



TAKEOVER TUESDAYS

DanceATL is excited to offer our Instagram account as a platform for community promotion and outreach. Confirmed individuals will be granted access to the @danceatlanta account and post content on our Instagram story. This takeover will occur on a pre-determined Tuesday, and login/password information will be sent prior to the event.

HOW TO CREATE AN INSTAGRAM STORY

1. Record Video on your iPhone (vertical format is best)
2. Download [MixCaptions App](#)
3. Once in the MixCaptions App, select the video you would like to add captions to from your camera roll, and after captions have been added save it back to your camera roll
 - a. [View a demo video here](#)
4. Login to the DanceATL Instagram account and upload captioned videos to the story
 - a. [View a demo video here](#)

STRUCTURING YOUR TAKEOVER

Feel free to get creative with your stories! We want you to make this takeover unique to you and your organization. Please post no more than 75 stories total, and do your best to space them out throughout the day. A suggested timeline and structure is included below.

Introduction (Morning): Share any relevant background information on yourself and/or the organization you represent and announce that you will be taking over the DanceATL instagram account for the day.

Your Content (Mid-day): Share any content relevant to your specific takeover, this may include: event details, rehearsal videos, interviews with artists, questions & answer series, etc. Please also include the opportunity for our followers to answer any questions they may have about you or your organization by [including a question box](#) in one of your posts. You can reply to these questions as they come in either publicly through the story or in a personal direct message.

Closing (Early Evening): Thank our followers for joining your takeover and offer any final thoughts prior to signing out of the account.



DANCEATL TAKEOVER TUESDAY AGREEMENT

DanceATL's Takeover Tuesday provides artists the opportunity to share and promote their work on the DanceATL Instagram page (@danceatlanta) via Instagram Stories. With approval from a DanceATL representative, Takeover Artists may post to the @danceatlanta Instagram feed.

Takeover Artists will be given the login information for @danceatlanta one day before their designated takeover date. This information is for the sole use of the Takeover Artist on the date of their takeover and may not be altered or shared with others. DanceATL will change the @danceatlanta login information when the takeover is complete.

During their takeover, Takeover Artists may promote and tag their own accounts, share information about their work, promote their events, and respond to direct messages related to their takeover. A DanceATL representative will monitor the @danceatlanta inbox to respond to unrelated messages. Takeover Artists are welcome to share images, Canva graphics, videos, and Instagram stickers (including polls, questions, and quizzes) on the Story. DanceATL encourages videos to include Closed Captioning.

The Takeover Artist must have the rights to media they share on the @danceatlanta platform. By posting media, the Takeover Artist is giving DanceATL permission to post it. Please use your best discretion in posting appropriate content. If your videos have music, please have the rights to the music or use the Instagram music sticker. Posts muted due to lack of rights will be deleted. If you have any questions about this, please email Jacque at operationsmanager@danceatl.org.

DanceATL is committed to principles of diversity, inclusion, equity, and social justice. Takeover Artists cannot use discriminatory language nor promote discriminatory action on the @danceatlanta platform.

By signing, you agree to the above:

Signature of Takeover Participant

Date