



Brenham ISD Guidelines for Instagram Stories Student Takeover

On the day of your takeover, you will be provided with the Brenham ISD Instagram username and a unique, temporary password. Please do not share this information with anyone else. Logout of the account at or before 4:00 p.m. on the day of your takeover.

Starting your takeover

- Start by introducing yourself.
- Describe what is happening on the day of the takeover.
- Show the audience where you are.
- Make the connection to Brenham ISD obvious.

Length

- Include 7-15 photos or videos. (Feel free to use Instagram Stories features like Boomerang, Superzoom, GIFs, polls, stickers, etc.)

Some ideas for content

- What aspects of today's event show what is unique about Brenham ISD?
- How does this show that learning happens outside of the classroom?
- How does this show a positive impact on others at Brenham ISD and beyond?
- Consider interviewing other students as well!

Content that is NEVER acceptable

- Hateful, threatening or stereotyping comments. This includes "jokes."
- Explicit content (includes obscene language, illegal behavior, etc.)
- Criticism of a specific person or organization.
- Photos or videos of children.
- Photos or videos of people who would not want or expect their photo/video to be shared. (Ex: embarrassing moments, unflattering angles, private events, sensitive topics.)

Responding to direct messages

- Please do not respond to any direct messages in response to your Stories.

Promotion

- We would love it if you promote your takeover on your own social media accounts!
- We may share screenshots of your story on social media to promote the takeover.
- We may download a copy of your story to share on other channels.

Should you have questions or concerns, contact Brenham ISD Director of Communication, Jessica Johnston, at jjohnston@brenhamk-12.net.

