

## READY? SET? START 'GRAMMING!



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Make the most of your day showcasing Northern Kentucky University. Before you begin an **Instagram Takeover** on behalf of NKU, please review the below guidelines. Login information is at the bottom of this email.

### ***What is an Instagram Takeover?***

An Instagram Takeover is a fun opportunity for students to “takeover” the NKU Instagram account from a few hours to a few days. Students asked to participate will be given access to the account for an allotted amount of time. **Students will only handle the stories feature on Instagram.**

### ***Why does NKU partner with our students to do Instagram Takeovers?***

NKU partners with students to do Instagram Takeovers to give students a voice on the university’s account and to present what it truly means to be part of Norse Nation. Students will recognize other students and it will make NKU more relatable and accessible.

### **DO’S:**

- When traveling, pick the two most exciting days of your trip. We want to keep the viewers interested and the content fresh.
- Think about how you can narrate your story by speaking directly to the audience via dynamic videos and photo.
- Start with a video introduction. Let people know who you are, what your major is and why you are doing the Instagram Takeover. On the second day of your Instagram Takeover, have a new person introduce themselves.
- When snapping a video, take your environment into account for sound and visibilities.
- Get creative! Experiment with the filters or whatever else you enjoy about Instagram. Switch things up between photo and videos. Feel free to throw in a “Norse Up!” snap.
- When on campus, use any filters created for specific events you are attending or the NKU campus filter at least twice.
- Proofread any text added to your snap at least twice before adding it to the story.
- Instastories are 15 seconds long so be sure to keep your videos concise and interesting.
- Have fun and be true to who you are as a student!

- Wrap up your day with one final farewell video.

## DON'TS:

- Avoid posting the same picture all day. For example, repeating group selfies. Mix it up with photos of you, selfie videos and photos of you and friends, teammates, etc.
- Use good judgement. Do not post anything you wouldn't want your parents and professors to see. This includes but is not limited to:
  - No partying
  - No drugs
  - No underage drinking
  - No nudity or provocative posts
  - No swear words
  - No hate speech or bullying
  - No acts of misconduct or violence, as outlined in the Student Handbook [If you are unsure if something is not in alignment with NKU's Student Handbook, visit <http://scra.nku.edu/Infostudents/Infostudents.html>. If you have any doubt, don't post it.
- Do not open any of NKU's Instagram messages.
- Although the login information will change, please do not share that information with anyone else.
- There is no need to keep the location settings on.
- Do not follow anyone as NKU's Instagram.

## Get Started Today!

- Login:  
Password:

## Questions?

Contact Lizzie Kibler, Social Media Specialist, at [kiblere1@nku.edu](mailto:kiblere1@nku.edu) or via phone at (513) 235-0437.