

# think : study abroad



# Instagram Takeover

## SHARE YOUR EXPERIENCE

Take over the CWRUStudyAbroad Instagram account and give others a glimpse into the real study abroad experience! Highlight what you have learned and gained from the experience. Show off what it is like to study at your host institution or on your program abroad. Share photos of local food, fun and festivities as well as places to which you have traveled. This is a great opportunity to connect with current and prospective CWRU students and show your enthusiasm for your host culture, country, and overall study abroad journey!



## BEFORE YOU TAKEOVER

- Apply online to take over the Instagram account: <https://bit.ly/StudyAbroadIGTakeover>
- Get assigned a specific week (Sunday-Saturday) during your study abroad experience in which you will takeover the CWRUStudyAbroad Instagram account
- Digitally sign the OEA Instagram Takeover agreement contract online, agreeing to the policies and procedures.
- The week prior to your takeover, the OEA will email you the login credentials
- Add these credentials to your personal Instagram account to verify you have proper access. If you encounter any issues, be sure to contact the Office of Education Abroad *before* you are scheduled to takeover.

# REQUIREMENTS



## STORIES

- Post a minimum of 3 stories each day.
- Introduce yourself daily (name, major(s), study abroad location and university).
  - On the first day you post, be sure to include your name, major, the university and location of your host country, and a general overview of what you will be posting throughout the week. You may also include any fun facts about yourself!
- Each of your posts should include the hashtag #CWRUStudyAbroad and #CWRU.
- Include one post a day that uses your host university's hashtag.
  - Example: If you are studying abroad at King's College London, use #lifeatkings and #kclstudyabroad.
- At least twice a week, utilize Instagram features that engage users, such as "ask me a question", polls, quizzes, etc.
  - If the audience asks questions, be sure to post the question and answer!
- If you are comfortable with it, include your personal Instagram username in stories.
- Be creative and have fun!

## FEED

- Post once per day on the CWRUStudyAbroad Instagram feed.
- Tag @CWRU and your host institution.
- Include the following hashtags: #CWRUStudyAbroad, #CWRU, #StudyAbroad, #StudentTakeover, and any other relevant hashtags.
- Geotag your location.
  - Example: Your host university, city, attraction, etc.

## GENERAL

- Create a highlight of your stories on the CWRUStudyAbroad Instagram account and post each story to the highlight.
  - Label the highlight as: country-firstname. Example: England-Autumn.
- After your takeover ends, be sure to log out of the CWRUStudyAbroad Instagram account.



# THE DO'S ✓

- Remember that when taking over the CWRUStudyAbroad Instagram, you are not only representing yourself, but the OEA, CWRU, and your program abroad as well.
- Be sure to show off your host city for at least 50% of your takeover week, although the full duration is preferred. It will give followers an accurate account of what it is like studying abroad on your program.
  - Even if you are not traveling during your takeover week, you can still post stories about your travels during your study abroad experience!
- Use high quality, appealing images and/or videos (not blurry or dark).
  - Snapseed and VSCO are great photo editing options.
- Provide context: when posting images and/or videos, don't forget to state where you are and what you're doing.
- Maintain awareness of your surroundings and be respectful of the host culture.
- When ending your takeover, be sure to thank the audience for following along during the week.
- Have fun and be yourself! We want to see your experience from your perspective.

# THE DON'TS ✗

- Do not post photos including alcohol, illegal substances, illegal activity, nudity or overly revealing clothing.
- Do not post photos of high-risk behavior (skydiving, ziplining, bungee jumping, scuba diving).
- Do not use inappropriate or offensive language.
- Do not post about politics, CWRU's or your program abroad's policies.
- Do not be rude or disrespectful--be considerate of the customs of your host country.



# SUGGESTIONS

Below are a list of possibilities to help you during your takeover!

- ✓ **Introduce yourself daily.** What do you study? Why did you choose to study abroad? Why did you choose the program or university? What has been your favorite part of your experience?
- ✓ **Show off your host university.** What's your favorite class or project? Where's your favorite study spot? Are there any cool, unique facts about your program or university?
- ✓ **Visit local areas.** Are there any famous landmarks in your host city? What is your favorite neighborhood or place to be? It gives the audience a way to connect with and learn more about a location. How easy is it to get around? What is the public transportation like
- ✓ **Eat an authentic meal.** How does your host culture perceive food? Do you have a favorite local dish? Cuisines vary greatly between countries and cultures, and are not always accurately represented in the United States.
- ✓ **Feature your friends and host family!** One of students' biggest fears when deciding to study abroad is loneliness. Who have you met while abroad? What have they taught you?
- ✓ **Showcase your housing situation.** Use a few of your stories to show off your residence hall, apartment or homestay.
- ✓ **Use Instagram's features.** "Ask me a question" in your story allows you to answer them and engage the audience. You can use the music feature to showcase a popular song in your host country, or quizzes to engage the audience near the end of your takeover to see what they have learned about your host country and culture.

## FINAL TIPS

Please remain positive throughout your takeover! We understand that there are some parts of studying abroad that are not easy, but that is not the focus of our takeovers. However, if someone asks about any difficult transitions or questions, do your best to frame them in a positive light. Make it your goal to highlight everything you love about your experience abroad. We will be monitoring the CWRUStudyAbroad Instagram account throughout your takeover and will reach out to you if any issues arise. If you have any questions, please do not hesitate to reach out to us.

