

# What Is a Snapchat Score and How Does It Go Up When You Use the App?

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### Quick answer

A Snapchat Score is a number on your profile that reflects your activity on the app, increasing primarily when you send and receive Snaps or post Stories. Regular text messages do not contribute to your score, and Snapchat does not disclose the complete formula used to calculate it.

A Snapchat Score, also called a Snapscore, is the running number shown on your profile that reflects activity on your account. Snapchat says it is calculated with a "super-secret" formula that combines the number of Snaps you send, Snaps you receive, the Stories you post, and "a couple other factors." Snapchat does not publish the full formula.

### How Your Snapchat Score Goes Up

1. Send photo or video Snaps. Snapchat officially confirms that sent Snaps are part of the score formula.
2. Receive Snaps. Snapchat also confirms that received Snaps are part of the formula.
3. Post Stories. Snapchat explicitly says Stories you post contribute to your Snapscore.
4. Use eligible Snapchat+ score features. Snapchat says Snapchat+ subscribers can turn on Snapscore Multiplier , which makes the score grow twice as fast when they send a Snap to or receive a Snap from other Snapchat+ subscribers .

### What Usually Does Not Increase It

Plain text chat messages are not listed by Snapchat as part of the core Snapscore formula. Snapchat's own support articles about Streaks also separate photo/video Snaps from Chat, which supports the same distinction. Independent guides consistently report that regular chat messages do not increase Snapscore, but Snapchat does not spell that out directly in its main Snapscore article.

### How to Check Your Snapchat Score

1. Open Snapchat .
2. Tap your profile icon in the top-left corner.
3. Look under your name on the Profile screen.

Snapchat says your Snapscore is shown under your name on the Profile screen.

### Best Ways to Make It Go Up Faster

1. Send actual photo or video Snaps instead of relying on chat messages.
2. Open and reply to the Snaps you receive regularly, since sent and received Snaps are both part of the formula.
3. Post Stories more often, because Story posts are officially included.
4. If you use Snapchat+ , enable Snapscore Multiplier and exchange Snaps with other Snapchat+ subscribers.

## Important Notes

- You cannot manually reset or lower your Snapscore. Snapchat says there is no way to lower or reset it.
- The exact formula is private. So while the main drivers are known, Snapchat intentionally does not reveal the full weighting of each action.
- Friends can view score-related info. Snapchat+ users can even see how much a friend's Snapscore has changed since the last check from the Friendship Profile.

## Simple Answer

A Snapchat Score is a profile number that increases mainly when you send Snaps, receive Snaps, and post Stories. Regular text chatting is not a confirmed score booster, and Snapchat keeps the full formula private.