

Instagram Stories Takeover Guidelines

An Instagram Stories Takeover is an opportunity to show our audience new and exciting experiences that are around every corner in South Eastern Ontario. As an “insider,” we want to see our region from your perspective! This is an opportunity to highlight all of your favourite spots in your destination while taking our viewers along with you to have a local experience.

Below are some suggestions and guidelines to help get you started.

Introduce Yourself

Begin your Instagram Story by introducing yourself, (through photo or video) including your Instagram handle, background, and what our followers can expect from watching your Takeover. Please make sure you include an exit slide and thank our followers for following along after you’re done your Takeover.

Social profiles/ account names:

Instagram:

Twitter:

Facebook:

YouTube:

Other:

Blog/Website:

As our guest, we would appreciate it if you let your followers know that you will be doing a Takeover on our channel prior to the date. We promise to do the same!

Content - We love creativity!

Share a day in the life: Give our viewers a sneak peak into your everyday life. If you’re a creator, business owner, or a tour guide, show us behind the scenes!

Host a Q&A: Engage with our audience and help educate them on things to do in your destination.

Capture an event: Bring our followers along to check out the latest event happening in

the region. If they're not able to attend an event, then at least they can avoid FOMA (fear of missing out).

Switch our stories up with photos, boomerangs, videos, and stickers, and other features Instagram Stories has to offer. In the past we have used the polls sticker, slider sticker, and we always tag the businesses that we visit and mention.

Ideas for location:

- Restaurants, Cafes, Breweries, Patios
- Sightseeing/Tours, Art Galleries, Historic Sites, Museums
- Waterfront, Architecture
- Local Events, Markets, Shops
- Provincial and National Parks and Hiking Locations,
- Hidden Gems, Hide-Aways, Unique Places, Look-Outs

Please provide us with a rough outline of what you plan on doing for our Takeover.

Hashtags and tags to be used:

Please initial that posts will include the provided hashtag(s) and tag(s).

Timeline (TBC)

From the list of dates below, please let us know your top three dates to takeover our Instagram Stories

- 1)
- 2)
- 3)

This Takeover will last ____ day(s) beginning _____ and ending _____

_____ total Instagram Stories within the timeframe of _____

Special Instructions

Instagram Stories should be in good taste and free of inappropriate language and/or any content promoting bigotry, racism or discrimination based on race, gender, religion, nationality, disability, sexual orientation or age.

Please do not post:

Anything illegal – drugs, vandalizing property, posting while driving, etc. _____.

Vulgar language or reference to religion or politics _____.

Anything untruthful or over-promising in messaging. _____.

I hereby agree to the above Guidelines

NAME:

SIGNED:

DATE:

Any questions or concerns? Feel free to contact Lindsay Medeiros

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