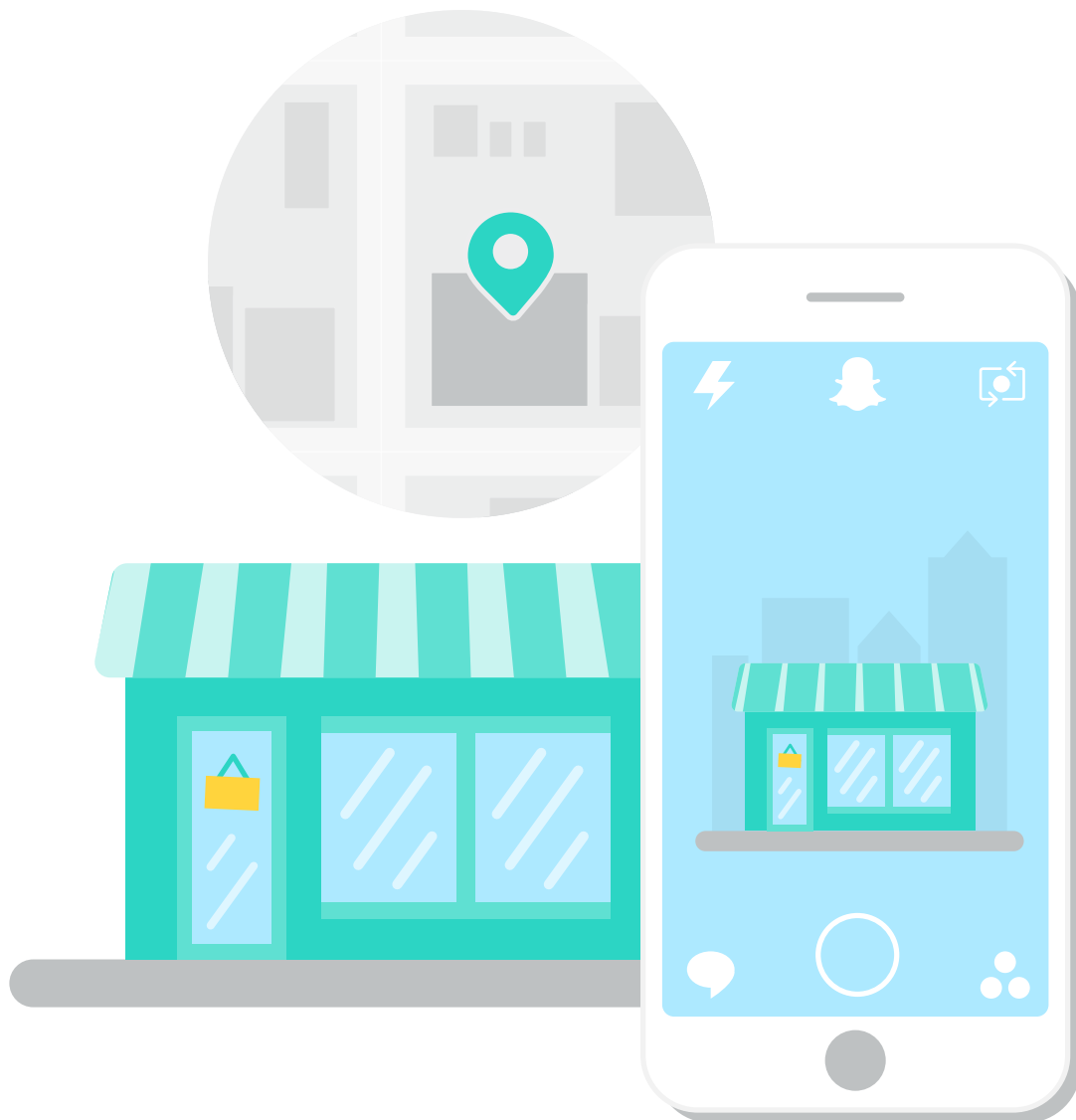


# How to create your own Snapchat geofilter

A Hootsuite Checklist





[Log in to Snapchat here](#)  
and follow the steps below.



