GREATER LOWELL
CHAMBER OF COMMERCE

CHAMBER INSTAGRAM TAKEOVER HOW TO:

The basics:

Instagram takeovers are 24 hours.

IG Takeover is a great opportunity to showcase your business by reaching and engaging the GLCC's Instagram audience.

GREATER LOWELL
CHAMBER OF COMMERCE

CHAMBER INSTAGRAM TAKEOVER HOW TO:

The details:

We live in a nosey culture and IG Stories is the prime opportunity to share details about your day. *Even the munday details: where you stop for coffee, who you have a meeting with, lunch plans?* Share a story about it! (*Make sure not to post more than one actual post but unlimited stories.)*

Instagram takeovers are 24 hours, so utilize that time to share as much about your business as possible! (*Please make sure you are not sharing anything controversial.)*

Make sure to capitalize on our #SHOP978 campaign, and stop into a local establishment for coffee/lunch/takeout on the way home from work. *This is a great way to support our local community while supporting the #Shop978 campaign.*

GREATER LOWELL
CHAMBER OF COMMERCE

CHAMBER INSTAGRAM TAKEOVER HOW TO:

The check list (best practices):

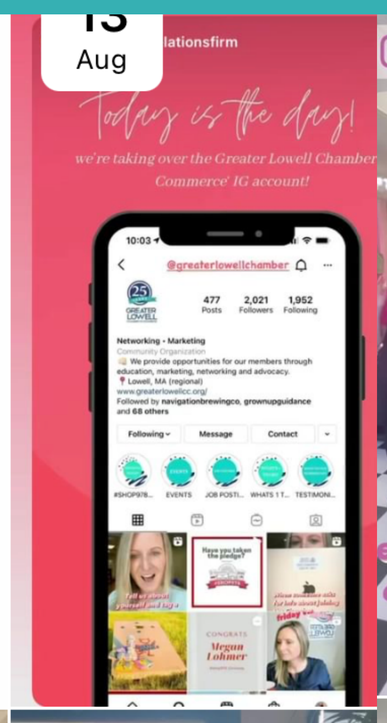
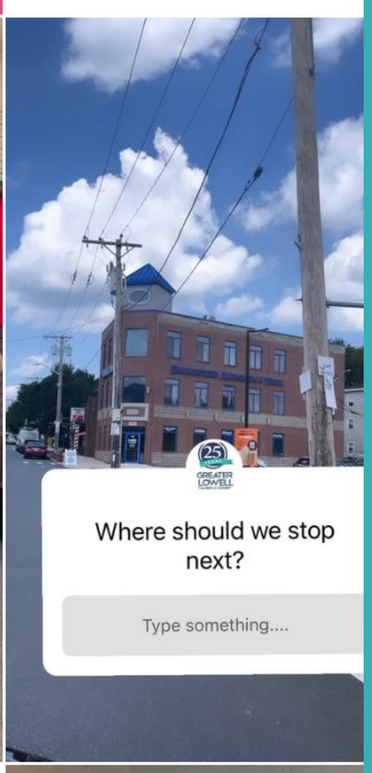
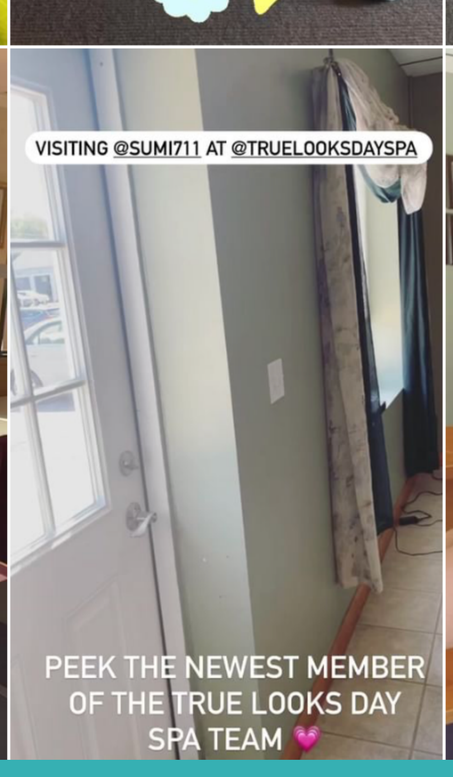
- [ ] Leading up to the day that you do the IG Takeover, make sure to share about it with your own audience (on IG, FB...tell them where they can find you)!

- [ ] Build the excitement; let your audience know all the key benefits of doing this IG Takeover (you get to speak to the chamber's audience, tap into their network, tag their partners, have access to their audio end etc.).

- [ ] Post a minimum of 10-12 stories as part of the takeover; produce 1 on-brand post (which will automatically post to FB from IG). Make sure this content is meaningful & provides value to the audience.

- [ ] Share the posts to your business page (*key tip; tag your business here to so the sharing is made easier)*

- [ ] Create at least 1 poll & 1 Q&A abut your business in stories

GREATER LOWELL CHAMBER OF COMMERCE

EXAMPLES