Social Media Takeover Guidelines & Policies

What to know:

1. 10,000+ people could potentially see your posting. Don't post anything you are not comfortable sharing on a major platform.
2. Be yourself! Relax and have fun. This is meant to be a real, genuine posting from a person passionate about UWL. Are you passionate? Show it. Have creative ideas? Try them.
3. University Communications will be monitoring the account at various times throughout your takeover.
4. Prepare yourself for any type of response. We are thankful to have had little to no negativity during takeovers but know this is always a possibility.
5. Login credentials for the account will be shared with you the morning of your scheduled takeover via a password sharing app. You will never actually see the password. This can be a somewhat complicated process. Expect to work this out with a University Communications staff member prior to your takeover.
6. Once the takeover ends, your access will be revoked and the login credentials will no longer be accessible.

Do:

1. Start your post with an introduction of yourself. This includes your name, expected or actual graduation year, major and anything else you'd like the audience to know. Faculty and staff: let us know how long you've been on campus as well as your position/office!
2. Have ways to visually highlight your overall purpose of the takeover. Showcasing a specific office or organization? Supplement the content you provide with video or pictures.
3. Have a plan in place. It will be much easier having a schedule ready for what and when you plan to post. This is extremely important and will be discussed with University Communications prior to beginning your takeover.
4. Make sure to end with a sign off to signify that the takeover has ended.
5. Feel free to take questions and answer via stickers or direct messages. Engaging your audience is important! Do a mix of direct messaging and answering publicly.
6. Use text and captions. This is IMPORTANT. If you use video or vlog most of your content, plan to caption it with Instagram's text tool.
7. Give yourself a buffer at the end of each video so you don't cut yourself off.

8. Aim to post anywhere between 10-30 times. Too little doesn't constitute as a takeover. Too many might become overwhelming for the audience to follow.
9. If your schedule allows for it, spread content out throughout the entire day. You are "taking over" our Instagram for the entire day. Make the most out of it!

Do not:

1. Do not promote alcohol use or drugs in any way.
2. Do not use profanity. This includes yourself, friends, or background sound.
3. Do not use disrespectful or hurtful gestures.
4. Do not record while in harmful situations for yourself or others such as driving.
5. Do not wear clothing or merchandise that features other universities.
6. Do not use photos or videos of people who do not want to be featured in the posting.
7. Do not use music that is not in the public domain. Because we are an Instagram "Business Account," we do not have the same abilities to share music in our posts as all personal Instagram accounts have.
8. Do not post anything that is against the UWL student handbook (uwlax.edu/student-life/student-resources/student-handbook) or against UWL's social media policy (uwlax.edu/info/social-media/policy).
9. Do not respond to messages unrelated to your takeover. Example: an incoming first-year student direct messages our page about housing. University Communications will respond to this request. **Only focus on your content or questions related to your content.**
10. Do not post to UWL's Instagram feed. You are only taking over our Instagram stories. Not the feed. Please do not post, comment, or edit any previous posts as UWL on our feed.

We reserve the right, at any time, for any reason, to edit your story by deleting posts. You are a guest on this account and University Communications is the owner. If you have any questions or concerns, contact UWL Communications and Social Media Specialist Nick Ragner at nragner@uwlax.edu.