



Instagram Takeover

The aim of these takeovers is to share an event or initiative you're organizing or involved in as part of your club or society to give students an insight into what you do and get them interested in getting involved.

Instagram stories are a great way to cover an event or even a 'Day in the Life' of a Club or Society.

PLEASE NOTE: Each club & society is limited to **2 takeovers per semester** unless there is a specific event that warrants an extra takeover space. Be mindful that this will be a shared space for over 80 clubs and societies to showcase their work, everyone should get equal exposure.



To apply for a takeover you must submit a request via the booking form [HERE](#) and choose your preferred date and time slot. You will then have to contact lisa.ryan@ul.ie for approval where she will provide the log-in details.

Here are a few tips and tricks to help you with your takeovers!

1. Use a mix of both videos and pictures as it breaks up the length of the videos and gives personality and life to the photos that you post!
2. A good tip is to always keep in mind that everyone watching from home might not know anything about your club or society so here is your chance to showcase the best of you.
3. **Introduce yourself**, say who you are, what you are studying and about your club or society. This will make sure the audience get to know you as the takeover goes on.
4. Have fun with it! People want to be able to relate to you, if you're friendly and open and see that you are having a genuinely good time then they will want to watch more.

5. Tag! **Be sure to tag UL_Studentlife in your stories** so they'll be able to share it to their own account and draw more attention to your takeover.
6. Play around with stickers, polls, adding music, location tags, text on screen, etc. We would also recommend adding captions to ensure inclusivity. This is a feature that can automatically be applied if you're talking on stories.
7. **BE CREATIVE, AUTHENTIC AND HAVE FUN!**
 - Take us behind-the-scenes.
 - Teach an insider a tip or trick
 - Take a vote or ask a simple question to drive comments.

You may also make a reel if you wish to sum up your day/take-over but this must be **saved in drafts** until one of our team approve it to be published on the grid.

Terms & Conditions



You are being provided the logins on the basis that:

- You will not pass the login details to anyone else, including colleagues/friends/other etc.
- Keep the amount of stories to a limit. Don't exhaust the stories as other C&S may be taking over on the same day.
- With the understanding that you will not engage in any other activity on the account other than what is agreed- namely here: the posting of a number of Instagram stories videos/photos relating to the agreed topic that you will be covering.
- This means you will not follow accounts, like pictures or send personal messages.
- Messages: any message that comes in regards your takeover you may answer. If anyone asks a question that is to do with something you may have mentioned, you may answer it. However, any message that is C&S specific, you can leave and a member of staff will reply in due course.
- Don't snap or story while driving. This is illegal and extremely dangerous.
- Make sure **no content goes on the story that is offensive/inappropriate.**
- Be vigilant that content being posted is not racist, homophobic, biphobic, transphobic, body shaming, attempting to embarrass someone or generally snide/mean.

- No nudity, swearing or political views.
- Do not advertise alcohol/ alcohol consumption in your takeover, and limit the possible sponsorships that you may have.
- If you are getting anyone to talk on the story make sure they are aware where it is being posted and that they give you permission to use their image.
- Once finished this task you will log out. You will not log in to the UL Wolves account again, unless directly instructed to do so, and with the express permission of UL Wolves.