

**AETC**

# **INSTAGRAM TAKEOVER GUIDE**

**#TellYourAirForceStory**

**#TellYourSpaceForceStory**

**2024**

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Operations Division

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## » BACKGROUND

Let's talk about our (AETC's) experience with takeovers. There's lots of opportunity to partner with your regional entities.

## » GOALS & METRICS

How do social media takeovers help your organization? Who are the audiences you are trying to reach? How are you going to measure success? Let's talk about it.

## » EXAMPLES & TEMPLATES

Does this all feel a little overwhelming? We've created a few templates and examples to guide you.

## » GETTING STARTED

What is a takeover and why do I want to do this in the first place? What do I have to do? What do the takeover organizations have to do?

## » COORDINATION

Is the leader of the organization you're partnering with in the loop? Who's your person on the ground? Has everyone agreed on the content calendar? Who is going to be featured in the photos and videos, and why?

## » WRAP IT UP!

Close the feedback loop. From analyzing metrics, assessing impact, delivering data, thanking the takeover POC, and setting the groundwork for future takeovers. Don't forget the takeover isn't done until feedback has made it through the wickets.

# TAKEOVER

## Getting Started

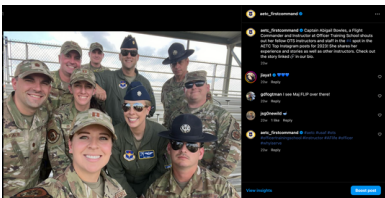
### WHAT IS THIS? WHAT IS THE POINT?

That's a great question, Instagram Takeovers are when a person, acting like an influencer, "takes over" an organization's account for a period of time (usually a day) and posts content on their behalf.

Why would we want to do something like this? There are a few reasons.

- Pique audience interest and increase engagement.
- Feature a unique mission, event, person or program.
- Influence behaviors in line with Command Lines of Effort.

The opportunity is there, you just have to ensure intent and ground-rules are established with whoever "takes over."



### RISK VS. REWARD

Takeovers may feel like risky business when it comes to sharing access to official government pages with an outside entity, but there are steps you can take to make sure concerns don't become problems.

Connect with the organization's or influencer's head-honcho, establish ground-rules, provide messages, coordinate a schedule, and things should go fairly smoothly. Need help with these things? We are ready to share what we've done.



**PRO TIP: KEEP CONTINUITY! DO YOU HAVE AFTER ACTION REPORT DATA?**

# BACKGROUND

## Our Experience

Air Education and Training Command Instagram takeovers began as an opportunity to provide organizations like **Air Force ROTC Detachments** and **Officer Training School classes**, an avenue to spotlight pathways to GO BLUE and serve in the U.S. Air Force. Through coordination with detachment commanders and instructors, this avenue helps to refine how to best find, attract, recruit and retain the Airmen our nation needs in order to compete, deter, and win in today's era of Great Power Competition.

While there are also opportunities to takeover in the name of various Lines of Effort - a conference, an airshow, a unique sub-organization - we highly recommend getting to know your regional ROTC detachments or recruiters to educate your communities of their local Air Force neighbors.

Airmen and Guardians play a crucial role in supporting the "We Are All Recruiters" initiative, by sharing their experiences and stories. Using a "whole of Air Force" approach to address the challenges of the current recruiting environment, all Airmen can be recruiters by increasing awareness and presence of the service in their communities. It's imperative that we do everything we can to inspire, engage and recruit the best future Airmen for our national security.

Instagram takeovers provide a "sneak peek" at things our various audiences may not get to see in their daily lives. Utilize their kindled interest to not only get a better idea of who is engaging on your platforms, but also to (hopefully) elicit desired behaviors.

We can't understate the importance of a schedule and ensuring your takeover partner is aware of your intent.

# COORDINATION

## WHERE DO I START?

Once, and not before, you have figured out WHY to do a takeover, it's time to figure out the other 4 W's:

- **WHO** are you giving access to your page, **who** should be looped in from leadership and **who** is your main audience?
- **WHAT** are the messages you'd like included, **what** are the left-and-right boundaries and **what** are we assessing?
- **WHERE** is content being generated from, and **where** should video vs photo vs links be shown?
- **WHEN** is the takeover happening, and **when** can we hotwash?

