

Story Takeover Guidelines

Story takeovers are a great way to have fun on social media and share the behind the scenes view of your day as part of the team at [insert business name here]. They are also a great way to share information, events, promotions and news with followers.

During your takeover, you should aim to share a mix of business content and your work behind the scenes. Your stories should aim to share work related content, while also showcasing candid content throughout the day (i.e your go-to breakfast, favourite morning coffee shop, best local smoothie place, etc.).

Every takeover should have a beginning, middle, and end. It is also important that every takeover is started with a selfie or video, including your Instagram handle and position or relationship to [insert business name].

Audience

It is important to consider your audience when sharing an Instagram story takeover. Make sure to review your brand documents to make sure you're sharing content tailored to your audience that provides value to them.

Style

In order to keep your story takeover visually consistent, it is important to use the same opening and closing slides to announce start of takeover and show takeover is over, using branded slides throughout with individualized content, colors and fonts that are consistent with the [insert business name here] brand.

Please follow these guidelines when creating your story takeover:

- **Fonts:** [Insert preferred fonts here]. Tap the oval at the top in the middle of the screen to change between different texts.

- **Font background:** [Insert preferred colour here]. To achieve the desired colour font or background colour, hit the 'A' icon in the top left-hand corner, hold down a colour to open the colour wheel and select colour.
- **Stickers:** feel free to use relevant stickers that fit with your topic of the story.
- **Interactive stickers:** It's encouraged to add different types of interactive stickers like polls, quizzes, and Q&A boxes to engage with followers. Be sure not to use too many so it isn't overwhelming for viewers.

Content

Your takeover is a great way to share {insert business name here}'s products, services, information, and events throughout the day. Here are some ideas of what to share during your takeover:

- Share products or services you offer at [Insert business name here]
- Do a Q&A with the interactive story stickers
- Share upcoming events or promotions
- Share your behind the scenes view in your position (your work area, etc.)
- Share your favourite spot to go on your lunch break