

Sydney Road

Instagram Ambassador

Guidelines & Instructions

Brief

We are looking for Sydney Road Brunswick Ambassadors to be featured on our Instagram. You will be sponsored to share your own Sydney Road, Brunswick experience. We are looking for locals, musicians, makers, traders, visitors, mums, dads and anyone that wants to share their unique creative view/experience of our road.

How long is the takeover going to be?

1 week (Thursday – Wednesday)

Dates:

What content are we looking for?

Share your own Sydney Road experience. Favourite places, tips, review, secret places, products found on Sydney Road, unique views e.g. looking up, pick a theme. [Pitch us your idea!](#)

Guidelines

All posts must use branded hashtags

#sydneyrdambassador

#sydneyrdbrunswick

#brunswick

Please include other relevant and up to date hashtags

EG: #pubsofbrunswick #melbournetodo #brunswickfoodie #sydneyroadshopping etc

Location: Sydney Road Brunswick (Moreland Road to Brunswick Road)

Tagging: Please tag our local traders and locations where possible.

Quantity: Minimum 7 posts (one per day please) and minimum of 3 stories spread across the week

The takeover will be run using Planoly. We will have a user setup for you on our Sydney Road account. www.planoly.com. You will be required to use this app on your mobile or computer to post to our Instagram.

What not to do:

No swearing, abusive posts or anything portraying illegal activities. Images that reflect vandalism or graffiti tagging, would also be not approved (murals and art okay). We would hope that you'd be aware of not portraying a negative side of Sydney Road, or anything that would be damaging to the strip, businesses and Moreland Council. Positive posts are always appreciated.

Planoly

Desktop: <https://www.planoly.com>

Download phone app

Login username: ambassador@sydneyroad.com.au

Password:

Sponsorship

We will promote the takeover on Instagram and Facebook at the beginning of the week. Including a small interview about you and your relationship to the area and we will share your Instagram handle. Sponsorship will include \$150 for your time and to help pay for any expenses. We will send you an email with details that we need for payment at the end of your takeover.

We are looking forward to seeing some fun creative snaps!

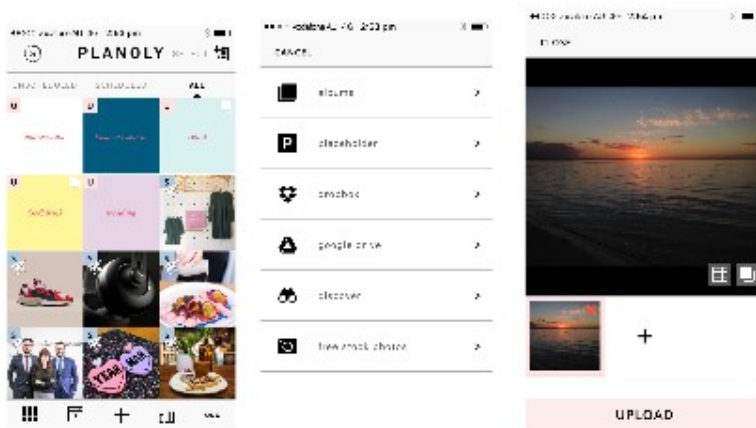
Planoly Instructions

Steps

1. Download Planoly App
2. Take photo using your phone
3. Edit photo using Instagram or other program
4. Save photo to your phone
5. Login to Planoly



6. Upload photo using the + Button > Click albums > Pick the photo from your phone > Upload
Your image will appear in the home page grid. Click on the image to edit caption and add hashtags

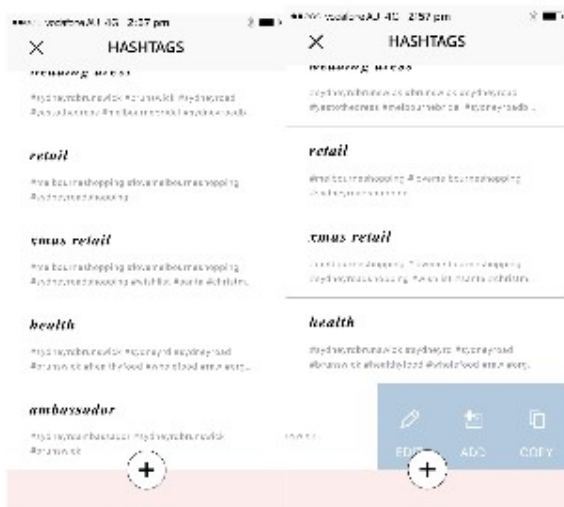


7. Your image will appear in the homepage grid. Click on the image to edit caption. You can delete the default caption and then add your own. Please note that @tags won't highlight but will work if you have the correct handle for traders or people you wish to tag.



8. Add saved hashtags by clicking on the # underneath the caption. You will find ambassador listed. Click add.

Feel free to include any other appropriate hashtags after the campaign hashtags



9. Schedule post. Post now will not work as you don't have access to our Instagram directly. Switch schedule on and selected the time and date. Click update and your post will appear in the grid with a plane on the top left corner of the image.

If you have trouble with auto post please ready Planoly guide:

<https://help.planoly.com/hc/en-us/articles/360003189113-Instagram-Auto-Post-Restrictions>

Please check that your post has been posted. Sometimes Planoly crashes and your post will not go out.

For further questions, please get in touch with Veronica. She is at the SRBA offices Mon-Weds, 9:30-5pm. Outside of those hours you can reach her if need be on her mobile: 0427 809 682.