How to create Snapchat filters and lenses
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

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 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.

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