

# Post—Grad Community

## Post-Grad Community Instagram Takeover

### A guide for doing a takeover with Post-Grad Community

**Increase awareness** – Tag people involved, mentions on other channels, let others know you are doing an IG Takeover by promoting it on other channels.

**Engage the community** – Number of interactions (likes, comments, views, or direct messages), number of live viewers, people at the event/exhibition etc.

**Promote yourself, your work, event and community** – share detail on your practice and your experience at UAL and feel free to add your course mates' work.

**Linking and tagging** - If you would like to link to pages, event listings or a website, please contact us to add the relevant URL to our [linkin.bio](#) page. Use the tagging tool to @ your course, college and socials.

Ways to do this:

1. Introduce you, your course and your work on a post or story!
2. Share updates throughout the takeover (max 5 on insta feed per day)
3. Also post on [Instagram Stories](#)
4. Make use of tagging and hashtags #UALPGtakeover
5. Go live with if you like!
6. Do not forget to wrap it up!

**LOGIN DETAILS CHANGE PERIODICALLY – YOU WILL BE GIVEN THIS UPON ACCEPTANCE OF YOUR TAKEOVER APPLICATION AND SCHEDULED DATES.**

**Enjoy yourself!**

Post-Grad Community Team  
[PGCommunity@arts.ac.uk](mailto:PGCommunity@arts.ac.uk)