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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