

# Oh, Snap!

how four thirty-something librarians conquered  
the world's most confusing social media app to  
revitalize the library scavenger hunt

# Who are we?

- NC State University
  - 35,000 students
  - 4,700+ first-year students
  - 100+ ENG 101 classes/ semester
- Student Success:  
Learning Spaces & Services



**ncsulibraries**



# Beginnings



pre-2011

- Library Tours
- Paper Based Scavenger Hunts

2011 - 2015

- Mobile Scavenger Hunt 1.0

# Evolution

## 2015 - Mobile Scavenger Hunt 2.0

- Evernote updates & uncertain future
- Lagging iPods

## 2017 - Mobile Scavenger Hunt 3.0

- Gmail boringness
- iPods outdated



# Why Snapchat?

- Fun & creative
- Students wanted photo-based answers
- Streamlined presentation of participant photos



Do you use Snapchat personally?  
Does your library use Snapchat in any way?

Snap us your answer @ ncsulibraries!



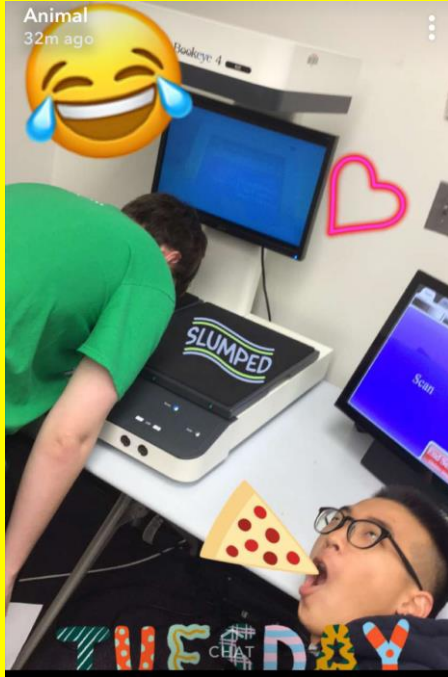
**ncsulibraries**

# The Nuts & Bolts



- Four teams
- Twelve questions
- 25 minutes
- Share answers via Snapchat
- Review all teams “Stories”

# Reaction & Feedback



- 90% of participants rated it as above average or excellent
- 98% of students felt that the Scavenger Hunt met their learning needs.



# Additional Benefits



- Prompted NCSU Libraries to add Snapchat to their social media feed
- Scavenger Hunt increased awareness of the Libraries Snapchat presence

# Next steps



- Integrate Augmented Reality into Scavenger Hunt via Snapcodes
- Explore potential alternatives to keep the activity fresh



**Questions?**