# INSTAGRAM TAKEOVER GUIDE

*Last updated: November 2019*

## LOGIN

**Username**: UofGlasgow
**Password**: A unique password will be shared with you shortly before your takeover.



### TAKEOVER BADGES

When you create your stories, please add an official takeover badge to every post. Simply click stickers and search for '**uofg takeover**' and they should appear. There's 4 different versions - just choose the one that's most relevant to you.
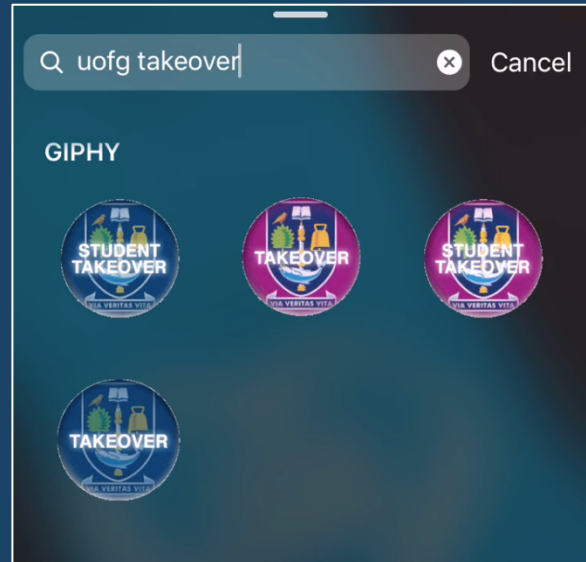
You can resize and place the badges anywhere on screen, just make them clearly visible and legible. It's a good idea to include your own Instagram handle next to the badge so people know who's doing the takeover every step of the way. This increases your chances of getting more followers and engagement on your own channel – and we don't get all the credit for your hard work!
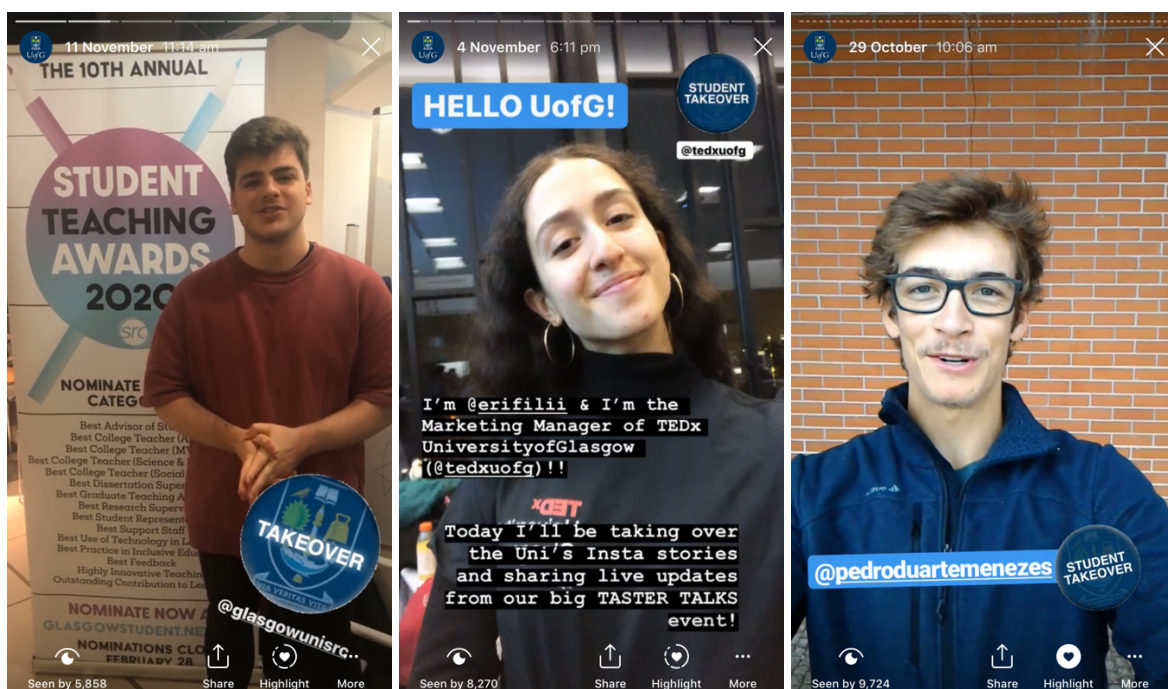
## STRUCTURE

Like any good story, try to structure your takeover with a simple **beginning**, **middle**, **end**.

### Beginning

The first post should be used to introduce yourself, your team or society and the purpose of your takeover. A piece-to-camera is always a nice start and gives the audience a face to the story.



### Middle

The middle can be whatever you want. There are many ways to create engaging content in Stories – be creative! Here's some ideas:

- *If it's an event you could show people some of the highlights or atmosphere at the event.*
- *Introduce the audience to members of your team or organisation.*
- *Use the interactive stickers to take a poll or conduct a Q&A.*

## End

It's good to have a definitive end to your takeover. You could use it as an opportunity to direct viewers to your channel or website using the 'swipe-up' function, invite them to an upcoming event or a simple sign-off saying something like *"Thanks for watching, hope you enjoyed our takeover!"*



## ACCESSIBILITY & CONDUCT

Please subtitle stories for accessibility and, this kind of goes without saying, but please be respectful & responsible:

- Keep your language clean
- don't post anything offensive
- always get consent from anyone you film or photograph

## STORIES NOT FEED

The other thing we ask is that you please stick to Stories as we have a different content strategy for the Instagram feed. And please keep to your allotted takeover day – we have a busy calendar and often have other takeovers planned or content scheduled for the next day.

# ENJOY YOUR TAKEOVER!

## CONTACT

If you need any further information or assistance, please contact:

socialmedia@glasgow.ac.uk

*Social Media & Student Communications Team*

*Office of Communications and Public Affairs*