Welcome to the WUSA Clubs Takeover initiative.

This Instagram is meant to provide you with a larger platform to tell your story to the student community. We aim to show Waterloo what WUSA Clubs are all about. We are excited to work with you!
How it works.

1. You read this guideline document
2. You fill out the takeover form
3. If everything looks good, we contact you to schedule the takeover. Please note: this extends into future terms
4. You plan out your content and takeover the account from Tuesday-Friday of your given week
Your post schedule.

1. You get to make 1 post to the grid a day, which means you get 4 posts in total
   • Feel free to use the carousel feature so that each of your posts have multiple images/videos

2. You get an unlimited amount of story posts during your takeover
   • Post about upcoming events for your club
   • Let people ask you questions with the question sticker
   • Host a little poll or quiz with those stickers
   • Livestream?
   • Or just post more pictures!

*If your story content is looking like this, hold off a bit until the next day
Post Guidelines.

For Grid Posts:
• We want genuine pictures, because we really want to understand the essence of what your club is all about
  o This can be images/video clips of events your club held/went to/participated in
  o Pictures/videos of meetings, practices, members etc.
  o No logos or text on images

For Story Posts
• You can post all of what was mentioned above and more.
• Posters and your own designs are perfectly acceptable
• Host polls, questions, quizzes
• Introduce your exec team!
• Text and club logos are perfectly acceptable
What we DO want.

This pertains to the Instagram GRID
• Action shots of
  o Practices
  o Events
  o Meetings
• Short videos of practices
• Stories of how the club affects students
• Highlight of an Exec/Member

*Don't worry, we will create the design posts with the club name
What we don't want.

This pertains to the Instagram GRID. You can have fun with most of this stuff in the stories

• GIFs from other sources (If you make a GIF from your own pictures that would be cool though)
• No logos or text on images
• No graphical elements on images
• No collages
• Refrain from selfies unless they include many members in the club
• No images/videos that are not your own
• No inappropriate language in captions or pictures please
We will not tolerate any:

• Bullying
• Racism
• Sexism
• Ableism
• Intolerance of ANY kind
In any form.

No graphic or inappropriate images will be accepted either.

Failure to follow this rule will result in the termination of your club takeover and reported to IAP for discipline
Some final remarks.

• Please ensure that all members of the club are aware you are posting for a takeover and give consent to having their photos taken/posted.

• Please refrain from following people on this account. We are strictly trying to follow WUSA clubs/services and university accounts.
Here is the takeover application.

By completing this application, you agree to abide by the rules set forth in this document.

**Instagram Takeover Application**

We will contact you at least the week before your takeover.