

INSTAGRAM STORY TIPS

Give some sort of intro. Where are you? Who are you? What are you doing? People usually watch stories with the sound on so don't be afraid to use it!

Tag the program, tag where you are, and tag others that are involved. (This allows them to share to their stories too!)

Any good hashtags to include?

Use GIF stickers to make your story POP! Search for CEHHS and UT-related stickers in the search bar. They're in there!

Tell about your program too! This is your opportunity for a larger audience to learn about who you are and what you do!

Instagram now has a function where you can post links directly into your story. Don't be afraid to use it!

If you do a Q&A and people aren't asking questions, go ahead and submit some from your personal account and answer them. Sometimes people are afraid to make the first move. Ask questions that you think people might be nervous to ask or that you think would benefit everyone.

Wrap it up with find out more info or another call to action — "Learn more or become a retail major and put a website address or follow @rhtmutk on Instagram," whatever you call to action is...

Be creative! Be clever! If you want to make dividers or story graphics, Canva has templates that you can use with our branded colors and fonts!



@UTK_CEHHS

SCHEDULE A TAKEOVER
WITH REBEKAH@UTK.EDU