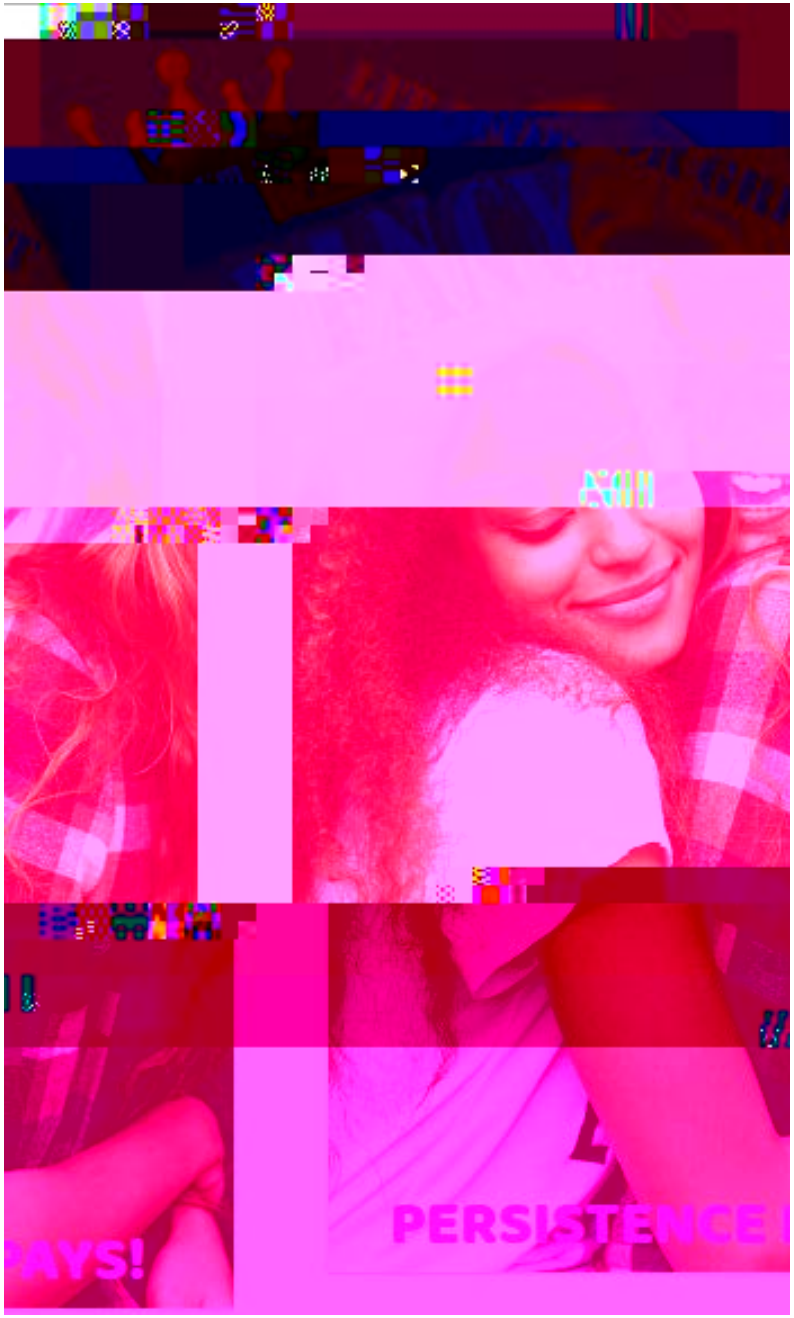

2017 Study
LIT FOR GRIT
PERSITENCE PAYS

Live | 90.3 KAZ


TURN
UP


STEP 3 Choose Are

LIT FOR GRIT
HARTNELL COLLEGE
PERSISTENCE


PERSISTENCE

PANTHER LAB
PERSISTENCE

CONGRATS

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#persistencepays