

SNAPCHAT: KOGS GUIDE

Some stats:

- 👤 Snapchat has 158 Million users
- 👤 2.8 Billion snaps are created each day
- 👤 Over 20 Thousand photos are shared every second!



SO WHAT IS SNAPCHAT?

Snapchat is a social media site popular with young people. You can upload pictures and videos and share with your friends.

You can share images for a specific amount of time (up to 10 seconds) and they remain available to view by your followers for up to 24 hours (unless you choose to delete). The pictures and videos (snaps/stories) can be screenshotted and saved by your followers and although you are notified of this once it has been screenshotted there's no going back.

Snapchat also has an instant messaging function which can be used to send and receive messages privately. Once read the message usually disappears unless it is saved by the sender or receiver. These messages can be text, video or photos. Photos can be edited and different filters can be added to enhance the photo or add features such as emojis, text and backgrounds.

More than 70% of users are female and over 1/2 of the UKs 10 million users are aged 13-17

How do so many young people end up with people they don't know on Snapchat?

Username – some young people will share this on other social media sites where they may have strangers who follow them

Contacts – if a contact on your phone book has SC you can search for them there

Snapcode – by scanning an individuals 'ghost' icon off their device

Nearby – probably the most worrying, you can add someone to your SC if they are in close proximity.

Settings can be adjusted so an individual must accept a follower before they can view their snaps.

