

9.4 Introduction to Snapchat

Snapchat may be popular with the younger masses, but I do not think that it is a fair observation to include all of Gen-Z in this classification. It clearly is not the case. A unique feature that is popular with this age bracket with parents that check phones and randomly monitor devices is the fact that posts do not last forever. They disappear quick.

I do not feel that it is a positive feature even as unique as it may be compared to other social media platforms because it limits the amount of control mature individuals can have to help teach children responsibility. In a time where jobs are lost on things that are posted on social media, it appears to be a way to hide but as this week has shown, it is not as clean as the articles make it out to be. There are things that do end up visible by the masses that everyone can see.

It is an open means to lie, cheat, and even steal. It allows hate and dishonesty to come and go with limited repercussions. It can be the catalyst for fear, harm, and hysteria as in the case of school threats that quickly spread like wildfire on Snapchat.

From a marketing standpoint, having the ability to truly limit the visibility of certain ads or promotions could make them more time-limited and drive demand, but this benefit needs to be weighed against the negative connotations that can also come with the platform. Even with the fun filters that work better than most of the ones on Facebook, it is geared toward a falseness in presentation. This can cause just as much spiritual harm as those hiding behind the fact that no one will know you posted something in as little as a few hours. Just because the ability to have posts disappear is unique, it does not mean that it is a good or praiseworthy.