

FWO Instagram takeover – information sheet

The FWO is looking for researchers who would like to put their research into the spotlight via Instagram. Would you like to reach out with your research and guide us for one week through your lab, workplace, field research or research stay abroad? Then send an email to communicatie@fwo.be.

What does an Instagram takeover imply?

During an Instagram takeover you take over the FWO Instagram account for one workweek (Monday to Friday). During this week you post every day at least one photo or video relating to your life as a researcher. The takeover can in fact be thought of as a photo diary. You show to our followers what your research is all about and how you experience life as a researcher. Take a look at our [Instagram page](#) to find out how other researchers went about it.

Some specific guidelines

- During the takeover you post **at least 5 photos on the Instagram timeline***. The photos will remain permanently posted on the timeline. You may also post photos via the Instagram Story. These photos are deleted after 24 hours.
- Instagram is a photo channel. That is why we ask you to post **mainly photos** on the timeline, i.e. **no slides or pictures with lots of text**.
- Would you nevertheless like to show some slides or add more text to specific topics? You can! In the Instagram Story* you can post additional information and also include additional information below the photo.
- During the takeover make sure to use only standard **hashtags**: #fwovlaanderen, #onderzoekersinbeeld, etc. These hashtags ensure that the photos automatically show up on our [website](#).
- The first photo you post is a photo of yourself or your team in an FWO template.
- Clearly indicate for each post that it is a photo of you or your team at work during the takeover.
- The takeover can be done both in English and in Dutch.

* These terms are explained in the figure below:

