
#MyViewFromBYU Instagram Story Takeover Agreement Form

#MyViewFromBYU Instagram Story takeovers are meant to highlight the unique experiences students, alumni and faculty have at BYU and because of BYU. These stories allow us to engage with our followers in fun and effective ways that we haven't been able to previously. We're excited to have you partner with us!

Where to start:

- Start with a video **introducing yourself** (feel free to tag your personal account)
- Use the #MyViewFromBYU hashtag in your introduction.
- Film **25-30 photos/videos** strategically dispersed throughout the day
- Each video/photo should have purpose behind it.

Direct Messages:

- The most important part of takeovers are the DMs because people are willing to share things that they wouldn't be willing to share in a publicly viewable comment thread.
- Please specifically **ask for DMs**
- Begin the takeover by asking for DMs on the BYU account, not your personal account, so we can use the number of messages as a metric in our reporting (once these people have messaged the BYU account, feel free to move the conversation to your personal account. We aren't interested in monitoring your conversations, just getting the numbers)
- Respond to DMs and message requests directed at you. Please do not simply "like" the message.
- Include your name after your response. (ex: -Bethany)
- Flag messages intended for account admins (this can be done by sliding to the left on an individual message and selecting the "flag" option.)
- You do not need to respond to inappropriate or aggressive messages

Dos:

- Use **captions** on videos/pictures —because our viewers are not watching with the sound on, these should be nearly **closed captions** in order to allow viewers to follow along. You will lose a significant number of viewers if you don't do this.
- Use headphones microphone when necessary to maintain audio quality.
- Be consistent in your personal style. Choose a font, color or style and stick to it. This will help brand your takeover.
- Give yourself a buffer at the end of each video so you don't cut yourself off.
- Share a visual variety of content.
- Spread content throughout the entire day.
- Prepare to answer a few questions on camera in a Q&A type format.
- Keep dress and grooming standards on camera.
- Think about what you would want to see if you were watching the takeover.
- Make the end of your takeover obvious.

Don'ts:

- Do not post fliers or images promoting events or organizations. (These will be taken down immediately)
- Do not share overly promotional content of any nature. This is not an advertisement platform.
- Do not include more than 2 consecutive segments with the same framing (ex: you speaking to the camera with your head in the frame with the same background behind you.)
- Do not post images or videos that are not fit to screen (such as photos taken with the normal iphone camera.)
- Do not use music that is not in the public domain.
- Do not post horizontal content.
- Do not publicize events that are not open to the public. BYU has an event promotion policy that needs to be followed and states that an event such as a private club meeting, a private concert or masterclass, etc., that is not open to any and all BYU students needs to have approval to be promoted by a number of entities.
- Do not share video footage of speakers who have not agreed to have their content shared publicly through the story. This includes, but is not limited to, professors' lectures, guest speakers in classes, and forums that are not publicly broadcast.

Takeover Logistics:

- The night before your takeover, we'll send you a password to log into the account.
- Login immediately in case you encounter any issues.
- Make your takeover span from approximately 8am-8pm
- **Log out of the account** the following evening. This gives you the opportunity to continue to respond to messages until your videos expire.

Final Details:

You agree to post **only to the story** and reply only to relevant messages you receive related to your story within BYU's account.

You agree not to edit, delete or respond to comments on any previous posts or messages within BYU's account.

You agree not to alter any other aspect of BYU's account such as, but not limited to, the profile photo or bio.

If any part of this agreement is broken by the participant, University Communications maintains the right to **terminate the takeover immediately**.

You give University Communications permission to use your takeover for further purposes beyond the takeover itself, such as in trainings to show best practices.

The intent of this takeover is to **engage** BYU's followers and **increase visibility** of the BYU experience, not advertise for events or organizations.

Takeovers will **not** be used for blatant personal, business, group or event promotion, fundraising or any type of illegal activity.

Keep in mind what BYU stands for. This is not the platform for public criticism of BYU or its sponsor.