

# **Instagram Collaboration & Takeovers**

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# Why collaborate

- Make your program visible to current and prospective students
- Show the richness and depth of the college
- Get coverage for things that might not be appropriate for other outlets such as news
- Working together will help us learn from each other 😊

# What are we looking for

- Spur of the moment shots: beautiful sunrise/sunset from A&S buildings/areas
- Student headshots and quotes
- Student story takeovers

# Examples

Student story takeovers:

- [Shoshana](#) (A&S)
- [Cornell University](#)
- [Cornell MBA](#)

[Guidelines](#) >

# Examples

Student headshots with quotes:

- [Johnna](#)
- [Simone](#)

[Prompts >](#)

# Examples

Spur of the moment shots:

- [Snow on campus w chimes](#) (Story)
- [Snowy Arts Quad](#)
- [Berries, Libe Slope](#)
- [Fall on the quad](#)

# How to help

- Reach out to us when you know you have an opportunity coming up. It could be an event or a student who you know is very active on social media and has a good experience with your program.
- Respond to our periodic calls.
- We need two weeks advance notice.
- Tag @CornellCAS on Instagram.

# Contact

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