

SNAPCHAT STORYBOARD

Story Title: Jeffrey Takes Over

Date: 2/23/17

Outline

Snap #1: Introduce yourself.

- Hi, I'm Jeffrey Wisenbaugh. Graduation year/major/college/whatever details you'd like to share! I'm taking over MSU's official Snapchat for the day.

Snap #2: Catch the audience up to date.

- I live in L.A., work at E! News where I'm the manager of originals & live programming.

Snap #3: Photo of something that says E! News on it.

- Sign, coffee cup, script, etc.

Snap #4-9: Share pieces of your work day.

- Whatever you're working on: If you're in a helicopter, share that. If you're hanging out with the cast of the Royals, the Kardashians or even your colleagues, feel free share that. In the latter case, it would be cool to get one of them to say hi to MSU and/or Go Green. Whatever you're comfortable sharing is good with me.

Snap #10: End of the takeover.

- Thank everyone for following along.

Ideas along the way: If you still use or own something MSU or Spartans Will. (coffee mug, pen, hat, etc.) on a daily basis, it would be fun to share. You can talk about your experiences at MSU and/or how they relate to the work you do now. You can also show Bane because he's cute.