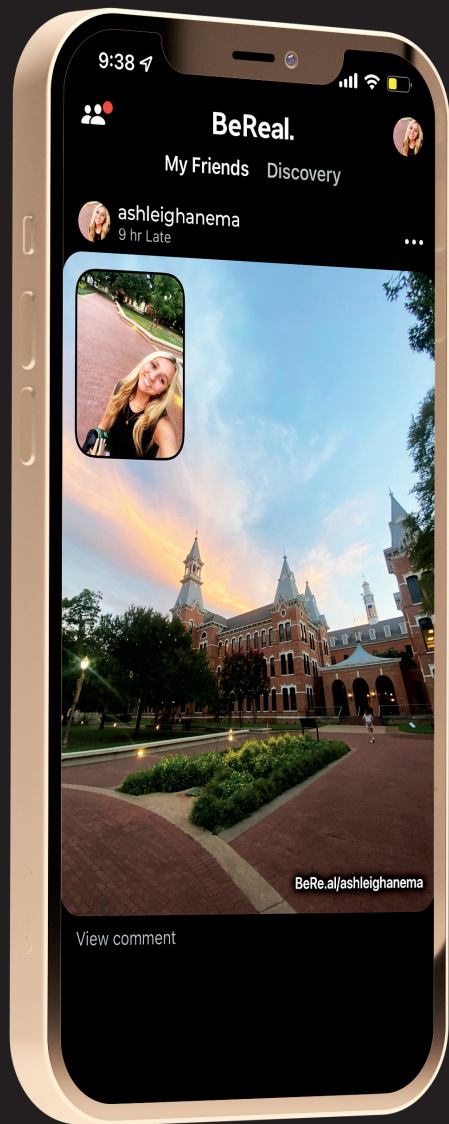


**CAMPUS SKIES** Strolling through Burleson Quadrangle, Littleton, Colo., freshman Ashleigh Anema captures the sunset with BeReal. "BeReal has become an opportunity to memorialize even the ordinary moments that happen around campus every day," Anema said. "I hope I can look back on my BeReal memories 10 years from now and remember exactly what it was like to be a Baylor student."



**RAD BRAD** Post-After Dark performance, Vail, Colo., sophomore Langley Cerovich takes a celebratory BeReal with Baylor first gentleman Brad Livingstone. "After performing, I asked Brad to take a BeReal of us and all the acts. I had also just taught Brad how to take a .5 [ultra-wide angle] and that was super funny," Cerovich said.

**BEBRUISER** Taking full advantage of Dr Pepper Hour's attractions, Sparks, Nev., freshman Megan Pautler snags a picture with Bruiser and her friends. "This was our second-to-last hour before we joined the Dr Pepper Hour Club and I thought this was the perfect time to take my BeReal with my friends and the Baylor Bear mascot," Pautler said.



**FIRST TIME FOR EVERYTHING** Eager to run the field as a part of the Baylor Line, West Lake Hills freshman Taylor Cherry captures the energy amid the sea of yellow. "It was the first Baylor home game of the season and my first time running the Line. I remember the excitement being super high because it was kicking off the highly anticipated fall football season," Cherry said.

# ⚠️ IT'S TIME TO ⚠️ BeBaylor

## BEREAL TAKES OVER, BECOMING BAYLOR'S NEW HIGHLIGHT REEL

BeReal, the app that puts the concept of "no filter" into reality, has taken over social media as we know it – speaking life into what's going on around Baylor's campus. The app, designed in 2020 but truly peaking in 2022, was designed with the purpose of being an authentic social media platform that captures the realness of day-to-day life without the pressures of likes and followers.

At an unknown time each day, users receive a notification that instantly boosts serotonin, prompting BeRealers to take a front and back camera photo within a two minute time period. In those two minutes, you are allowed to be unapologetically yourself. You are allowed to not be looking your very best. You are allowed to be silly. You are allowed to be doing the most boring, mundane things, and that's the beauty of it. After you post yours,

you then have access to view all of your friends' BeReals, and can even respond using live reaction selfies. This app has revolutionized how we view social media standards and created a new culture within Gen Z.

Students all across Baylor's campus use BeReal to highlight the various activities and moments that make Baylor unique. Whether it be capturing a selfie with the president's husband, stopping for sip of the famous Pop's lemonade on your walk to class, or even snapping a shot while being mid-air on the SLC rockwall – BeReal lets students encapsulate everyday moments into a form of acceptable social media. Thanks to BeReal, we are given the opportunity to show off how we BeBaylor, and how Baylor is as real as it gets.

Story by Cayli Clack  
Spread by Cayli Clack

