

# LINEHAN INSTAGRAM TAKEOVER GUIDE

## PLANNING

When applying or proposing a takeover, make sure you have a concept! This could be "A Day in the Life of \_\_\_", showcasing an event/rehearsal you are part of, etc!



## ANNOUNCEMENT

When your day is finalized, plan a post or story announcement with the Linehan Content Creation team! This could include a picture of you or the event with a quick introduction!

## SETTING UP

In preparation for the day, plan some moments in the day to post! Make sure they run throughout the duration of the day and can cover more than one aspect of your event/topic! At this point, the team should also have a time that they will send you the account login!



## POSTING

It's finally your day! Make sure to use engaging widgets, like the question, countdown, or template functions, to keep viewers active and engaged! Feel free to ask people if they have any questions or to ask them about certain aspects of the event! Make sure to post and engage with people's responses!

## SIGNING OFF

Make sure to end your day by signing off, both on post and out of the account! A final story post mentioning your time is over would be a perfect way to achieve this at the end of the day! Please email Ann Davies (adavies1@umbc.edu) when you have done so!



## THANK YOU!

Finally, thank you so much for wanting to share a look at your day with the Linehan community! These take overs are a great way to share our artistic processes with one another!