

IIDA Takeover Tuesday

Guidelines

BASIC REQUIREMENTS FOR POST:

- Up to 10 photos for a main grid post, sent in the correct format explained in the instructions
- Up to 20 photos or videos for stories, sent in the correct format, explained in the instructions
- Tags (up to 10 per story/up to 10 per post)
- Hashtags (1 per story/5 per post)
- Include any GIFs or embellishments you want added to stories (i.e. animated words or images or effects)

*Please follow instructions for Sales Team Spotlight Guidelines on next page for your main grid post and to see an example.

INSTRUCTIONS – PLEASE READ THOROUGHLY

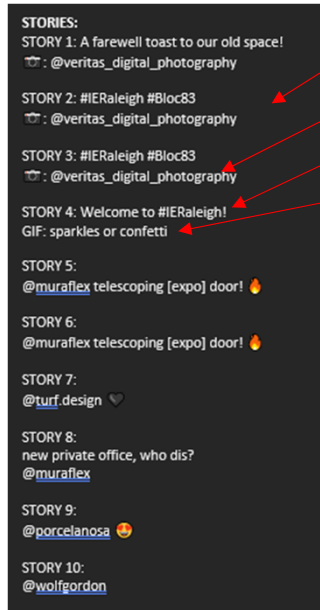
To streamline logistics, we ask that you prepare the content ahead of time (images, captions, hashtags) and email the information directly to Chamberlain Iocovozzi (CIOCOVOZZI@ALFREDWILLIAMS.COM) with the order you would like them posted **TWO WEEKS PRIOR to your scheduled date**. If the information is not received in the time, you will forfeit your post for that date. The two week period is REQUIRED to make sure there are no issues, if you know you will not make this timeframe, please let me know well in advance. I will post the photos in the order that they are received, unless they are otherwise noted or numbered, so sending them in the correct format and order is crucial.

For formatting, please send all photos as .jpeg files attached to an email. Please **DO NOT** send links to company websites requiring a log in or Microsoft Word files. If a link to a folder is needed because of video attachments, please use google drive or drop box only.

Below is an example of a past submission. Please refer to our Instagram page (@iida_Carolinas) for alternate submissions to see the variety in post photos. You receive **two** Tuesdays per year and the dates will be assigned to you.

EXAMPLE:

- **Email:** “Here is a link to all of the photos that are labeled accordingly. Let me know if you have any questions!”
 - **Details** (shown on the left) that outlined the story words, hashtags, tags, other embellishments to be added were also included in the email. The story images were labeled and corresponded with the “STORY 1-15” wording (they attached a google drive folder with all .jpeg image files with labels to show what post they go to)
- **10 Photos** clearly labeled which ones were for the post and which were for the stories
- **Caption:** “[company name] is taking over IIDA Carolina's Instagram for the day! We are excited to invite you to view a sneak peek of our new Raleigh Studio! Check out these behind the scene progress photos as this amazing team helps us cross the finish line to our new home! We'll be posting stories throughout the day so check back in for more!
- **Hashtags** for main page post: #IE #IERaleigh #Bloc83



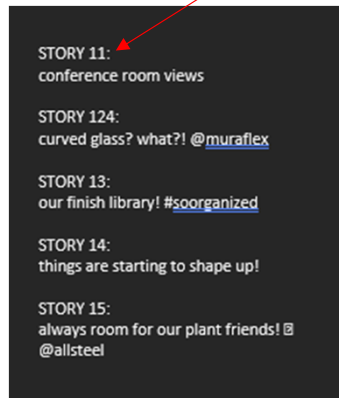
WORDS FOR STORY

TAG

HASHTAG

EMBELLISHMENT

NAME OF STORY NUMBER THAT CORRESPONDS WITH NAME OF .JPEG IMAGE



EXAMPLE OF STORY 1:

