



# If you take over our Instagram account:

Hurray! If you are reading this, you have hijacked the Instagram account of @fwovlaanderen!

*Great to learn that you want to take over our Instagram account for one week. Below you can find all the information you need to make your takeover a success. Do you have any further questions? Feel free to send an email to [communicatie@fwo.be](mailto:communicatie@fwo.be)*

## What does a takeover imply?

An Instagram takeover means that you take over the FWO's 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 on our [Instagram account](#) to find out how other researchers have done it.

## Before we start, some specific guidelines:

1. First send a selfie or clear photo of yourself to [communicatie@fwo.be](mailto:communicatie@fwo.be). We will then put this photo in a template and send it back to you. This is the photo with which you will start your takeover.
2. During the takeover you post **at least 5 photos** on the **'Instagram timeline'**\*. The photos will remain permanently posted on the timeline.
3. You may also post photos via the **'Instagram Story'**\*. These photos disappear after 24 hours.
4. Be creative: use GIFs, stickers and Emojis.
5. Instagram is a **photo channel**. That is why we ask you to post actual photos on the timeline, i.e. no slides or pictures with lots of text or logos.
6. Do you still want to show a few slides or add more text to certain topics? You can! In the **'Instagram Story'**\* you can post additional information and also write extra info under the photo.
7. Don't be afraid to photograph yourself. Are you photographing other people? First ask them whether you have **permission** to photograph or film them.
8. End your takeover in elegant style: *"See you next time!"* This makes it clear to our followers that your takeover has ended.
9. Advertise your takeover on @fwovlaanderen via your own social media channels. Let your friends and family know that they can take a look on our account.
10. Use only photos that you made yourself or for which you have obtained express permission from the photographer. Do not use stock photos or images for which no rights were purchased. Do you have the photographer's **permission**? Then make sure to mention the **copyright**.

## Practical

1. Always add the hashtags #fwovlaanderen and #onderzoekersinbeeld. Photos with these hashtags automatically show up on our website.
2. When you include **several** photos in 1 post (see example: <https://www.instagram.com/p/COPbgmAHt/>), we advise you to post the **best or most**



**telling photo first.** This is also the first photo of the collection that appears on our website and that is shown first to the followers.

3. For each post clearly indicate in the description that it is a photo of you or your team at work during the takeover.
4. The takeover can be done both in Dutch and/or English.

### No preparation needed

The more spontaneous, the better. A fully charged smartphone battery is all you need.

### What not?

- No booze, drugs or explicit images.
- No provocative or offensive excesses.
- No political messages.
- No racism.

One week before the takeover we send you the username and password of our account. That's when your takeover begins. **Please make sure to handle our login data with due care. If you take over the account with a second person, then please provide us with the details of that person.**

### Explanation of some terms\*

1.178 berichten   4.027 volgers   339 volgend

**FWO Vlaanderen**  
Wetenschap, techniek en engineering  
Het Fonds Wetenschappelijk Onderzoek - Vlaanderen (FWO).  
Tag us with #fwovlaanderen  
[linktr.ee/fwovlaanderen](https://linktr.ee/fwovlaanderen)

5,2K accounts bereikt in de afgelopen 30 dagen. [Statistieken bekijken](#)

This is the Instagram feed/timeline. Here we ask you to post at least 5 photos. Preferably with as little text as possible on the photos themselves. These photos will remain permanently. This is also where you post your photo in the template.

This is where Instagram stories appear. These disappear after 24h.



## Privacy

By taking over our Instagram account, you give:

- FWO permission to use your photo for the promotion of scientific research, including the #fwovlaanderen-page on our website, newsletters and social media.
- FWO permission to use your photo until you revoke your permission.
- You automatically agree to Instagram's general terms and conditions.

You will then have:

- Visibility for your research on our channels (social media) and our website ([www.fwo.be](http://www.fwo.be)).
- All credits for your own photo: your social media channel will be linked and/or your name will be mentioned.
- You may revoke your permission at any time.

By agreeing to these terms, you grant FWO a non-exclusive, royalty-free and worldwide licence to use and share your photo for the promotion of scientific research, including the right to reproduce, distribute, modify and edit your photos. You acknowledge and warrant that you own the rights to the submitted material and that you have the permission of all persons appearing in the photos. The photo shall at all times remain your property and you can revoke your permission at any time.

### Revoking your permission

If you want to revoke your permission, send an email to [communicatie@fwo.be](mailto:communicatie@fwo.be). We will then remove your photo from our digital channels within 14 days. If we used your photo in one of our newsletters, it can no longer be removed, but we will not be using it again.

We look forward to sharing your photos and your passion for science!

**Questions? Send an email to [communicatie@fwo.be](mailto:communicatie@fwo.be)**