



Social Media Takeover Guidelines 2024 - @PioneerSquare

Takeover Guidelines

You are welcome to post as many Instagram Stories as you'd like. However, **you may only post one in-feed social post or Reel**. This in-feed post is a great opportunity to direct users to check out your Stories for the day.

For your first Instagram Story, please make an introduction post to your business – examples provided. This can be a video or static image.

Please consider using captions for video Stories to support user accessibility.

Here are examples/ideas of Story content you can consider posting during your takeover:

- **Day in the life:** Show a day in the life of an employee or staff member at your business.
- **Staff interview:** Ask each team member a question, such as “what is your favorite menu item?”
- **How-to:** Create educational, how-to content, such as how to make a specific cocktail.
- **Behind-the-scenes:** Give users a behind-the-scenes tour of your business or a view that customers may not typically see, such as the kitchen.

General Rules for Social Takeover

By agreeing to take over the @PioneerSquare social page, you agree to not post:

- Profanity, drug use, politics, religion, nudity, or any content that would violate community guidelines from Meta/TikTok/etc.
- Content featuring alcohol is okay if it is relevant to your business and does not promote overconsumption or any dangerous behavior.

The Alliance for Pioneer Square team reserves the right to delete any post and revoke your access at any time for any reason. You are not permitted to change or alter the account's handle, password, or associated email account. Please do not share the password with anyone.