Ask yourself these questions and then you can begin coordinating with the right people, and establish expectations from the start.

## WORKING THE DETAILS

As PAs we can agree the details matter - especially when we're entrusting our platforms to someone who is not familiar with our organizations. NOW, let's smash a week's worth of content into a 12-hour period. **To keep things running smoothly, consider using:**

- An **hour-by-hour** schedule, with the posts' subject listed
- A list of **#hashtags** to optimize your posts' reach
- The **collaborator** feature, or **handles** for partner organizations
- **Instagram Story features** like "Ask me a question" & "Add yours"
- **Have a team**, think of it like a talent & producer relationship

Color coordination is helpful here!



### PRO TIP:

WITH A DAY FULL OF CONTENT BEING SCHEDULED, **HAVING A TWO-PERSON TEAM** DEDICATED TO THE FRONT-AND-BACK ENDS OF THE TAKEOVER MAY OPTIMIZE ENGAGEMENT! DEDICATING REAL-TIME ATTENTION TO BOTH ENDS COULD ALSO BE HELPFUL WHEN **ASSESSING THE IMPACT** OF THE DAY'S EFFORTS.

# GOALS & METRICS

DID THIS COLLABORATION MEET YOUR INTENT?



## CONTROL

Before assessing the takeover's numbers, establish your "control." What is normal for the platforms and tactics you've been utilizing? Where were your follower numbers, like averages, and who were your most engaged audiences?

## TACTICS

What were the preferred methods for sharing information and engaging audiences? How many instances of each tactic were employed and which ones seemed to garner the responses you were attempting to elicit?



## ENGAGEMENT

Where were your audiences the most engaged? Why did a particular subject garner the response it did? Did your comments section, or story features, receive expected/unexpected feedback?

## CONTINUITY & EMPLOYMENT

Once you have the numbers and the answers to your burning questions - keep a record of it! Not only should this record be a reflection of your findings, but it should inform how you execute future social media ventures, whether they're a takeover or not.



# WRAP IT UP!

ASK TAKEOVER PARTICIPANTS TO SHARE THE FULL & PART-TIME OPPORTUNITIES FOR AIRMEN & GUARDIANS. LINK [AIRFORCE.COM](https://airforce.com), [SPACEFORCE.COM](https://spaceforce.com) OR SHARE HOW TO DOWNLOAD THE AIM HIGH APP.

## PROVIDE FEEDBACK

Your takeover POC put in a lot of work on their end to achieve a successful event - be sure to not leave them hanging! Give them the feedback you would want as a collaborator.

## SOLICIT FEEDBACK

Similarly to how your POCs are owed feedback - request THEIR feedback on how they believe the day's events went. Was the schedule realistic? Did they bite off more than they could chew? Did engagement not meet their expectations in real-time?

They observed these things first-hand. Ask!

*Just an example of what was provided to a takeover POC.*

## MUSCLE MEMORY

Keep your own personal document of best practices and this will be an easy social media win - if done well!

If you have a good outline of how to execute future takeovers, your battle rhythm will take care of itself. Spend your energy innovating!



# INSTAGRAM

## EXAMPLES FOR MANAGING THE DAY

### OPTIMIZE YOUR POST!

- OCP Workout
  - @asuafrotc @aetc\_command
  - "Here at Detachment 025, we have a special tradition that all of the AS200 cadets partake in. These sophomore cadets earn the right to wear their OCPs through an intensive workout in the spring semester before Field Training. They wake up early in the morning and go until 0700. At the end of their workout, the cadets get to choose a mentor to give them their OCPs."
  - #TellYourAirForceStory #TellYourSpaceForceStory #aetc #aetctakeover #takeover #afrotc #flyindevils #asu #airforce #spaceforce #military #rotc #usa #usaf #ussf #arizonastate #arizonastateuniversity #asuafrotc #det025 #bestinthenation #llab #pt #future #officers #tradition #ocp #ocpworkout #earlymorning #workout
  - @usafrotc @aetc\_command @usairforce @asuafrotc

