

@curryRLH Instagram Takeover Instructions

Instagram Handle: @curryRLH

Temporary password: _____

Expectations: Thank you for participating in the CurryRLH RA Instagram takeover! Below are some basic expectations and guidelines as you prepare for your takeover.

- Please feel free to promote the takeover on your personal Instagram account prior to your scheduled day.
- Please encourage your followers to be relevant and respectful of your posts – the Curry RLH Instagram page is an official Curry College account and professional language should be used at all times.
- You are responsible for monitoring comments the day of your takeover and should address inappropriate comments accordingly. If you are uncomfortable with addressing any comments that do not follow the guidelines, please reach out to your Community Director as soon as possible.
- Have fun with it!

Timeline: 3-5 regular posts and 2-5 stories (no more than 10 posts total). Provided below is a basic timeline and suggestions to make this fun and easy for you!

Morning Post is an introduction.

-Sample text: “Next up on our #CurryRA Instagram takeover is (your name), a (your class year) and an RA for (building/floor). [Pronoun] is involved in (list activities) on campus. Stay tuned to learn what a day in the life of a Curry RA is like.

-Photo should be of you only.

-Please repost this on your own Instagram account (or do a separate shout out) to get more followers throughout the day. Be sure to reference @curryRLH in that post.

Morning Instagram story

-Similar to your post, introduce yourself, class year, major.

-Sample story: “Hi Curry, I’m (name) and I’ll be taking over. I am an RA for (building/floor). Follow me to learn what I’m doing these days”

-*Note: Instagram stories cannot be longer than 15 seconds.*

Late Morning Instagram story or post

- Tell us what your typical day is like- such as, balancing classes with the RA role, making door tags, putting up bulletin boards, eating at the Stu with residents or fellow RAs, preparing for or hosting a program, having a 1:1 with your CD, hanging out with residents, being an athlete and an RA, etc.

Afternoon Instagram stories

- Feel free to show us more of your day or even post a #latergram of something cool you’ve done in the past year (programs, night of duty, staff meeting, etc.)

Late Afternoon posts or Instagram stories

- Expand upon what you love about being an RA at Curry. Why did you apply? Why did you return?

Night Post

-Wrap-up/ goodbye