

## Schedule your Instagram Takeover

Your **Hudson Valley Textile Project** membership comes with an opportunity to amplify and highlight something special for your business or brand. Each month, we're able to schedule **Instagram Takeover** opportunities for members.

Our [Instagram presence](#) is steadily growing, and while our numbers are small, they are mighty! We are constantly working to increase our engagement of the greater fiber and sustainability network, and we'd love to help introduce you to new audiences.

You can submit content for us to re-post at any time using our [Content Submission Form](#), but if you're ready to share your work in a bigger way, we'd love to partner with you for an **Instagram Takeover**.

### ***What is an Instagram Takeover?***

An **Instagram Takeover** is an opportunity for you to share several posts over a period of time: either a single day, or several days in sequence. Instagram Takeovers are meant to highlight a particular release, launch, or event.

### **Instagram Takeovers are easy to arrange.**

1. Fill out our [Instagram Takeover Application](#) here.
2. Next, our team will reach out to arrange and plan your Instagram Takeover session!

Not all Instagram Takeovers need to be live, even those with video. It's entirely possible for you to film and prep content for us that we share for you (no logins needed). Don't let your internet stability be an excuse not to share your work.

### **Here are some ideas for Takeovers we'd love to host:**

- Do you do this for a living? Talk about how and why you got into this business and help other interested folks consider how they might look into it for themselves.
- Allow us to step into your studio for a day through a series of pictures and video clips that introduce you and your work to new audiences. Show us a particular process you use regularly or teach us how to do a new technique!
- Fiber farmers, invite us inside the barn during lambing season, or give us a walkthrough to meet your animals. Take us to a 4H event or right into the winner's circle to cheer you on, or give us a late night look into the livestock barns after the crowds are gone from an event.
- Take us on a walk or ride through your fields or give us a tour of your natural dye garden. The Hudson Valley is beautiful and many folks worldwide would love to see it from your perspective.
- Make a Get-Ready-With-Me video and let us watch you get ready for a 4H show, set up your booth for an event, or a new display at your shop.
- Take us on a walkthrough of a machine or tool in your facility, show us the assembly process for your top selling product or take us step-by-step while dyeing a new colorway. Let us visit a product development meeting or unbox new product with you!