

Snapchat's [On-Demand Geofilter](#) feature lets organizations pay to make a custom Filter design available in their area. Pricing varies based on how long the Filter lasts and the size of the location you choose, but a day-long Filter in a single building can cost as little as \$5–10! ALA is providing two free National Library Week Snapchat Geofilter designs so libraries across the country can join the fun.

Here's how to get started:

1. Download the PNG file for the National Library Week filter of your choice.
2. Head to [Snapchat's "Create Your Own" page](#) and select *Filter*.
3. Select the yellow *Upload* button and select the file.
4. OPTIONAL: Add custom text (e.g. your library's name) via the *Text* option on this page. You can choose your font, color, text size, and placement on the image.
5. Select the *Next* button to choose the dates and times you'd like the Filter to be available.
6. Select the *Next* button to choose the location for the Filter. You can type in a specific location (e.g. your library) to have it selected automatically, or choose *Draw Fence* to create a custom boundary (e.g. around a particular neighborhood).
7. Select the *Checkout* button to see the price for your Filter and pay.

Tips:

- Snapchat takes 1 business day to review On-Demand Geofilter submissions, so be sure to order yours in time for National Library Week.
- If you're comfortable using Photoshop or other graphics software, feel free to download one of ALA's Filters and customize the design. You can also explore some limited customization options (like adding text) on Snapchat's *Design* page, as mentioned in Step 4 above.
- If you do customize the Filter, be sure to review [Snapchat's Geofilter submission guidelines](#) and make sure your new design complies with their requirements. In particular, follow their image specifications and remember to avoid using hashtags, URLs, or other contact information—otherwise, you risk having your Filter rejected!
- If the cost quoted on the *Checkout* page is over budget, try going back to the *Dates* and *Location* pages and play around until you get a more workable price.
- After National Library Week ends, you can view the performance metrics for your Filter [on Snapchat's website](#).