



MPI CHAPTERS

Instagram Stories Takeover

OFFICIAL SOCIAL HANDLES:

@meetingprofessionalsintl (Instagram)

@MPI (Facebook)





The Process

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@MPI (Facebook)

Social takeovers are done **directly through MPI's Instagram account** through the Story feature as a series of story posts that go out on MPI's Instagram and Facebook channels.

Note that these *are not* static posts on our feed, but are dynamic story posts made by going directly to our Story channels and sharing a series of videos, photos, and more throughout the day.

01

Login to MPI Global's Instagram account and confirm you have access.

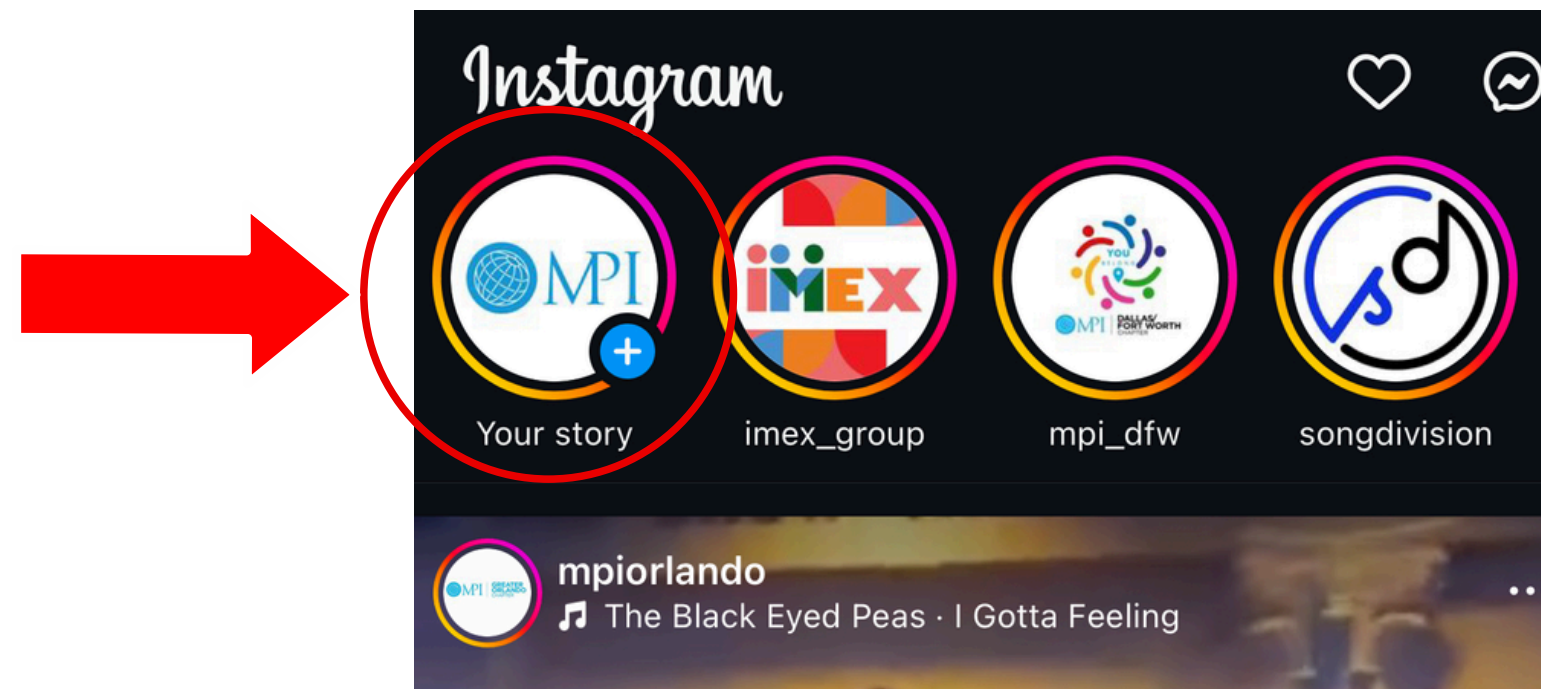
02

To begin the takeover, you will add to our "stories" by using the Story function (see below).

03

Start with an introduction Story frame to introduce yourself and announce the takeover for the day; give context and what to expect during coverage.

Example: "Hi, I'm John Smith from the DFW Chapter taking over the MPI stories today to..."





The Process

- Social takeovers should consist of 8 to 13 Story frames and is posted directly to Instagram via “Stories”
- Start with an introduction Story frame to introduce yourself and announce the takeover for the day; give context and what to expect during coverage
- 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
- Relate content to our audience of meeting and event professionals and give them a “behind the scenes” look at what you’re working on, doing, or seeing
- Include any relevant social hashtags, mentions and links for more information or other appropriate CTAs to viewers
- 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.).
- Do not post any language or content featuring profanity, derogatory comments, political commentary, etc.
- 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 members interviewed, venues, participating sponsors highlighted, etc. Have fun!

Submissions form:

[Request your Chapter Takeover](#)