



# Career Development Center

## DIVISION OF STUDENT AFFAIRS

### Instagram Story Takeover Guidelines

#### Takeover details

Organization Name: \_\_\_\_\_

Point of Contact: \_\_\_\_\_

Today's Date: \_\_\_\_\_ Takeover Date Requests: \_\_\_\_\_

(Takeover date is at the discretion of our office. Please select 3-5 dates of interest)

**Username:** @hireamav

**Password:** A unique password will be provided via email one day prior to the takeover.

#### Starting your takeover

- Start by introducing yourself (first name, title, organization name, etc.)
- Describe what you will be doing today (office tour, what it's like to be a \_\_\_\_\_ (position) at organization name, etc.)
- Tell audience where you are and show what your location looks like.
- Talk about the UTA connection to what you're doing today (Are you a UTA alum? Did you get your job through a career fair? Through networking? Are you looking to hire UTA students? For what positions? Will you be on campus soon?)

#### Length

- Instagram Story clips can include still photos and video. Video frame can be up to 15 seconds long each. Your story should include at least 10 -15 clips.

#### Closed Captioning

- Video clips must include closed captioning to adhere to accessibility guidelines.
- Any closed captioning tools are permitted. Some apps include: AutoCap, Clippomatic, and Mixed Captions.
- Instagram includes captioning feature. Once your video is complete, click the sticker icon, then "captions."

#### Some ideas for content

- Office tour/ your organization behind-the-scenes.
- Insight into organizational culture.
- Consider introducing/interviewing other UTA alumni or other employees.
- Share career related tips.
- Get creative!

### **Content that is NEVER acceptable**

- Hateful, threatening or stereotyping comments. This includes "jokes" of this nature.
- Violent behavior and obscene language.
- Partying, drinking, drugs.
- Nudity or sexual content.
- Overtly political content such as protests, petitions, elections.
- Criticism of a specific person or organization.
- Snaps of people who don't want their photo/video taken.
- Sending direct messages to our followers, unrelated to your takeover.
- Promoting other colleges/universities.

### **Important things to remember**

- You are taking over the Instagram Story account for the UTA Career Development Center, NOT the University of Texas at Arlington's main account.
- Please designate a single cell phone to login to the Instagram account. Please refrain from logging into the account from more than 1 single phone.
- Do not send any direct clips to user, do not post any still photos or video to the Instagram feed, and do not go "live." Only post to the UTA Career Development Center Instagram Story.
- Videos must be closed captioned before uploading.
- Please follow all of your department's work guidelines regarding use of cell phones. Be smart when you are recording.

**We reserve the right to remove any post that does not meet the aforementioned guidelines.**

### **Promotion**

- Feel free to promote the takeover on your own social media accounts and tag us, @hireamav!
- We reserve the right to share screenshots of your story on UTA Career Development Center social media accounts to promote the takeover.

I, \_\_\_\_\_ (printed name) have read and understand the guidelines for taking over the UTA Career Development Center Instagram Story for the day.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

**Questions?** Contact an Employer Outreach Specialist from UTA Career Development Center at hireamav@uta.edu .



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