



# INSTAGRAM TAKEOVER

# CONGRATS!

You have what it takes to be the star of AIGA Indy's Instagram for a day! Here's what you need to know...

## OVERVIEW

**The goal of AIGA Indy Instagram Takeover is simple: showcase the daily lives of local creatives in Indianapolis. We hope these takeovers will give followers a genuine view of what other local creatives are doing in this great city of ours.**

**Before your takeover:** We want to announce your takeover. Please share a photo or image with us that you want us to promote. Once we've announced your takeover, you'll want to make sure to reshare it on your own channels. So your friends can follow along!

**Logging in:** We will provide login credentials at some point before your takeover. Our Instagram username is @AIGAIndy. We will create a personalized password for you to use during your takeover. It will only be active on the day of your takeover.



## GUIDELINES

**As a creative in the local design community, we want to know where you fit in. Tell us everything! Please post only 1–3 times on Instagram, as the main takeover will be through instastories. We ask that you post a minimum of 7 stories.**

- Start your takeover with an introduction, and let the audience know why you are doing a takeover.
- You should share snapshots of a day in the life of you! Some examples:
  - *Let us know what you do for a living.*
  - *Show us how trendy your office is or how fun your coworkers are.*
  - *Share your most recent side project.*
  - *Tell us about who/what keeps you inspired.*
  - *Show us some of your favorite people or animals you see on a daily basis.*
- Include a variety of locations and activities in your story.
- Include a mix of videos and photos.
  - *Not everyone will be viewing the story with the volume turned up, so be sure to overlay text where you can!*
  - *Remember that sound is important in a video clip, so be conscious of background noise, wind, etc.*
- Be sure to end your takeover with goodbye and thank everyone for following along. Make sure to share your Instagram account, so people can follow you afterward.

**KEEP IN MIND:** A good story has a beginning, middle, and end. Before you begin, think about what story you want to tell and how plan to show our followers your unique perspective.



## CONSIDERATIONS

- Be consistent! Sometimes people lose steam throughout the day. Be sure to pace yourself.
- Focus on quality over quantity! If your story is too long users won't watch until the end. Between 10–15 posts is ideal.
- Don't follow or unfollow any other Instagram users or view users' stories.
- If you want to like or comment on user posts, do so from your own account.
- Feel free to include shout outs to others, and tell people to follow you on own social media accounts.
- Stay true to yourself and have fun!

## RESTRICTIONS

Our Instagram story is meant to be entertaining and informative for users of all ages. As such, we strive to keep the content PG. Any content deemed inappropriate will be removed, and administrators may take back control of the account without warning. Content that is not allowed includes (but may not be limited to):

- Foul language
- Sexual content
- Any illegal activity