

Snapchat ("Snap")



Since its release in 2011, Snapchat has remained to this day the most popular social media application that our youth are using to communicate and share their digital lives with each other. Snapchat is the de facto medium of communication for students grade 7-12. The reason for its popularity is that it turned text communication into a visual experience that allows users to send disappearing photos that leave behind no evidence and don't (for the most part) become part of a youth's digital footprint.

The most common questions we receive from parents are about Snapchat and how it works. Let's go in-depth!

The foundation of Snapchat is the disappearing photo or video that vanishes into thin air after it's been opened. Users can set a viewing time of up to 10 seconds or infinite amount of time after which, once viewed, it will be deleted from the recipient's device and as the company claims, from its servers. Recently, Snapchat introduced an infinity timer which means the photo won't disappear until the recipient changes screens.

Snapchat allows users to take still photos, record short videos, add text and create drawings and send them to a personalized and typically private list of friends. However, nothing stops the recipient from taking a screenshot or using a different device to take a picture of the image or video. Note: if you take a screenshot using the recipient device, within Snapchat, it will notify the sender that you've taken a copy.

Despite news headlines that suggest that Snapchat is just a "sexting" app or one that is ONLY used to send nude photos, this is not the case and represents a very small usage of the app. By and large the vast majority of the hundreds or even thousands of snaps sent daily between youth are innocuous and typical of everyday conversation and humour.

Snapchat Lingo

Snaps

A user takes a photo/video using their digital device / smartphone in real-time. The user can select a time of 1-10 seconds or choose infinite time for the receiver to view the photo /video. A user can elect to have the photo/video they have just taken to be saved into their photo gallery or simply sent via Snapchat without being saved on their device.

Stories

A user can add the photo/video to their "story". Depending on the user's privacy settings, the photo & videos added to a story can be viewed by all snapchat users or just those on their friends list for only up to 24 hours.

Chat

A user can type a text message within the Snapchat app to their friends using this feature. Once both parties have viewed the message, the message will vanish. Photos from the camera roll or gallery of the user's photo can be uploaded and sent within chat. Group chats often exist between multiple friends.

Streak

Seen within the chat log screen, a person's "Snapchat Streak" is the number of consecutive days that the account owner and a friend have sent at least but no less than 1 snap per day to each other. If they do not snap each other in 24 hours' time, they lose their streak with their friend (a huge deal!)

Before a photo is taken.

Tap the circle below to capture photo.

Flash Control.

Enter Search menu for friends, locations, events, etc.

Swap front facing camera or back camera.

Take photo (touch) or video (hold).

Access private "Chat feature".

Access the stories of celebrities and public news.

Memories: Access personal photos saved exclusively to snapchat cloud.

After a photo is taken.

Write messages/text on the photo.

Delete photo and start again.

Save photo to camera roll or Memories (snapchat cloud).

Add to "My Story" Will be viewable for 24 hours by all contacts.

Draw on photo.

Add stickers/emojis.

Create custom stickers.

Attach Website to the snap.

Select how many seconds the recipient can view the picture (1-10, or infinite).

Send photo or video to chosen contacts.

Inbox / Outbox of Snaps with Friends:

These are real screenshots from a grade 10 student, let's call her Ashley.

Ashley's friends' bitmoji
Bitmoji: is a customizable expressive cartoon avatar.

Friend Name	Time	Count	Emoji	Status
keaton	1m ago		👉	Unopened
alexa	2m ago	83	👉	Opened
jordan	3m ago	70	👉	Opened
tommy	4m ago	72	👉	Opened
tanaya	6m ago	60	👉	Opened
katie	7m ago	17	👉	Opened
johnson	13m ago	69	👉	Opened
adarsh	13m ago	332	👉	Opened
areeba	13m ago		👉	Unopened

Unopened Snap(s) from this friend.





Icon guide on the following page.

Each of these emoji's represents something. Find out what on page 8.



The infamous Streak: 332 consecutive days Adarsh and Ashley have sent at least 1 snapchat per day to each other.

Friends Screen Icon Guide




Sent Icons

-  You sent a Snap without audio
-  You sent a Snap with audio
-  You sent a Chat
-  Depending on privacy settings, a gray pending icon may appear if someone has not accepted your friend request





Opened Icons

-  A friend opened a Snap without audio
-  A friend opened a Snap with audio
-  A friend opened a Chat
-  A friend viewed and received Cash




Received Icons

-  You have an unopened Snap (or group of Snaps) without audio
-  You have an unopened Snap (or group of Snaps) that includes audio
-  You have an unread Chat



Viewed Icons

-  Your Snap sent (without audio) has been viewed
-  Your Snap sent (with audio) has been viewed
-  Your Chat has been viewed
-  A Snap or Chat is pending and may have expired

Screenshot Icons

-  A screenshot has been taken of your Snap without audio
-  A screenshot has been taken of your Snap with audio
-  A screenshot has been taken of your Chat

Replay Icons














-  Your Snap sent without audio has been replayed
-  Your Snap sent with audio has been replayed

Replay Feature: You can replay a Snap once per day after it's been opened and disappeared.

Courtesy of Snapchat.

Friend Emojis

Friend Emojis help you keep track of your friends on Snapchat! These can change over time, based on the way you use Snapchat.

