INSTAGRAM TAKEOVER TIPS

PROMOTE YOUR PARTICIPATION
- Before your scheduled 'take-over week,' make sure to tell your followers about it (at least once but 2-3 times is ideal)! If you're on Facebook and Twitter, feel free to talk about it on these channels as well. The more you promote your participation, the more engagement will follow.
- Example Copy: "We're taking over the @alesforals Instagram account next week to share behind-the-scenes photos of making our new brew #TheCure. This brew will raise funds for ALS research at @alstdi."

PROVIDE CONTEXT FOR EACH IMAGE
- Be sure that you explain what's going on in the image so that the viewer can understand what they're seeing.
- Example copy: "Here we are auto-siphoning! This process is used to transfer the liquid from one vessel to another without aerating it too much."

VARY YOUR CONTENT
- Share pictures that feel unique each time. This will keep followers interested.
- Some different types of shots you can try are a close-up of the hops, a video of labels getting put on the bottle, people drinking the beer at the bar (or at the brewery), behind-the-scenes with brewers or the brewing equipment, etc. Get creative!

SPEAK IN YOUR BRAND VOICE
- Remember, this is a "takeover." You do not need to sound like 'Ales for ALS™' - the followers want to hear from your organization and see what makes it special/unique. Let your brand personality shine through each post!

SPACE OUT YOUR PHOTOS
- Don't wait until the last day to post all the pictures you've taken throughout the week! Share the images as you take them. Or if there are images you've already captured and want to share, please limit it to a max of 5 posts per day. Additionally, if you choose to post multiple images during a day, it is best to put time in between each post in order to avoid 'tiring out' your followers (i.e. 9 am, 3 pm, 7 pm, etc).

USE DESCRIPTIVE HASHTAGS
- As a way of having additional Instagram users find your content, consider commenting on your post with up to five hashtags that are descriptive as to what is shown in the photo.
- Examples of popular beer hashtags are: #craftbeer #beer #drinklocal #cerveza #paleale #ipa

INCLUDE ALS COPY WHEN RELEVANT
- This does not have to be on every post (and shouldn't in fact) but when it's relevant and feels like it fits, remind people of why you're brewing this beer in the first place (to raise money for ALS!) and be sure to tag @alstdi and use the hashtag #endALS.

GREAT BEER. GREAT CAUSE.
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