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How to:

Social Media Guideline

What is a TAKEOVER?

Project members of VAMOS will be taking turns to post and manage VAMOS' social media channels: Instagram and Twitter.

Social media takeovers provide an opportunity of storytelling. You get to bring awareness to all of the amazing work that your university/NGO are doing with VAMOS.

Here, you have the chance to be creative and informative with what you would like to bring attention to regarding VAMOS.

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Takeovers: General Information for Instagram and Twitter

- Requirement for takeover
    - **3 posts per takeover** on Instagram and Twitter
    - Posts should be related to internationalisation, virtual exchange, sustainability, the environment, climate change, and ESD
    - **Takeovers last for 1 week**
    - Only project members can be doing the takeovers
- Hashtags
    - **Always** use **#VAMOSESD** at the end of every post
    - Feel free to do a hashtag for any relevant information (e.g. #ESD, #sustainability)

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Takeovers: General Information for Instagram and Twitter

- Tagging
  - Feel free to tag specific partners that you are working with. For instance, organisations or partners that are assisting with VAMOS
  - Use the "@" symbol to tag
  - Double check you have tagged who you meant to
- *Follow any relevant partners or organisations

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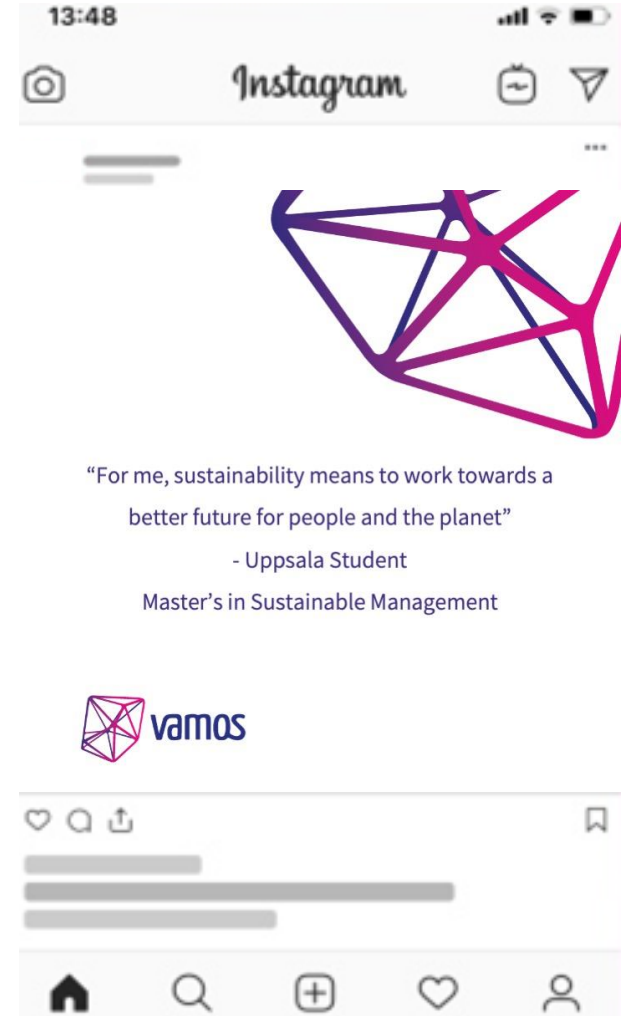# Takeovers: General Information for Instagram and Twitter

