

# 2020



# @alamosa\_colorado

# Weekend TAKE OVER

## What Is It?

In 2020, we're excited to roll out a fun and exciting opportunity for our partners! From April until September, we are offering Weekend Instagram Takeovers! Your pictures and videos will appear on the @alamosa\_colorado account and on our stories. Weekend Takeovers last from Friday Until Sunday. This is a chance to grow your own Instagram following, or simply reach our growing audience and share with them what you love about Alamosa. At the end of your takeover, we will provide you with analytics to see how well your takeover went.

## Who Can Do It?

This opportunity is open to businesses, organization, amateur & professional photographers, or anyone else with a unique perspective of Alamosa. Please keep in mind that our audience is made up of people from outside of Alamosa interested in visiting, so this is not a great fit for every person or business/organization.

## Do I Need To Be An Instagram Expert?

No! In fact, you do not have to be familiar with the platform at all. Our office will handle posting all of your content, you will just need to provide us with pictures, video and captions.

## How Can I Sign Up?

If you are interested in participating in a Weekend Takeover, email [marketing@alamosa.org](mailto:marketing@alamosa.org) with the following:

- Your Name & the Name of Your Organization
- Your Instagram Handle  
(If you do not have one, please provide us with your Facebook Page and/or website URL.)
- Let us know why you will be a good fit for this opportunity and what type of content you plan on sharing.
- Let us know your weekend preference. (Please keep in mind that while we will try to accomodate your request, there is no guarantee that you will get your top pick.)

**Please submit Weekend Takeover requests before the 15th of the previous month.  
For example, if you want to do a Weekend Takeover in May, submit your request by April 15.**

\*We are expecting there to be a high demand for this opportunity, so not everyone who applies will get to participate in a Weekend Takeover. We will contact you to let you know if you were selected for a Weekend Takeover and what weekend you have been assigned.\*

## I've Been Selected for a Weekend Takeover, Now What?

As soon as you are notified that you have been selected, we recommend that you start compiling your photos and videos (aka assets) so they are ready to go before your assigned weekend.

**All assets need to be sent to [marketing@alamosa.org](mailto:marketing@alamosa.org) by noon on the Thursday before your Takeover. Captions can be sent separately, but please make sure every asset has a caption and it is clear which caption belongs to which asset. Assets can be sent via email attachment, Dropbox or Google Drive.**

## Do You Have Any Tips Or Recommendations?

- Promote your Weekend Takeover on your own social media channels before it happens so your own audience can follow along.
- Starting your Weekend Takeover with an introduction is a great way to let the audience know who you are and why you are doing a Takeover. Be sure to include your Instagram handle so our audience can follow you if they like what you're posting!
- We recommend providing us with 3-9 assets to post on our account and 6-12 assets to post on our story. However, always focus on quality over quantity! When you send us assets, please let us know which are for our story and if they should include any stickers or captions.
- Keep it interesting! Include a mix of both video and photos, as well as a variety of locations, activities and/or people. Let your personality shine through! This is your chance to show our followers what you or your business/organization is all about. Feel free to have fun with it!
- Plug yourself! Include your handle in captions when you can so people can easily follow you if they like your content. Comment back to users on your own account. Use any hashtags that are relevant or that you want to promote (keep in mind, you can only use 30 per post.)

## Are There Things I Should Not Include?

Content that is not allowed includes (but may not be limited to):

- Foul language
- Tobacco or Drugs
- Sexual Content
- Any Illegal Activity

Please keep in mind, while this is a great way to promote yourself or your business/organization, it is not a sales pitch or fundraiser. Ultimately, our goal is share how great Alamosa is as a destination to visit, and your content should reflect that, not feel like an advertisement.

Blurry or poor quality assets, or assets with unrecognizable content, will not be posted. If you are unsure of the quality of your image, send it to us ahead of time for feedback.

It is your responsibility to ensure you have permission to share the assets you have sent us. If you did not take the photo or video, you must get permission to share it from the person who did.

**Visit Alamosa reserves the right to alter your content (including captions) before posting or not post your content at all for any reason.**