

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 @rhtmutk
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