

# Instructions: Instagram “Takeover”

*Instagram Takeovers are an easy way to showcase your contribution to the FPC community. It is a way to engage a broader audience with your story and photography. We encourage all contributors to also consider a takeover prior to publishing your photo essay on the FPC website.*

## Instagram Contribution

- The “takeover” lasts for one week only and contributions are made on a daily basis.
- Write short stories or introductions mentioning the full story that it is leading up to on FPC:s website.
- During the takeover the contributor is encouraged to promote both FPC and your own account.

## Events & Facebook etc.

- Instagram events can be used to promote your post. We also encourage contributors to make them more personal by sharing more info about your work, life, equipment, inspiration, etc.
- Instagram events are automatically synced to the FPC Facebook page.
- Nevertheless, please make sure to click the option when posting events on Instagram.
- Instagram allows for a charitable contribution. Please feel free to use the option in order to promote your organization of choice.

## Instagram Login & Password

- FPC admin will provide you with the Instagram login and password once you have indicated interest for a takeover.
- Your contribution must be approved prior to the takeover and an unpublished draft is uploaded to the FPC website.

## Photos

- You may use any format of your choosing when publishing on Instagram. Please note that the platform will crop your photos (1:1) when displayed in the feed.
- We recommend that you use Photoshop, Lightroom, Instasize, Unfold, Snapseed or other apps to edit your pictures. How you edit will of course depend on your intended use - in the feed or as “events”.
- If you need our assistance just let us know and we can advise you further.

## Hashtags

- FPC has selected a number of “mandatory” hashtags.
- Other than those, feel free to use any hashtags of your choice.
- Do keep in mind that in order for your hashtags to be indexed use them wisely. Consider a maximum of 10-12.
- Please see some suggestions below.

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Field Photography Collective

[www.fpcollective.se](http://www.fpcollective.se) [info@fpcollective.se](mailto:info@fpcollective.se)

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## **Mandatory:**

#fieldphotographycollective  
#photojournalism  
#photojournalist  
#storytelling  
#documentary

## **Suggested:**

### - *Black & White photos*

#bnw  
#bnwlas  
#bnwsoul  
#bnwsouls  
#bnw\_demand  
#blackandwhitephotography

### - *Streets:*

#streetphotography  
#capturestreets  
#life\_is\_street  
#fromstreetswithlove  
#streetphotographerscommunity  
#dreaminstreets

#thestreetphotographyhub  
#urbanandstreet  
#streetphotographyinternational  
#streetlife  
#street  
#capturestreets

### - *Female Photographers*

#womenphotograph  
#womenstreetphotographers  
#bellcoll

### - *Middle East:*

#everydaymiddleeast

### - *Portraits:*

#portraits  
#portraitsfromtheworld  
#portraitlove  
#portraitbliss  
#peoplegallery  
#peopleinframes  
#makeportraitsnotwar  
#life\_portraits

### - *Other:*

#photos  
#pictures  
#photograph  
#picture  
#bild  
#photooftheday  
#picoftheday  
#lensculture  
#lensculturerediscovery  
#peopleandtheworld  
#everydayeverywhere  
#visualsoflife  
#lifewithintention  
#morethanphotographers  
#hvmansouls  
#peopleandplaces#humanity\_shots

### - *Media & Galleries*

#fotografiska  
#gettyreportage#fotografiska  
#gettyreportage

For more information about submissions please feel free to contact FPC at [info@fpcollective.se](mailto:info@fpcollective.se)

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