

Instagram Takeover Guidelines for Students' Union UCL and TeamUCL

By accepting this agreement, you will be authorised to access the Students' Union UCL/TeamUCL Instagram account for an agreed upon timeframe. Acceptance of this agreement also means that you are a registered member of your club, and have permission to photograph/video your club mates.

As a club, we believe you can showcase some of the best things we have to offer. We want you to use your personality in a unique and respectable way and allow Students' Union UCL/TeamUCL Instagram users and followers to get to know you, our sports programmes, and the student experience for sports club members. We want to cultivate a connection to our prospective students, current students, and alumni.

Some rules

1. Maximum 15 updates on the story
2. Takeover will be from morning the day of your match and will end when you return to Bloomsbury/London.
3. The content cannot in any way be construed as bullying or harassment of opposition, referees, team mates, or other clubs.
4. You can summarize your day in one post that will need to be approved by staff before being posted.

An idea of what you can post:

- Always introduce your club and that you will be taking over. You can do this by having an image of your club with text overlaid that states the name of your club (and handle) plus what you are doing eg. BUCS Wednesday game
- The journey there, maybe pics of you on the bus/coach?
- Video of some of the club members saying some of sports related jokes? No political/profane/demeaning ones, of course
- First pics of the match, maybe some shots of the opposition
- Pics of the match
- Group shot
- Scores after the match
- Closing post: Maybe some comment like "Thank you for following our Game Day today. You can come to our next game *instructions on how* and make sure to follow us on our Instagram channel.

Please DO NOT post

- Profanity
- About drug/alcohol use
- Personal attacks

- Pictures or videos containing nudity
- Personal information about other people without their permission
- Business promotions
- Opinions about politics or university policies

Also, you are not permitted to change or alter the account's handle, password, or associated email account. Do not share the password with anyone. You are the only authorised user and you will be held accountable for all posts. If you forget the password, please contact Students' Union UCL/TeamUCL staff.

The account is monitored and UCL Students Union reserves the right to delete any post or revoke your account access at any time and for any reason.