

# XPD SOCIAL MEDIA TAKEOVER

## Login Information

**Username:** csbsju\_xpd

**Password:** xpdinsta21



## Beginning your Takeover

- Use your first post to introduce yourself!
  - Name, Company, Position/title, anything else students should know about you
- Provide a quick description of what you'll be talking about today
  - career fair tips, working in the \_\_\_\_ industry, etc.
- Briefly explain your connection to CSB/SJU (alum)



## Takeover Tips

- Use a mixture of photos and videos
  - instead of typing what you want to say, consider recording yourself speak! This can create a stronger connection with followers
- Use features such as polls, questions, or quizzes found in the stickers section when creating a story post
  - with the questions sticker, you can share responses on screen anonymously and answer with a photo or video
- Feel free to promote the takeover via your personal and/or company accounts!

# Takeover Details

- This takeover is to be conducted specifically on Instagram's **Stories** feature. Please do not post any content to our Instagram feed.
- Provide a brief recap and/or conclusion at the end of the takeover/on the last post
- Encourage students to register on Handshake for XPO Connections Seminars and tell them to "register for the seminar and meet me there!"

**THE EMPHASIS OF OUR PLATFORM IS STUDENT PROFESSIONAL DEVELOPMENT. THEREFORE, PLEASE REFRAIN FROM POSTING CONTENT THAT INCLUDES:**

- Alcohol and/or drugs
- Violent behavior or language, hateful/threatening comments, obscene language
- Topics of religion and controversial politics



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UNIVERSITY

## **XPD – EXPERIENCE & PROFESSIONAL DEVELOPMENT**

CSB: Clemens Library, (320)-363-5707

Open Monday – Friday, 8:30 a.m. – 4:30 p.m.

[www.csbsju.edu/xpd](http://www.csbsju.edu/xpd)