
DURHAM**SU**

Instagram Takeovers

INSTAGRAM TAKEOVERS.

Want your group to reach a wider audience? Durham SU's main Instagram account has over 6,000 followers, which you could reach via an Instagram takeover.

Details for your takeover

We'd love to share the great things that happen in student groups via takeovers on the [@durham.su](#) or [@durhamsu.freshers](#) Instagram accounts. To arrange a takeover, email Emily (contact details below). You will complete your takeover from your own or your group's account, but tag the SU (@durham.su or @durhamsu.freshers) in each post for them to be shared directly to the SU's account. We'll help you decide which SU account is best for your content!

Your SU staff contact: emily.mcmillan@durham.ac.uk

Getting the most out of your takeover

- Reflect on what you want to share. What elements of your group do you want to get across? Do you have visual content? Behind-the-scenes photos or videos are particularly exciting!
- Introduce yourself, your group and what you're up to in your first frame.
- Get creative – make use of video, GIFs, boomerangs etc.
- Try to spread your posts throughout the day, instead of all in one go.
- Don't forget to sign off at the end and direct people to your group or upcoming events.
- If you're doing a takeover at an event, it can be quite difficult to multitask if you are also heavily involved in running the event. Try sharing out tasks with exec members.
- Please add captions to any of your videos – you can do this by typing them out yourself or using Instagram's automatic caption sticker.
- Stick to around ten frames – viewers tend to tail off as a story goes on, so don't make it too long!

Please bear in mind

- The SU's social media channels will be seen by many students, so check your posts carefully before you publish them. Use the bullet points below to check your content.
- If you are unsure, just ask before you post. SU staff are here to help you!
- Always obtain permission before featuring another person on social media.

Any communication made via Students' Union social media must avoid the following:

- Do anything that could be considered discriminatory against, or bullying or harassing of, any individual e.g. making offensive or derogatory comments

relating to sex, gender, race (including nationality), disability, sexual orientation, religion or belief or age.

- Contain images or other content that is sexually explicit or illegal.
- Bring discredit to the Students' Union in any way e.g. by insulting fellow students or other individuals; making/sharing defamatory or offensive comments about individuals or groups; liking/posting/sharing/linking to images or other content that is inappropriate, sexually explicit or illegal.
- Breach copyright: e.g. by using someone else's images or content without permission, or by failing to give acknowledgement where permission has been given to reproduce. This means, for example, not posting articles or pictures scanned from newspapers or magazines. Posting such content may result in legal action by the copyright owner.
- Breach confidentiality: for example, by revealing confidential information owned by the Students' Union; posting confidential information about an individual, business or other organisation; posting contact details, pictures or personal details of other students or members of staff or members of the public without their prior permission. Students must seek prior advice from the Students' Union if unclear about what information might be deemed confidential.

And finally...

This is a great opportunity to show the amazing things that Durham students do. Have fun!