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Instagram Takeover Guidelines

1. Prior to beginning your Takeover, think about your goals:
 - Are you increasing brand awareness for your organization or company?
 - How are you engaging with our student audience?
 - Are you promoting a product, event, or service?
2. At the start of your Takeover, introduce yourself:
 - Tell us your name, and share where you work, what you do, and what you'll be covering, sharing, or explaining during your Takeover.
3. Share and post your chosen content to our Stories:
 - Tag any locations or places you visit/mention.
 - Tag people, food, or items you feature.
 - Use hashtags, question stickers, and polls to engage with our audience.
 - Feel free to respond to any Direct Messages you receive in response to your Takeover.
4. As you complete your Takeover, include a call-to-action (CTA) or next steps:
 - How can our audience stay connected to your brand or organization?
 - Have a link to direct traffic to? Include a swipe-up link.

General Tips

- Limit your Story to no more than 15 slides
- Show off your personality:
 - Add music, gifs, stickers, and more.
- Capture with variety:
 - Include a mixture of mediums—stills, videos, boomerangs, and more.