

HOW TO RUN A SUCCESSFUL INSTAGRAM “TAKEOVER” CAMPAIGN

WHAT: An Instagram Takeover is when a bike share system allows an employee, community influencer or user to post directly to the system’s Instagram account for a predetermined length of time. It can be just one night or an entire weekend.

GOALS: Gain followers that convert into customers. Build brand awareness and identity. Connect bike share to the community. Showcase diversity of users.

HOW: Indego pays community influencers for doing an Instagram Takeover and asks for the rights to reuse any of the photos posted online or in print. They also give the person taking over free access to bike share during the takeover.

THEME: Instagram Takeovers often work best when attached to a theme. You can tie themes to seasons or holidays. Examples from Indego include a “holiday lights” in December, “new year, new adventures” in January, “love is in the air...” in February. Another option is to use a takeover to highlight a specific program or activity such as a group ride or class.

WHO YOU NEED: Professional photographers are ideal participants because they are familiar with the medium and often come with large social media followings of their own. While the pay likely won’t be comparable to their normal pay, many are happy to participate because of the exposure they receive and the community engagement aspect.

Users who aren’t professional photographers can still be ideal takeover participants, so long as they have an eye for visuals. Users don’t need to have massive Instagram followings of their own, but should be active and able to visit a variety of places during their takeover.

Bike share employees are also prime targets for a takeover. They can provide behind-the-scenes glimpses into operations that help the public understand the system better.

CAPTURING METRICS: Track your number of followers before and after an Instagram Takeover. You can also highlight special discount codes and track their usage numbers in order to gauge how many Instagrammers are converting into physical customers.

TIPS: 1) In the caption of the Instagram post, takeover participants explain where they photo was taken (ex. Germantown Avenue in North Philly) and note where the nearest station is. 2) Tag relevant Instagram accounts and utilize popular hashtags in your area. 3) Have fun with it!

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