- Private Messaging
  - When you are doing a takeover, please reply to any private messages you receive on Instagram or Twitter
  - End you reply with "VAMOS Team"
  - If you do not know the answer to a private message, please ask Fanny Jonsson (email: fanny.jonsson@uu.se)
  - You can direct people to email vamos.project-ufv@uu.se
- Professionalism
  - Grammar and spelling must be correct
  - Use a professional, friendly tone when writing text
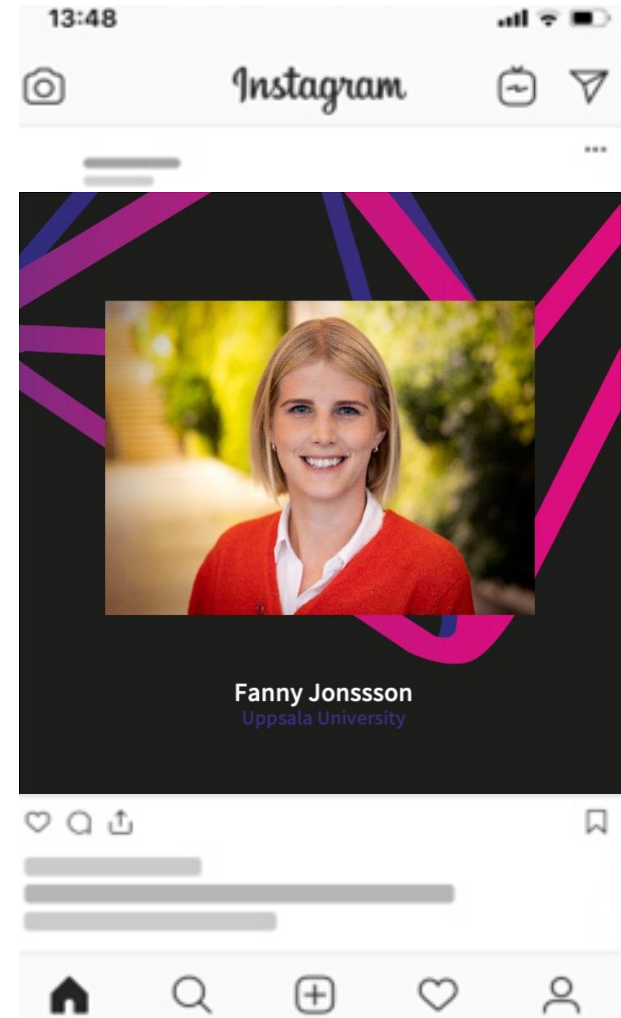
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Takeovers: Instagram

Login:
Password:

- 2,200 character limit for text
- Up to 20 tags allowed for photos/videos
- Premade designs
  - **Only use the premade designs** when posting content, so that VAMOS' Instagram looks aesthetically pleasing
  - Ensure that your imported image is not distorted in any way
  - Export the presentation from a PowerPoint file to a .jpg file, then it can be uploaded to Instagram
  - Ensure that no images are warpe

"For me, sustainability means to work towards a better future for people and the planet"
- Uppsala Student
Master's in Sustainable Management

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Takeovers: Instagram

- Introduce yourself
  - Each time, on the first day of your takeover, post a picture of yourself using the premade design available
  - Explain your position, and what you do within the caption area.
  - You can also post about what area of *wicked* problems you are most interested in
- Engage
  - Press the heart icon, to "like" other related posts from partners
  - Feel free to leave encouraging comments on a project partners Instagram post

Takeovers: Twitter

Login:
Password:

- Repost
  - "Retweet" any VAMOS related content
- 280 character limit for text
- Can post images/videos
- Engage with other posts, by "liking", commenting, or reposting VAMOS related content
- Up to 10 tags allowed for photos/videos

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Social Media Content Ideas

You are free to be creative and post your own ideas! However, any post must relate to VAMOS and what the project is about.

If you need inspiration on what to post, here are some examples!

- VAMOS news updates
- What does ESD mean to your organisation?
- Student perspectives on sustainability/wicked problems
- Previous/current workshops
- Partner/student quotes about the importance of ESD
- Current projects you are working on
- What does *wicked* problems mean to you?
- Define important terms (e.g. transformative learning, sustainable development)
- Student sustainability initiatives
- Quotes from sustainability leaders (e.g. Greta Thunberg, David Attenborough, or local leaders from your region)

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