

Student Organization Takeover Guidelines

1. Set a goal

What do you want to accomplish with your takeover?

For instance, your aim might be:

- Growing your audience
- Promoting students to join/try out your student organization
- Promoting an event
- Boosting engagement during a special event

These goals are a great starting point to keep in mind while doing a takeover!

2. Decide on the content you would like to showcase

There are many different ways to do a student takeover, it's up to you and your organization to decide on how you would like to accomplish your goal!

- Day in the life of...
- What a typical work/practice day looks like
- Event day
- Behind the scenes
- Preparing for the event
- Get to know us questionnaire/interview questions
- Instagram Polls
- Team bonding
- Anything else fun you can think of!

3. Rules and Regulations

- Be sure to use the new caption accessibility sticker now provided on Instagram with any videos that include speech. <https://www.theverge.com/2021/5/4/22417837/instagram-captions-sticker-stories-accessibility>
- No bad language, including songs, speech, text etc.
- No negative talk about other orgs or the university.

4. How to Post

- Try and keep recordings and pictures set vertically to ensure the easiest viewing.
- Make sure the audio is set on for recordings.
- Again, make sure to use the caption accessibility sticker, provided by Instagram with any videos that include speech.

5. Student Involvement Instagram Account

- You will be given the Student Involvement's Instagram account password in order to be able to post live updates, do polls, answer questions, etc.
- We request one executive of your student organization is the only person with access to the Student Life's Instagram accounts password.
- If a device other than the chosen executive is the one being used for the story takeover, it will be the executive's responsibility to log the device in.
- Only a maximum of two devices are to be logged in,
- It is the executive's responsibility to keep this password confidential.

- Please log out of the Student Involvement Instagram account within 24 hours of your takeover ending.