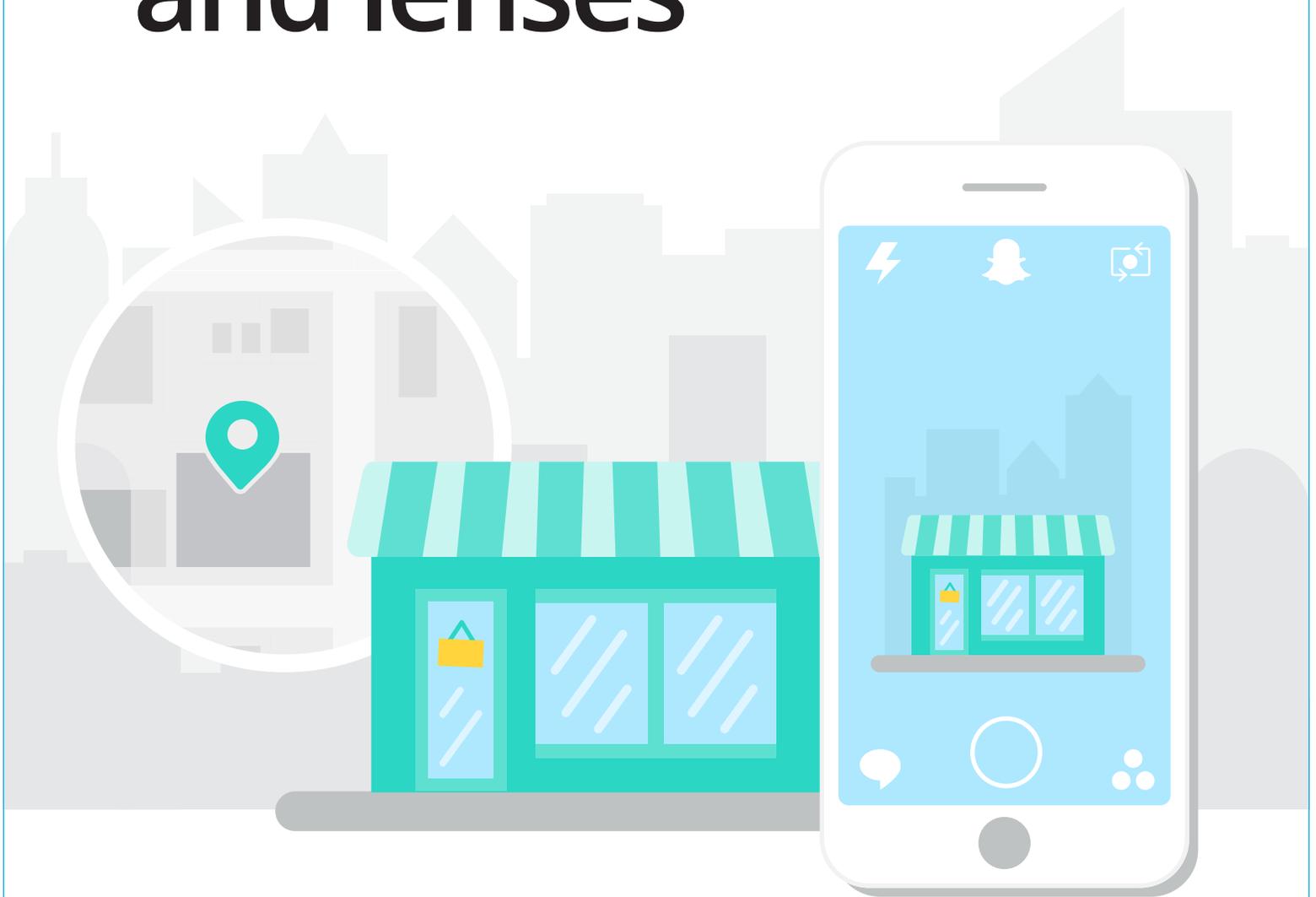


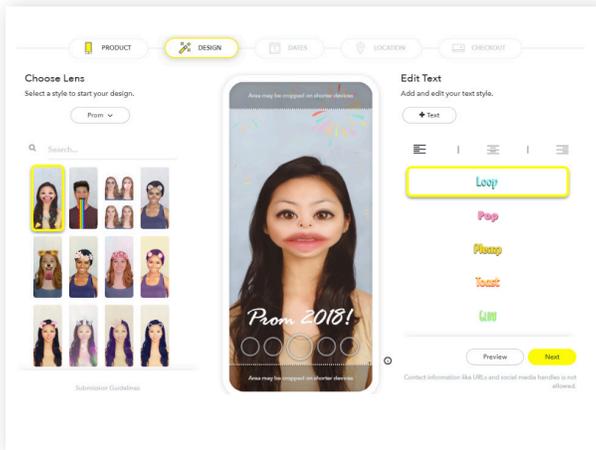
GUIDE

# How to create Snapchat filters and lenses



On your desktop, log in to Snapchat's [page on custom filters and lenses](#).