Caption

Collaborators

Hashtags & Handles

### WHAT'S THE SCHEDULE?

COLOR INDEX - Post - Story - Reel

0800.....Introduction of "The Personality" Video / Kick-Off Ask Us Anything  
0830.....Esprit de Corps with Alumni: Dining Out / AUA Response  
0900.....Traditions within the Detachment: OCP Workout  
0930.....Preparing for Field Training: What is FTX? / AUA Response  
1000.....Supporting our Community: Color Guard for the Final Four  
1030.....How would I become a Special Operator? / AUA Response  
1100.....Learning about the RegAF: Luke AFB Visit  
1200.....Why I Joined AFROTC Interview / Links with for Each Interview  
1300.....Linktree & Social Media Shout-out  
1400.....Newsletter Signup  
1500.....Thank You w/Media Day Video / AUA Wrap-Up, Thank You Video (From the Personality) & Thank You Graphic

\*Example was pulled and modified from a ROTC Detachment Takeover\*



### PRO TIP:

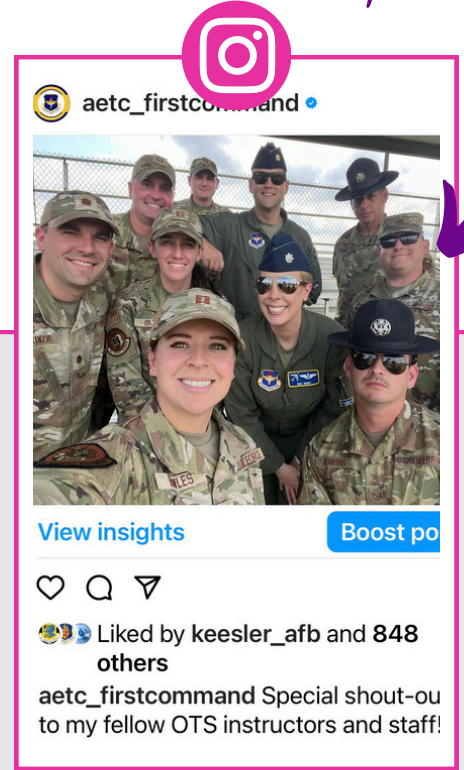
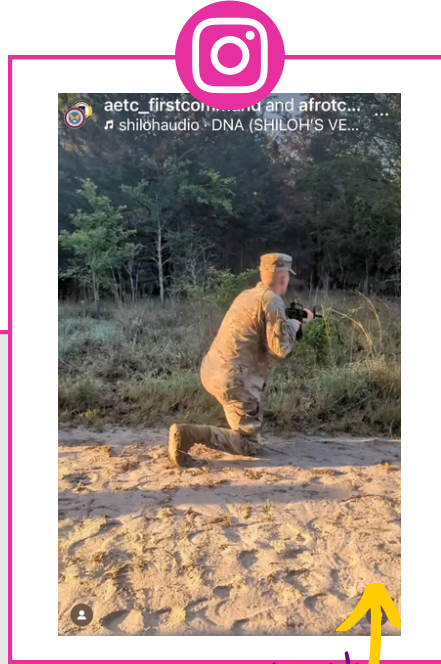
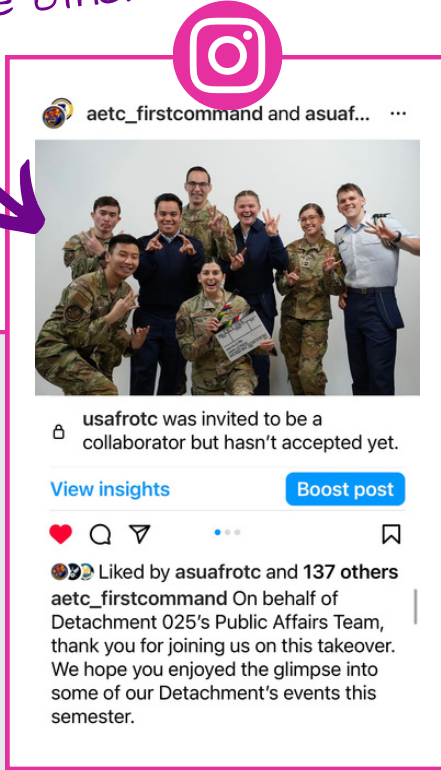
ENCOURAGE YOUR TAKEOVER POC TO HAVE A VARIETY OF STORIES & A STOCKPILE OF PHOTOS TO UTILIZE THROUGH THE DAY. THE VARIETY OF STORIES CAN INCLUDE DIFFERENT ACTIVITIES FOR FOLLOWERS TO ENGAGE IN. THE PHOTOS COULD POTENTIALLY BE USEFUL IF FOLLOWERS SHOW SPECIFIC INTERESTS.

