
#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!

Guidelines:

- Start with a video introducing yourself (feel free to tag your personal account), that you're taking over the @brighamyounguniversity Instagram Story with a #MyViewFromBYU takeover and what you'll be showing that day.
- Shoot for approximately 15-30 photos/videos evenly dispersed throughout the day. **The idea is for each video/photo to have purpose behind it.**
- Ask for Direct Messages. (Don't use a question box. You won't be able to share every response to the story and we prefer that everyone feels like they've been responded to which is easier in the direct messages.)
- Answer direct messages from our account during the day and *then* direct viewers to your personal account. We use the number of DMs received to determine Instagram strategy.
- Respond to DMs and message requests directed at you. Include your name after your response. If a message is received that is intended for an account administrator, please flag the message so we can find it easily. (this can be done by sliding to the left on an individual message and selecting the orange "flag" option)
- Include something BYU-related in a couple of your photos/videos.
- Give yourself a buffer at the end of each video segment to make sure you're not getting cut off. You do not have to use the full 15 seconds in each video segment.
- Get a variety of shots — different times of day, different locations, different activities. **Remember not to have more than 2 videos with the same framing** (ex: your talking head with the same background).
- Show, don't just tell. Make it a visual experience. **Think about what you would want to see if you were watching the takeover.** Just because something you want to do hasn't been done before doesn't mean it's not an option. Text the University Communications employee you've been in contact with at any time with questions or ideas.
- Remember to tailor your takeover to a general audience. Most people won't know the jargon of your industry so don't use it. There are cool parts of your day that you likely take for granted because they're normal to you so think about what you would have wanted to see before you were where you are now.

- Set aside time to answer questions on camera. You should try to anticipate these beforehand and then take into consideration what you're being asked most in the DMs. Spend between 3-5 videos during the afternoon/evening covering these.
- Dress and grooming standards do need to be kept by students while on camera.
- Make the end of your takeover obvious.

Pro Tips:

- Use captions on videos/pictures — many people don't watch with the sound on. Many viewers will turn the sound on if they can tell from the caption that it will be engaging content.
- Audio quality is important. If you're filming yourself talking in a loud restaurant/on a busy street, etc., use the microphone on your headphones.
- Be consistent in your personal style. Choose a font or a color or a style and stick to it. This maintains consistency and increases engagement through the entire takeover. Ask the University Communications employee you've been working with if you have questions or want help with this.

Do nots:

- Do not post fliers or images promoting events during your story. If you wish to talk about an event happening it must be part of an engaging video segment. Again, do not post an image promoting an event to the story.
- Do not post images or videos that are not fit to the screen. All content should be vertical as intended for mobile viewing. No horizontal content or content with white borders. (the normal iPhone photo is not framed for Instagram so be sure to use the Instagram camera to prepare any materials that will be uploaded later)
- Do not post music that you do not have the rights to or is not in the public domain. BYU's account is viewed by Instagram as a business account and any video with music not in the public domain will be removed due to our business restrictions.
- 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.
- PLEASE ask if you have any questions about including events as part of your takeover. If we can have enough notice, we can sometimes work on getting special approval, if it's important to your day and experience.

Takeover Logistics:

- The night before your takeover, we'll send you an email with a password to @brighamyounguniversity. Log in that night in case you encounter any issues. If you do, contact the University Communications Employee you've been working with immediately.
- Takeovers should span the whole day from approximately 8 a.m. - 8 p.m. These exact times are just a suggestion and are flexible. Do not start posting the night before.

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.

The intent of this takeover is to **engage** BYU's followers and **increase visibility** of the BYU experience.

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.