



GREAT WEST WAY®

Instagram Takeovers

We will send you log in details for the @greatwestway account the afternoon before and you will be able to post from that evening until the end of your last takeover date.

We allow no more than 6 posts on our feed per day, but you are more than welcome to post a lot more on Stories. ***TOP TIP*** We find that Instagram Stories generate a much higher reach on our profile, so this is definitely something to keep in mind when you plan for your takeover!

The first post should give some background around who you are, where you are on the Great West Way and explain that you will be taking over the account.

- Photos can cover any areas of the Great West Way and don't have to be taken during the takeover itself.
- Please only use photographs that you have the rights for.
- Do not use images with text on them for grid posts, however you can add text/hashtags etc to Stories.
- Please use hashtag #GreatWestWay, along with any others you feel relevant.
- There is lots of information about the Great West Way route on our website but feel free to talk about the route in your own voice – this is a chance for you to talk directly to our audience!
- Please stay away from any political or controversial topics.
- Feed posts should include high-quality imagery.

If you have any questions, let Katie know on KatieBrown@greatwestway.co.uk. Many thanks and have fun!