-  **Gold Star** — Someone has replayed this person's snaps in the past 24 hours. They must have something interesting to show.
-  **Yellow Heart** — You are #1 best friends with each other. You send the most snaps to this person, and they send the most snaps to you.
-  **Red Heart** — You have been #1 BFs with each other for two weeks straight.
-  **Pink Hearts** — You have been #1 BFs with each other for two months straight. Dedication!
-  **Baby** — You just became friends with this person.
-  **Face With Sunglasses** — One of your best friends is one of their best friends. You send a lot of snaps to someone they also send a lot of snaps to.
-  **Grimacing Face** — Your #1 best friend is their #1 best friend. You send the most snaps to the same person that they do. Awkward.
-  **Smirking Face** — You are one of their best friends... but they are not a best friend of yours. You don't send them many snaps, but they send you a lot.
-  **Smiling Face** — Another best friend of yours. You send this person a lot of snaps. Not your #1 best friend, but they are up there.
-  **Fire** — You are on a Snapstreak! You have snapped this person every day, and they have snapped you back. Increases with number of consecutive days.
-  **Hundred** — 100 Day Snapstreak. The 100 emoji appears next to the fire when you snap back and forth with someone for one hundred days in a row.
-  **Hourglass** — Your Snapstreak is about to end. Send another snap to keep it alive.
-  **Birthday Cake** — This friend has a birthday today. Only displays if friend has the Birthday Party feature enabled in settings.

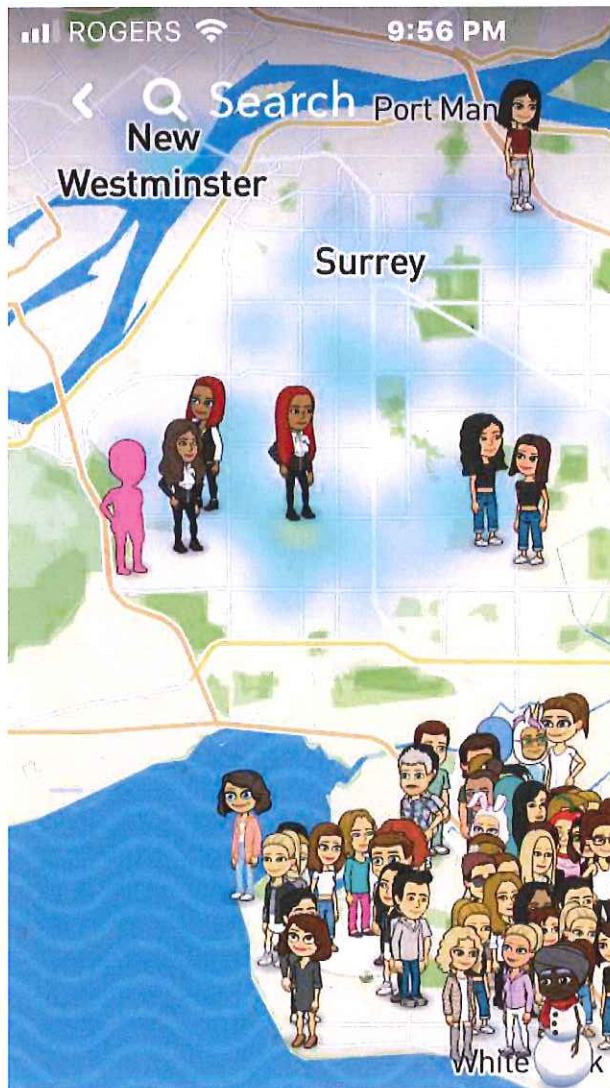
Note: these emoji's can be customizable and swapped but typically this is the legend. Snapchat determines the emoji that shows up next to a friend's name.

Snapchat's new 'Snapmap' feature has some parents on edge

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Snapmap

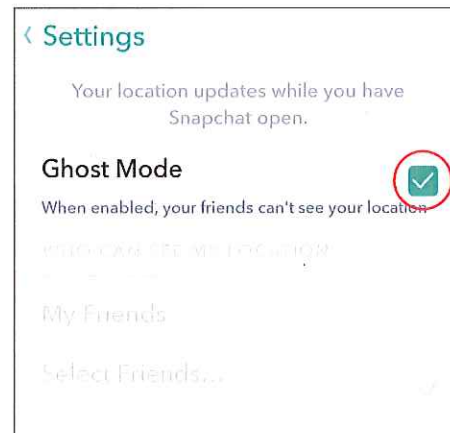
Snapmap is one of the newest Snapchat feature and was introduced in June 2017 and raised significant privacy concerns. With the Snapmap, you can view Snaps of sporting events, celebrations, breaking news, but perhaps most concerning you can view on a map where your friends are, right now. If you and a friend follow one another, you can share your locations with each other so you can see **exactly** where they are and what they are doing (driving, sleeping, stationary), in real time, plotted on a map.



These are all of Ashley's friends who have Snapmap enabled (the vast majority). They are represented by the Bitmoji that they designed.

This is why it is so important that our children are only communicating on Snapchat with close friends they know in real life.

Within settings, you can turn off Snapmap completely by enabling Ghost mode. Or only allow it to be viewed by their best friend and YOU.



Enable Ghost mode