



Requirements for photos and videos

Please make sure to film videos in **portrait format** and that you do not stand too close to the camera. Remember that there will be bilingual subtitles in the frame later on. The pictures should be **in focus** and as **well-lit** as possible.

Only use photos of people with the consent of the person(s) depicted. All photos must come from clear sources. Always publish photos and graphics with the respective **copyright and source notice** and observe the **rights of use!** You can find more information about image rights at: tu-braunschweig.de/bildrecht.

Why social media?

Three main aspects speak in social media's favour:

- **The reach.** If you want to share your topics and projects with a broad public, social media is a good choice. We reach thousands of people every month through our Instagram account alone.
- **The target audience.** Social media also makes it possible to reach very specific target groups. You can find out more about this at www.tu-braunschweig.de/presse.
- **The interactivity.** Do you want new perspectives or feedback? Would you like to have a direct exchange with people? Social media offers the perfect opportunity for this. In this way, you create both a sense of closeness and authenticity.

[instagram.com/tu.braunschweig](https://www.instagram.com/tu.braunschweig)

Are you interested in presenting your topics, projects or institutions via TU Braunschweig's Instagram page or do you have any further questions?

We in the Communication and Press Service will be happy to support you.

Contact

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Instagram Takeover

Guideline

What is a takeover?

During a takeover, you »take over« the Instagram page of @tu.braunschweig for a certain period of time and share your experiences from studying, teaching, research or the campus. In this way, you primarily reach students and prospective students of TU Braunschweig, but also alumni, employees and the general public.

What kind of content is suitable?

First of all, you should determine what kinds of posts might be suitable and which visual motifs go with them. You can ask yourself the following questions:

- What happens during the takeover?
- What topics would I like to address?
- What insights would I like to give TU Braunschweig followers and what would I like them to learn about?
- Which images can and would I like to show

The content should be directly or indirectly related to the topics of studying, teaching, campus or research. You can find ideas and inspiration in the Instagram highlights about previous takeovers of our page, such as „TakeoverEngland“ or „GRK 2075“.

How does the takeover work?

At the **beginning** of the takeover, we post an introductory image or gallery in our feed, as well as a first story. In the **main part**, we publish the content you created in our Instagram story. Find out what to look out for here in the next sections. The **finale** is a further story that concludes the takeover.

What is needed?

- A portrait photo and any other photos you would like to add for the introductory post in our feed and the initial story.
- A short introductory text, which we will publish under the introductory picture.
- About 10 to 30 short videos and photos for the actual takeover in our story.
- If possible, please also include a text file containing subtitles for the videos. Ideally in German and English, but at least in German. This makes it much easier for us to implement the takeover and ensures that everything runs smoothly!

Content requirements

- Stay authentic and present your content in a way that would appeal to you.
- Complex content should be presented in a way that is easy to understand. Remember: The primary target group on Instagram are young students and prospective students.
- Since the videos are published as Instagram stories, the individual clips should not exceed a running time of 15 seconds.

Organizational matters

- For some takeovers, posts can be prepared, for others you have to decide on the day what you want to show.
- If more than one person is doing the takeover, it is best to appoint responsibilities.
- The first video should be a short introduction and a short preview, the last video should conclude the takeover.
- Please give us suggestions for hashtags, links or GIFs. We will take care of the implementation!
- We can link private accounts on request, please notify us accordingly.
- Before publication, our social media editorial team checks all content for spelling mistakes etc. and then puts it online itself.