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 others that are involved (this allows them to share to their stories too!

Any good hashtags to include?

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

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 @rhtmukt on Instagram, whatever you call to action is...

CEHHS has more than 11K people on Instagram which means we can link to your website with a swipe up feature! USE THIS!

Be creative! Be clever. Plan ahead! Pre-make some dividers for your event or takeover. CANVA even has templates!

@UTK_CEHHS

SCHEDULE A TAKEOVER WITH JULESMO@UTK.EDU