



NSH Convention: Instagram Takeover

Instagram LOGIN	@NSH4Histotech PROFILE	SHARED SEPARATELY PASSWORD
--------------------	---------------------------	----------------------------------

Instagram Story takeovers are a great way to share your experience at events, particularly the annual NSH Convention. It gives other histotechs the chance to view your perspective: from a hands-on learning labs to real-time awards updates.

The aim of our Convention Instagram takeover is for you to share your own experiences throughout the day, while still being light and concise.

Each Story will be shared from our brand account (@NSH4Histotech), and represent your position as a member within our community. Be mindful to avoid long gaps of time between publishing a new Story, or front loading your Stories in the morning.

The focus of your takeover should be on your perspective of the event. Recordings of our speakers are welcome! It is okay to showcase other NSH members, with their permission.

Some guidelines:

1. Begin by using the attached template to introduce your name, your professional title, and where you're from.
2. Only publish items related to the event. Please avoid sharing your perspective on subject matter that does not directly relate to the NSH Convention.
3. To avoid security delays, login the day before the event. Do not publish any content until the day of the event.
4. Please logout immediately following the conclusion of the event. At this time, our account password will be updated and user access revoked.
5. The content is determined by you. Try to create a cohesive narrative to what your day at the convention is like. Be creative and have fun!

Don't forget to tag yourself and share content on your own Instagram account!

Please remember that you are representing NSH. Remember to follow membership guidelines, screen your content for inappropriate language, and

do not feature those who do not provide consent. Please represent us professionally.

Features:

- Each image or video posted will display for 15 seconds.
- You may upload pictures or video directly from your camera roll, or take them using the Instagram app.
- We suggest keeping the entire story around **10 posts total**.
- Be mindful to post throughout the day as opposed to front-loading your content.

Photo options:

- You can take a **photo** within the IG Story function or **upload a photo**.
- **Create:** Shares pure text. Keep it short and simple.
- **Layout:** Create a collage of photos.

Video options:

- **“Live” video:** Do not use this feature
- **Boomerang:** Feature to loop an action you are doing.
- **Superzoom:** Use this to draw attention to a specific target.
- **Hands-free:** Allows you to record a video that you need to use your hands in.
- **Reels:** Allows you to clip short videos together into either 15 or 30 second videos.

Additional Add-Ons:

- **Text:** Explain the photo or video using text overlay using various fonts/colors.
- **Pen tool:** Draw on your photo or video.
- **Stickers:** IG is constantly adding new stickers.
 - **Location:** Help viewers know where you are.
 - **@Mention:** Great to cross-promote colleagues or equipment you like
 - **#Hashtag:** Use for special events or trending topics
 - **GIF** Add some humor and fun to your post with a GIF
 - **Weather, time, or music**
 - **Poll function:** Direct a question to engage the audience.
 - **Slide rating:** Let the audience assess your question on a sliding scale
 - **Quiz:** Ask the audience a multiple choice question
 - **Countdown:** Set a specific time to release or announce something.

Questions? Contact Danielle at danielle@dmbsocial.com.