

EPICOSITY HELPS SOUTH DAKOTA STATE UNIVERSITY LOG OVER 153,000 SNAPCHAT VIEWS

SDSU Geo-Filtered Snapchat Campaign + Contest



THE CHALLENGE

SDSU needed a new way to engage with students and parents – and solidify retention – within the earliest weeks of school.



THE GOAL

Up the fun factor (especially for freshmen) + encourage social sharing, positive word of mouth and Jackrabbit pride.



THE IDEA

Why wait? We proposed a day-one, move-in week Snapchat strategy – targeted at all SDSU students but especially incoming freshmen. First, every residence hall got its own geo-filtered Snap Story design. Go, res hall pride! Next, we built a Snapchat scavenger hunt featuring 27 locations. Go, campus exploration! At each spot, signs encouraged students to send selfie snaps to enter to win a FitBit Flex – plus receive a Snap-back fun fact about each location.

THE RESULTS

On move-in day...

- 51,300 views of geo-filtered residence hall snaps
- Nearly 1,500 unique users of res hall geo-filters

During move-in week...

- 153,000+ SDSU snap story views
- 68% engagement per snap story
- 14% increase in Snapchat followers in seven days

