



Instagram guidelines

Thank you for volunteering to take-over our Instagram account!

The purpose of the takeover is to showcase your businesses perspective of life in Shrewsbury. The benefit to both of us is that we are reaching each other's audiences and building our brands.

To maintain the quality of the content and to provide you with a starting point, below are some guidelines for the takeover:

Overview

- You should aim to create no more than nine posts, three per day.
- Ideally, we ask that images and captions are sent over in advance, although they can also be sent via WhatsApp during the weekend. If you would like to borrow a phone for taking the images during the weekend, this can be arranged.
- We do not currently post images or videos to our story as part of the takeover.
- The Shrewsbury BID team will check for any edits and post the images on your behalf.
- The takeover will start on Friday and end late on Sunday.
- Post on all of your social media channels to let your audience know that the takeover is coming/happening, including the @originalshrews tag. We will do the same!

Content ideas

- Showcasing your best products (see some great examples of [food pictures](#) and [product pictures](#))
- 'How it's made' style posts (great for food, cocktails or products made in-store, see examples [here](#) and [here](#))
- Meet the team posts, which are an opportunity to use the caption to tell a story (see examples [here](#) and [here](#))
- Posts about your business in general, using the caption to tell your story and sell your USP. Quirky information and facts are a great way to show your businesses personality.
- Posts featuring the interior design of your business or your window displays (see examples [here](#) and [here](#))
- Customer profiles/images of your locals (see an example [here](#))
- 'Out and about' in Shrewsbury images (your walk to work, your lunch time break spot, see an example [here](#))

Brand guidelines

- Do not include prices and offers
- Keep captions simple, to the point and conversational
- Photography should be of the highest quality possible. Don't over-do it with filters, the images should look natural. Avoid black and white, frames, harsh vignette and tilt shifts along with using Hefe, Lo-fi, X-Pro II and Juno at their standard intensity.
- Content should be picturesque, inspirational, positive, quirky and celebratory of the people, place and personality of the town.

- The more people the better, include your customer and staff in images, we don't want your business to look empty
- Avoid discussing political issues
- Include relevant hashtags in your posts, including #ShrewTakeover
- Let us know if there is anyone that should be tagged in the images.
- As you'd expect, there should be no foul language or rude behaviour exhibited on the posts.
- The images must be your intellectual property, do not repost images that you find online or images from other Instagram feeds – we want this to be your content!
- If you would like to run a competition, please let us know prior to the takeover.