



Instagram guidelines

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

The purpose of the takeover is to introduce yourself to Shrewsbury – we want to get to know your business and the people behind it!

It's a fantastic opportunity to share your company culture, boost brand awareness and introduce yourself to a new audience.

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 four posts, two per day.
- All takeover content must be sent over in advance, you will be informed of your content deadline. If you'd like to include live content, please discuss this with the Shrewsbury BID team.
- The team will check for any edits and post the content on your behalf.
- The takeover will start at 8am on Saturday and end at 5pm on Sunday.
- We find that the best takeovers don't focus on products and services, but promote the business as a whole.
- Encourage your audience to follow along. Post on all of your social media channels to let your audience know that the takeover is happening, including the @originalshrews tag. We will do the same!

Content ideas

- Showcase 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. (See examples [here](#) and [here](#))
- Posts featuring the interior design of your business or your window displays (see examples [here](#) and [here](#))

Top posts of 2021

You can find our top takeover posts from 2021 below, and a brief description below.

- [A brief history of Planet Doughnut](#)
- [An interesting fact from St Mary's and Dogpole](#)
- [The view from Riverview Café](#)
- [Glouglou supporting their local community and producers](#)
- [A brief history of Aroma](#)

Brand guidelines

- Photography should be of the highest quality possible. Don't over-do it with filters, the images should look natural. Keep images coloured, no black and white pictures.
- Avoid using frames, logos and overlying graphics.
- If you include prices and promotions, please keep wording subtle and the use of figures to a minimum.
- Keep captions simple, to the point and conversational.
- Content should be picturesque, inspirational, positive, quirky and celebratory of the people, place and personality of your business.
- The more people the better, include your customers and staff in images, we don't want your business to look empty.
- Avoid discussing political issues.
- Include relevant hashtags in your posts, up to a maximum of 29.
- 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, stock photos 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.