



INSTAGRAM STORIES TAKEOVER OVERVIEW

Thanks so much for doing an Instagram Stories Takeover on our account! We're excited to collaborate with you and make magic happen.



The goal of takeovers is to provide our followers with a behind-the-scenes look at your project, event, or experience, and of course introduce our audience to awesome Scouts like you! The story should be fun, friendly, and educational, with a mix of photos, videos, boomerangs, etc. and some of your personal spice.

Here's what you need to know:

Logistics:

- Please note that you won't receive access to our nuclear codes (i.e. passwords) for obvious security reasons, but will be in very close contact with your Instagram Story coordinator and will send them your content for them to curate and upload to Instagram.
- Do send your content to your coordinator in real time, but please note that not all content will make it into the story. Stories may not be uploaded in real time due to a number of factors, for example time of day, amount of curation, or editing required, etc.



Promotion:

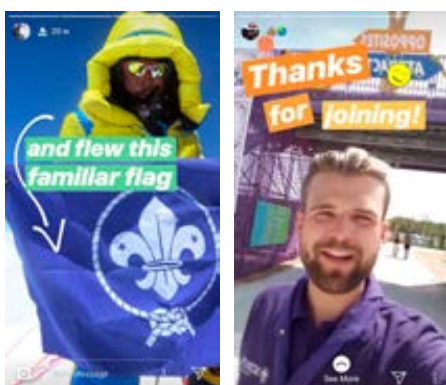
- We may promote your story on our other social media channels such as Facebook, Facebook Groups, Instagram, or Twitter, to encourage our following to tune into your story.
- You're encouraged to promote your takeover on your social media accounts to get your followers to watch your story on our channel too!

Story Outline:

Collaborate with your Instagram Story Coordinator in advance to set a rough outline of the story, so you know what kind of content to capture. Depending on the story, you may take the lead on the outline or do it in collaboration with your Story Coordinator.

We recommend the story be between 8 to 12 shots, including a mix of videos and photos that would accomplish the following, in this order:

- Shot 1: Set the location/scene
- Shot 2: Tell us what is happening
- Shot 3, 4, and 5: Show us two or three interesting facts/benefits/experiences of the activity
- Shot 6+: Provide additional detail:
 - General information on the situation itself. For example: the camp, how many people are participating, and the duration of the camp
 - Beneficiary and staff comment directly to camera (photo or video), so viewers can connect directly with refugees and our work with them



An example outline of a hike would look something like this:

- 1. To-camera video introduction:** "Hi everyone, I'm Rasha and today I'm taking you behind the scenes of my weekend Scout activity!"
- 2. Video crew meeting the Scout group:** "Say hi to my Rover clan – we're based in Tripoli, Lebanon, and we meet every weekend to do something different together, today we're taking a hike on XYZ mountain."
- 3. Time-lapse, boomerang, or other fun shots of Scouts hiking in beautiful scenery**
- 4. Photo of something cool you found on your hike**
- 5. Video:** "We're almost at the top! But first, a pit stop at our favourite natural spring to stay hydrated."
- 6. To-camera video:** "Meet my troop leader! She's the one who introduced me to this trail and, well, just about everything else I've learned in Scouting!"
- 7. Photo or video of beautiful scenery**
- 8. Boomerang of tired/proud/excited Scouts:** We made it! Now let's hear from my friends
- 9. Video of Scout friend #1:** "Omnia, what's your favourite part about our weekend meetings?"
- 10. Video of Scout friend #2:** "Manar, what's your advice for people who want to hike this trail?"
- 11. Video to camera:** "Thanks for joining us today! Got any questions for me or my troop? Ask them below!"

The story outline is meant help you know which kinds of content to capture and to make sure the story follows a compelling storyline that keeps people following until the end, but it's by no means a script for how the story has to go. Feel free to take extra photos, videos, boomerangs, and content, and send that to us too. Some of the best content is spontaneous!



Recording

You should record your story with your smartphone and save it on the camera roll for later publishing. Here are some important considerations:

- **Everything needs to be vertical**, so photos and videos must be taken vertically on your phone.
- Videos need to be 15 seconds or less, but people usually click past it after seven seconds, so keep your videos short and sweet
- Shoot each piece of content a few times to make sure everything is perfect
- Snaps should be short and to-the-point so people keep watching
- Not too many “talking into camera” snaps in a row, try to switch it up with other visual content and keep the story fast-paced
- Make sure your shots are focused, in good lighting, and Instagram-worthy

Best Practices

What makes a winning story? Here are some elements:

- **Concise story-telling:** Followers see the length of the story when they open it, a long commitment might discourage them from watching to the end. That’s why we recommend 8-12 shots.
- **Creative angles and different perspectives:** Try to be part of the action if possible, so that the experience feels immersive.
- **Real, in the moment:** Stories should look organic, not highly produced or set up. They’re not supposed to be picture perfect, but a reflection of reality.
- **Different types of Instagram content:** Use photos, videos, boomerang, time-lapse, and other types of contents



You can see examples of stories that have been done in the past on the World Scouting page [here](#)

Your story is going to be awesome! We’re looking forward to seeing what kind of fun content you come up with. Let us know if you have any questions, or if you want us to help with anything.