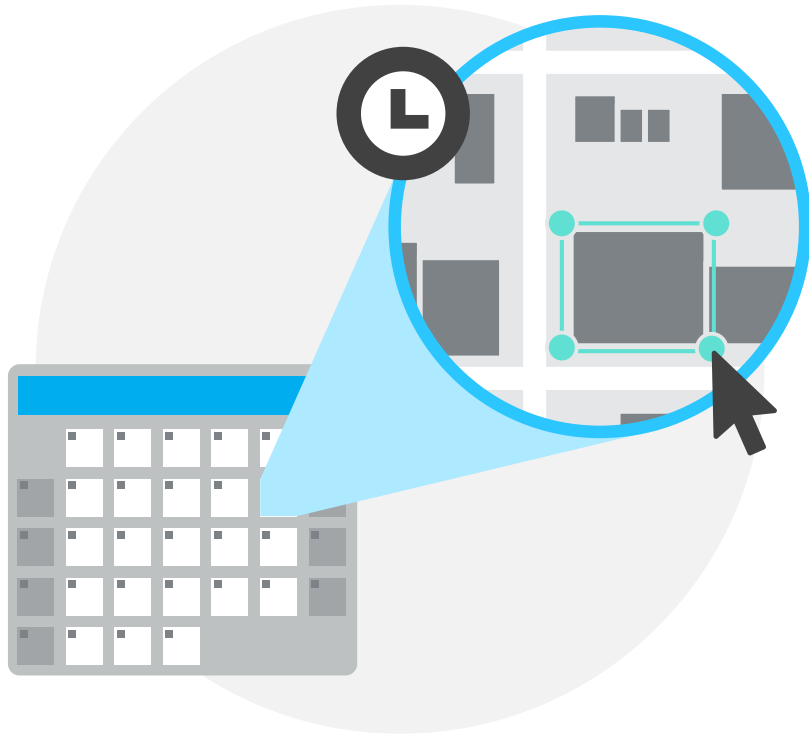
## STEP 1

# Design it

Design your own geofilter in Photoshop. Or use Snapchat's templates.

### Things to remember:

- ❗ Files must be saved as .PNG with a transparent background (this ensures other users' Snaps show up underneath your geofilter).
- ❌ Don't use logos or trademarks that you don't own.
- ❌ No photographs of people.
- ❌ No URLs, phone numbers, or emails.
- ❌ No drug-related content.
- ❗ Snapchat has restrictions for the size of your image file.



## STEP 2

# Choose location & time

Select the local area you want to target. Pick a time for your geofilter to go live.

### Things to remember:

- [Log in to Snapchat](#) and pick the date and length you want your geofilter to be active. The longer you pick, the more you pay.
- It takes up to one day to get your geofilter approved. Planning a live event? Submit for approval two to three days in advance to be safe.
- Click “Draw Fence” and click the Google Map to select points and draw a shape around your chosen area.



### STEP 3

## Buy it

1. Pricing starts at \$5.
2. Submit your design for review.
3. Snapchat will review within one business day.
4. Once approved, your geofilter will be live for the time and location you selected.



### STEP 4

## Check your results

- See how many people viewed or snapped your geofilter by [logging in here](#).
- Click your name in the upper right corner and select 'Insights.'

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# Some ways to use Snapchat geofilters:



## At a college campus

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



## At a local store

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



## At a conference

Give customers an exclusive geofilter to use at your launch or conference.

### Every social media template you need

Hootsuite's Social Media Essentials Series gives you all the tools you need to nail the fundamentals of social media.

- Download free social media templates
- Master Facebook Video, Instagram, and influencer marketing
- Watch on-demand training from social media experts

[View free templates and training](#)

