

Instagram takeover guidelines

Any non-profit student group can host a takeover on the Students' Association Instagram, [@StAndrewsUnion](https://www.instagram.com/StAndrewsUnion).

Anyone accessing the account must first read, and agree to, the following guidelines.

Contact SAdesign@st-andrews.ac.uk if you have any questions or concerns during your takeover.

Security

- You will be given the account password ahead of your takeover. It should be kept secure, and only shared with those who have explicit permission from SAdesign@ to use the account.
- You are responsible for ensuring the account remains secure, and only accessible from password-protected devices.
- If the account is compromised, or there are any issues that might put the Association's reputation at risk (including negative feedback), inform SAdesign@ immediately.
- Once your allotted time is over, your access will be revoked.
- Note that we may continue to access the account and post content during your takeover. We reserve all rights to the account and its content.

Takeover tips

- Every takeover should start with a post introducing yourself, either to the story or feed.
 - This could be a photo of your project, a past event, you, or your committee.
 - It should be captioned with who you are, and what your takeover is about.
 - If your group has an Instagram account, it should be tagged.
- Post regular stories during the takeover. Avoid posting all of your content at the start or end of your allotted time; our audience will be more receptive if your posts are evenly spread out.
- Make a highlight containing all of your stories.
- At the end of your takeover, make sure you post saying goodbye, so our audience knows the takeover has finished.

Branding

- In general, you should not post identical content that has been, or will be, posted on the University's account ([@UniOfStAndrews](https://www.instagram.com/UniOfStAndrews)), as this account has a very similar follower base.
- If making a feed post, avoid having text in the photo. If sharing multiple photos in one post, avoid text only in the first photo. This is to prevent the profile view becoming text heavy.
- Don't post a long URL in a story or caption; it won't be clickable. If you are promoting a URL, put it under the bio, or shorten it using bit.ly.
- If posting an IGTV video, make sure you choose a good cover photo, avoiding text if possible.
 - If posting a landscape video, note that we can also upload it to our [YouTube channel](#); just ask!

Design tips

- Try designing content on [canva.com](https://www.canva.com); it has lots of great templates, especially for Instagram stories, and is very easy to use.
- If given enough notice, [Design Team](#) can help create your content.
- Create a consistent aesthetic for your content, especially stories. In particular, try sticking to one font and colour scheme.

- If putting text on a story, don't put it too close to the edge, or it might be cropped on some screen sizes.
- If posting a video, be careful it doesn't get stretched or distorted. You could try uploading on another account first, as a test.

Etiquette

- Do not tag another business (including your sponsor) anywhere on the account, unless you have specific permission from SAdesign@.
- Do not leave comments or send messages as the Association, unless it is positive and relevant to your takeover.
- You may change the website link shown below the bio. Do not change any other account settings, including the profile picture, bio, and security details.
- Maintain a professional style of writing: pay attention to grammar and spelling, and do not use foul language.
- Ensure your photos do not contain any obvious brands, product placement, nudity, or illegal/offensive activity.
- If sharing photos of other people, make sure you have their permission.
- Photos of events in bars/pubs are allowed; however, you should not promote or focus on alcohol consumption.
- Be considerate of the diverse St Andrews community, and do not reinforce any negative stereotypes.