



SMTD INSTAGRAM TAKEOVERS

Thank you for being interested in doing an Instagram takeover on one of our SMTD accounts. We are always looking at ways to showcase our students/alumni and highlight their experiences to our community.

The goal is to provide our community members an opportunity to tell their story in a fun, informative, and positive light, while giving our audience an authentic view of what they're doing.

HOW IT WORKS:

1. Read through this entire document and fill out the required information on the next page. Please submit this form back to the social media account manager **24 hours** before your takeover date.
2. Before your takeover, the social media account manager will schedule a Zoom meeting to answer any questions, provide login credentials, and authenticate your phone for login.
3. Your takeover officially begins when you login for the first time. Make sure to think ahead and plan to post consistently throughout the day.
4. Your takeover will end on the last day you agreed to takeover the account.
5. At the end of your takeover, please log out of the Instagram account and message the social media account manager that your takeover is finished.

QUICK TIPS – STORY & AUDIENCE

Story: Tell a story. Set the scene. Where are you? Who are the characters? Why are you telling this story? How does this showcase the SMTD community? How does it end? Instagram Stories are linear. You can't insert parts into a published story. Prepare ahead. Have an idea of what you want to show everyone.

Audience: Our Instagram audience includes current students, prospective students, parents, faculty/staff, alumni, U-M community members, and followers from across the globe. Keep posts authentic, fun, upbeat, appropriate, and respectful. Consider our audience when explaining or showcasing things around campus or wherever you may be.

FOLLOW THESE GUIDELINES DURING YOUR TAKEOVER:

DO:

- Record stories in a vertical format. The majority of people watch stories on their phone.
- Start with an introduction, let people know:
 - Who you are and what your major/minor is
 - Why you are taking over the account
- Take us with you! Show us where you are, show us what you're doing. Where are your classes? Where do you study? Illustrate a day-in-the-life of a SMTD student, whatever that may look like.
- Get creative and use different Instagram features! Use tags, GIFs, polls, and stickers:
 - **Accessibility is important!** When you or someone else talking, please utilize the **Captions sticker** to generate captions for your story.
 - Use the **Links** sticker to add external links, which is available under the stickers button
 - Encourage people to send you questions about through the **Questions sticker**
- [Review the technology policy here](#)

DON'T:

- Post anything you wouldn't want your parents to see
- No partying or drinking
- No drugs
- No nudity
- No hate speech or bullying
- No promoting political agendas
- No promoting religious beliefs
- No violence or graphic imagery
- No obscene language
- No recording or posting if driving a car
- No showcasing individuals placing themselves in potentially dangerous situations
- No changing account settings (this includes bio information or bio links)
- No sharing or changing of passwords

Violating any of the above guidelines will result in the termination of your takeover privileges

I hereby consent to and authorize the use and reproduction, in print or electronic format by the University of Michigan (U-M), or anyone authorized by the U-M, of any and all photographs and videos that I have produced for the Instagram account, or shared as a part of this program, for any publicity, without compensation.

I understand that all images, text, and video are owned by U-M, which may publish them or use them in any professional manner, including, but not limited to: print publications, U-M websites, podcasting, social, and broadcasting media.

Full Name: _____

Date: _____

Signature: _____

Email: _____

Instagram Handle: _____

Major & Year: _____