



Social Takeover Guide



GUIDELINES & TIPS

- Takeover should consist of 8 to 13 story frames
- Start with an introduction Story frame to introduce yourself and announce the takeover for the day.
- DO be positive, fun and engaging on social; encourage our audience to engage with you
- DO post pictures and content that are interesting, inspiring and/or educational
- Share some fun facts or interesting things about your local chapter and **relate content to our audience** of meeting and event professionals
- Don't be afraid to get creative, make it fun and engaging, and **use a variety of different Instagram Story formats** to provide a well-rounded day (video, static images, gifs, quotes, polls, etc.).
- As a friendly reminder, please don't discuss any religious or political views, do anything dangerous or illegal, post any language or content featuring profanity or derogatory comments, or share any other content that might be offensive or upsetting to our audience.
- End the takeover with a closing "sign off" for you to thank the audience for joining the takeover
- Don't forget to tag other appropriate accounts such as vendors, venues, members, chapters, etc. Have fun!

OFFICIAL SOCIAL HANDLES

@meetingprofessionalsintl (Instagram)
@MPI (Facebook)

To schedule chapter participation in a social takeover, please contact John Pennington at jpennington@mpi.org