

# MIZZOU REC

## INSTAGRAM TAKEOVER GUIDELINES

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# POLICIES AND EXPECTATIONS FOR STUDENT TAKEOVERS

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## **NO:**

- Baseless negativity
- Obscenity
- Drugs or alcohol (including tobacco)
- Sexual references
- Posts that are intended to cause political debate or controversy
- Hate speech or bullying

## **ALL POSTS:**

- Must be in line with the University's non-discrimination policy
- Must follow the rules and regulations of the M-Book
- Are the property of the University of Missouri and are subject to copyright laws
  - If you are going to feature other people, you must tell them what the picture is for and get their verbal consent to use the photo.

## **PROMOTIONAL MATERIAL/ADVERTISING**

- Students cannot use the MizzouRec account to promote or recruit for any organization they are tied to other than MizzouRec. This includes personal businesses or groups.

## **IN CASE OF EMERGENCY**

- In the event that there is a campus emergency during your Takeover, please refrain from all posts until the emergency has passed and the University is in the all clear.

## **VIOLATIONS**

- The Student Affairs Marketing and Communication Team reserves the right to end your takeover at any point if we feel that these policies have been violated.
  - In this instance, an email will be sent explaining why your takeover has ended.

## **FINAL THINGS TO NOTE**

- The Marketing and Communication staff will continue to have access to this account during your takeover and may create our own posts.

# INSTAGRAM TAKEOVER OVERVIEW

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## BASIC PREMISE

- MizzouRec students will take over the MizzouRec Instagram account, providing content that showcases their own unique point of view as a Team Mizzou member.

## PRO STAFF PROCESS

1. Follow MizouRec on Instagram
2. Send opportunity description to Team Mizzou staff
  - a. Send names of Team Mizzou Staff to Joey
3. Sign up on TeamUp with dates and times you want to take over
4. Meet with student staff and help create content
  - a. Add content subject to TeamUp dates (if not already there)
5. Follow up as needed

## TEAM MIZZOU PROCESS

1. Follow MizzouRec on Instagram
2. Complete and pass quiz (sent by MarComm)
3. Meet with Coordinator to complete the following
  - a. Story board
  - b. Coordinators' discretion on content approval timeline
  - c. Media pass procedure
    - i. All Team Mizzou staff who are doing the takeovers will have a standing Media pass with membership. When taking photos/videos, staff will need to stop at the membership desk to pick up a pass. If you have an after-hours event, please coordinate to have the pass picked up prior to the membership desk's closure.
4. Create content
  - a. When taking photos, make sure to have Media Pass
5. Takeover
  - a. Receive password from Coordinator
  - b. Post (following coordinator's approval process)

## TO REMEMBER

During the time of the takeover, the Marketing and Communication team will monitor the account and may post our own content if we so choose. Reserving the right to post on our account during the takeover allows us to cover campus events and experiences the student might not be a part of, but we feel are important

# INSTAGRAM TAKEOVER OVERVIEW

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## RISK MANAGEMENT

- In the event that something offensive or inappropriate is posted to our account, the following steps will be taken:
  - The takeover will be immediately ended and student access revoked
  - The post in question will be screenshotted, archived and then deleted
  - All other posts by that student will be examined on a case-by-case basis
  - If the student violated the M-Book, conduct policy or the University's non-discrimination policy, they will be referred to Student Conduct/Title IX/Office of Civil Rights with screenshots of the offending post.
  - The student will receive an email notifying them that the takeover has been terminated
  - The "MizzouRec" account will issue the following statement (with appropriate case-by-case additions) via Twitter, Facebook and Instagram:
    - "We sincerely apologize for the (appropriate adjective) post made by and MU Student on the MizzouRec Instagram account. Violations of (relevant policy) are not acceptable. By allowing MU students access to the MizzouRec Instagram, we are giving them a privilege and trusting them to represent the values of the university. Abuse of that trust is not tolerated, and students may lose this opportunity if such abuse happens again."
- In the event that we are made aware of discrimination against the student conducting the takeover via our account, the following steps will be taken:
  - The student will be reached out to, asked if they wish to continue the takeover, and asked if they would like to open a case with Student Conduct/Title IX/Office of Civil Rights (or, in appropriate cases, be connected with the RSVP Center).
  - The student will also be made aware of their right to utilize both the Counseling Center and Behavioral Health at the Student Health Center.
  - We will show our support to the student running the takeover, but we should not post about any incidents if the student does not give an okay.



# INSTAGRAM TAKEOVER OVERVIEW

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## **RISK MANAGEMENT CONTINUED**

- In the event that the account is being controlled by someone other than the chosen student (i.e. they have given access to someone else, or it has been hacked) the following steps will be taken:
  - The takeover will be ended immediately and student access revoked
  - Any posts made by unauthorized parties will be deleted
  - The student will receive an email notifying them that the takeover has been terminated
  - If we are asked about deleted posts, we will explain that they were made by an unauthorized third party and apologize for the confusion

# BEST PRACTICES

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## KEEP THESE IN MIND WHILE POSTING AND PLANNING CONTENT

- Plan out the creative.
- Minimize how many taps the user needs to make to see the content. Try and get most of the content on two to three stories, but don't overcrowd the screen with content and text either.
  - You do not want the viewer getting bored and just tapping through and not viewing the content you spent a lot of time working on.
- Two – three story slides is optimal, five – six is the max.
- Use a healthy combination of static images and videos or boomerangs.
- Make stories visually engaging to ensure the most people will see all your content.
- Your first ½ second of content has to be visually engaging to keep your viewers watching.
- Read through your content 4-5 times before posting. The last thing you want is a typo that over 2000 people may see.
- On the following pages you will see examples of stories for content inspiration. If you need more story inspiration, take a look through the story archives on the MizzouRec account or watch a YouTube video on Instagram story ideas.

# BEST PRACTICES

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The setup of these two stories is good, however white text on a yellow background is not accessible and should not be used.

# BEST PRACTICES

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Add motion to your static stories by splitting up the content onto two slides as shown in the above.



# BEST PRACTICES

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HAVE YOU USED THE  
*new*  
  
**FUNCTIONAL  
FITNESS**  
SPACE?

Combine different text styles to spice up your content.

# BEST PRACTICES

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Make sure you can read the words on the slides. 'Discover' and 'will go until' are hard to read here.

This is where triple-checking your work becomes important. Lacrosse is spelled wrong here.