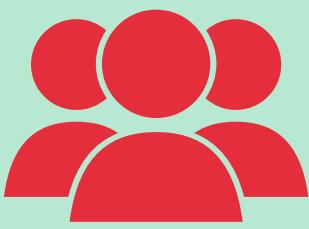# How to Run an Instagram Takeover

Switch up your content by creating an engaging Instagram takeover that your audience will love!

FIND YOUR TAKEOVER STAR

Who is going to share content with your audience?

- Team Members: Getting different people on your crew to take on the responsibility of running your Instagram for a day can be a fun way for your audience to learn about who is behind your business.
- Influencers: Work with influencers that are relevant to your business to get the word out about why you're awesome.
- Community Members: Know a community member that could add value to your online presence? Share that value with your audience!

WHAT TYPE OF TAKEOVER DO YOU WANT?

Instagram takeovers can take on many forms!

- Instagram Stories: This is the most common type of takeover. The guest's responsibility is to post a series of stories to your profile.
- Posts: For takeovers lasting longer than a day, it may be beneficial for the person taking over to share regular Instagram posts.
- Instagram Live: Instagram live is fun and super personal!

PROMOTE THE TAKEOVER!

You've spent some time planning, now it's time to promote!

- Instagram Stories: The day before your guest logs in, let your audience know what's happening! Introduce your guest as well as the topic.
- Other platforms: Bring in an audience from your other platforms. Direct your Twitter or Facebook followers to your Instagram page for the event.
- Ask your guest: If your guest has an online following, ask them to promote the takeover on their platforms too.

EXECUTE YOUR PLAN!

It's time for the takeover!

- Post on their behalf: If you don't feel comfortable handing over your password, you can get your guest to send you pre-captured content and post it for them. While this is less authentic, it's the most secure option.
- Use a discrete password sharing application: Applications like LastPass and Share A Secret are great ways to discreetly share your passwords. Just make sure you change your password once the takeover ends!

HAVE FUN!