

#UALpgtakeover

A guide for doing a takeover with Post-Grad Community

Goals to consider when taking over our Instagram:

Increase awareness – Tag people involved, mentions on other channels, let others know you're doing an Instagram Takeover by promoting it on other channels.

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

Linking – we currently use linktr.ee to direct audiences away from Instagram - if you'd like to link to specific websites, event listings or booking sites then be sure to let us know ahead of time. Link in Instagram Stories is available too.

Content ideas to post with your takeover our Instagram:

1. Introduce you, your course, your exhibition, and your work with a post / story
2. Share updates throughout the takeover (max 5 on Insta feed per day)
3. Post on Instagram Stories
4. Make use of tagging and hashtags (e.g., #UALPGtakeover)
5. Go live – discuss with us if you'd like to do this
6. Don't forget to wrap it up!

Get in touch with Post-Grad Community Liaison Coordinator Catriona to discuss your takeover [c.mahmoud@arts.ac.uk].