Click on **Create Filter** or **Create Lens** and then follow the steps below.



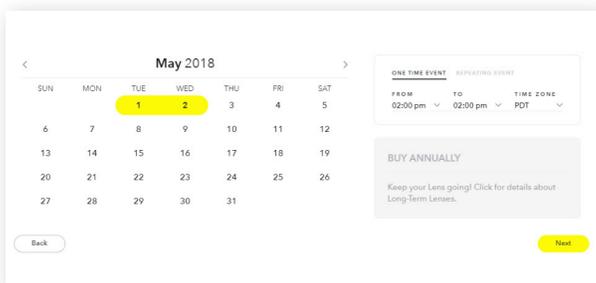
## STEP 1

# Design it

Choose whether you want to design your own filter or lens, upload an existing one, or use one of Snapchat's templates.

### Things to remember:

- ✗ No unauthorized logos or trademarks
- ✗ No offensive content
- ✓ Under 300KB
- ✓ PNG format
- ✓ Transparent background
- ✓ Either 1080 x 1920px OR 1080 x 2340px
- ✓ There are fewer templates for lenses than filters.
- ✓ Use the preview tool to preview your work before moving on.



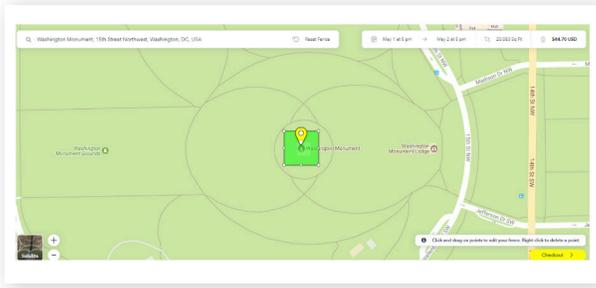
## STEP 2

# Choose the date and time

Pick a time for your filter or lens to go live and decide how long it will run for. You can even choose to make it a recurring event.

### Things to remember:

- ✓ The longer time period you choose, the more you pay
- ✓ Your filter or lens may not be approved by Snapchat right away. Make sure to create it a few days in advance of when you want it to go live



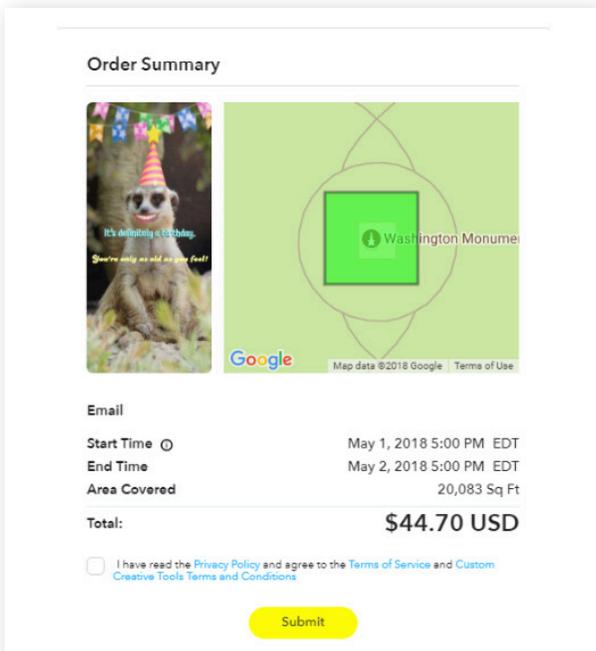
### STEP 3

## Choose the location

Define the local area you want your Snapchat filter or lens to target. Either search for a specific address or draw an imaginary “fence” around the area you want the filter to appear in.

#### Things to remember:

- ✓ Your “fence” can cover an area between 20,000 and 50,000,000 square feet
- ✓ You can redraw your fence as many times as you like
- ✓ The larger your area, the more you pay



### STEP 4

## Checkout

Review the area you’re targeting, a preview of the filter or lens, the date and time it will be available, and the cost.

#### Things to remember:

- ✓ Choose if the filter or lens is for personal or business purposes
- ✓ Snapchat will review your submission within two days
- ✗ If they find your filter or lens unacceptable, they will send you a reason for the rejection. You’ll have a chance to resubmit
- ✓ Once approved, your filter or lens will be live for the time and location you selected

# 5 Creative Ways to Use Custom Snapchat Filters and Lenses



## At a college campus

Give students a fun way to show their school pride at a campus event.



## To celebrate a holiday

Sponsor a holiday-inspired filter to attract new followers.



## At a local store

Target a busy street near your store, helping new customers discover you.



## At a launch event

Engage attendees of your product or store launch in a fun and surprising way.



## To celebrate your brand's anniversary

Invite new and returning local customers to join in the fun.

## Take the next leap in your social media career

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