# INSTAGRAM

## TAKEOVER SNIPPETS

Tag & partner with the other accounts

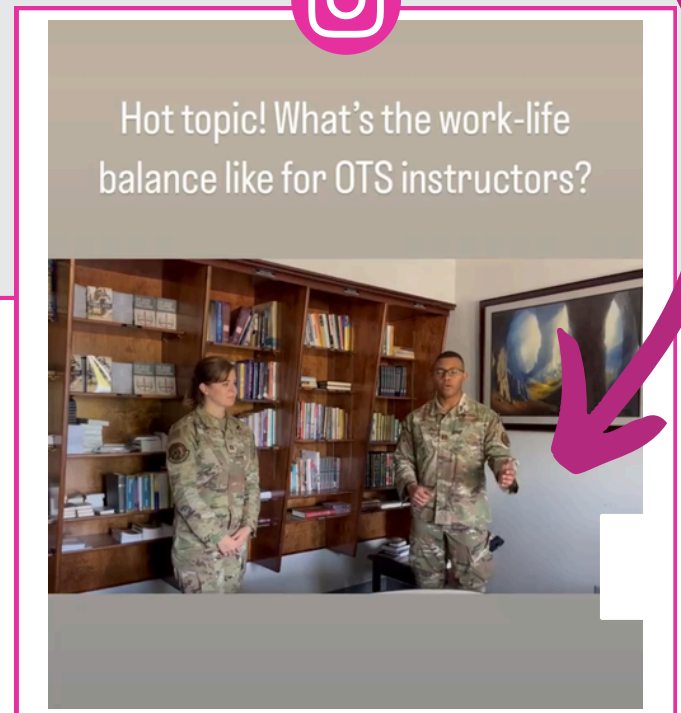
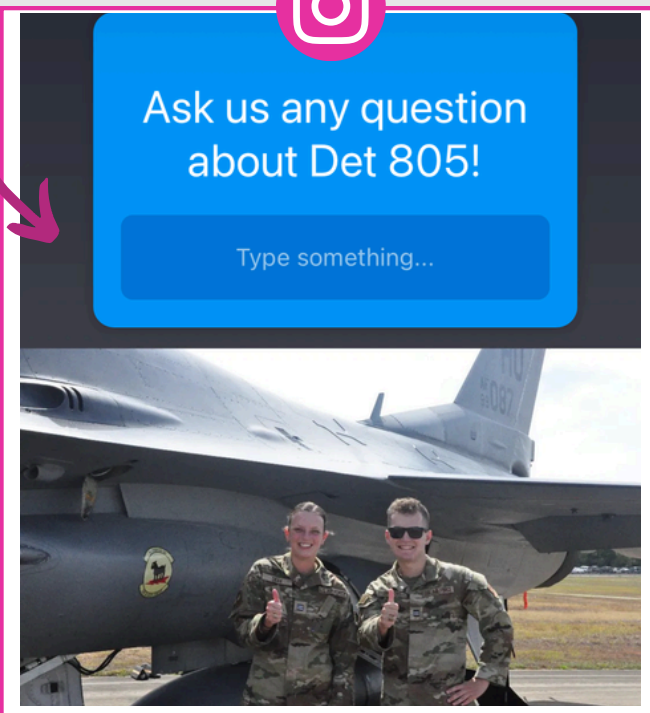
Make the people the story!



Aim for content that goes behind the scenes

Engage your audience!

Dispel the myths!



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