

Sample email for Instagram Takeover (to your Top ID winners, sponsors, etc.)

Hello Top ID winners!

We are so excited for your teams and want to congratulate appropriately during the next three weeks of February! NEWH would like to highlight your firm during a “NEWH INSTAGRAM TAKEOVER” for a week in February. We will provide the Instagram login for you to give to your teams as well as a program to follow:

Requirements:

1. 3 permanent posts on the NEWH feed
2. As many stories as you can! We want to see what it’s like during your teams day-to-day

Ideas for the Takeover:

- Vendor presentations
- Schematic boards
- Team meetings

Schedule

Week 1: Feb 11-15

Week 2: Feb 18-22

Week 3: Feb 25-Mar 1

Please respond to this email claiming your spots, first come first serve!

Please also include with the email this link of NEWH Instagram Guidelines:

<https://www.newh.org/wp-content/uploads/BoardResources/Marketing/NEWH%20Instagram%20Guidelines.pdf>