



# STEAMBOAT SPRINGS CHAMBER

VITALITY IN THE VALLEY

## Instagram Takeover Guidelines & How-To

### The Basics:

- Instagram takeovers are 24 hours and are intended to showcase your business through IG Stories and one post. IG Stories and the post will also automatically post to the Steamboat Springs Chamber (SSC) Facebook as well.
- IG takeover Stories can be saved on our account as “Highlights” for long-term exposure on our IG.
- IG Takeover is a great opportunity to showcase your business by reaching and engaging the SSC’s Instagram and Facebook audiences.

### How To:

- IG Stories are a prime opportunity to share details about your organization and what it’s up to, to a wider community audience. Share stories from events you’re hosting or attending, from your business and of your staff, a sneak peak of new products/services, etc.! There is no limit on the amount of stories you share in your 24 hours.
- Post one picture or more and a caption via an IG Post that showcases your business in the way you’d like. Please limit to only one post.
- These takeovers are 24 hours so utilize the time to share as much about your business as you’d like via Stories. The Chamber reserves the right to modify content we feel is misleading, disrespectful, or controversial.
- Spread the Steamboat love by capitalizing on our **#ShopLocalSteamboat** campaign, perhaps by showcasing a partner business or stopping by another local business for coffee or lunch.

### The Checklist:

- ✓ Request a takeover for \$175 per business by emailing Angelica Salinas at [angelica@steamboatchamber.com](mailto:angelica@steamboatchamber.com). Each business is allowed one takeover per year.
- ✓ Once approved, coordinate the takeover date and details with the SSC Communications Manager (Angelica will provide the introduction).



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- ✓ Share the takeover with your businesses' own audience leading up to the date so they know where they can find you on takeover day!
- ✓ Post 8-10 stories as part of the takeover; produce 1 on-brand post (*which will automatically post to FB from IG*). Make sure this content is meaningful & provides value to the audience.
- ✓ Share the stories/post to your business page (*key tip: tag your business in your stories and post so the sharing is easier*).
- ✓ Create at least 1 poll & 1 Q&A about your business in stories.
- ✓ Save stories you'd like to stick around on our profile as a highlight to our "IG Takeovers" highlight icon.