

5 Tips for a Youth-led Social Media Takeover

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Social media takeovers are a great way to put youth voice at the forefront of your communications. If you've not run one before and aren't sure where to start, take a look at our tips below.

Here are some examples of takeovers that we have been part of!

- [#iwillWeek 2018 - Rosie Heaton](#)
- [NHS70 - Young Trustee, Luke Rees](#)
- [NCVO - #iwillWeek 2018](#) and [here](#)

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1. Getting started

Choose young people who are already confident at using social media - otherwise you may like to hold a training session so that they can get the skills they need.

Choose whether you want to have one young person takeover the account, or several throughout the day. Send them instructions making clear what times they will need to be online for.

2. Staying safe

Have an adult staff member logged in online to support at all times, and make sure the young people know how to contact you. Make it clear that they do not have to tolerate or interact with any negative responses or trolling.

3. How can they post?

You have three main options

- **Access your full account:** Change your password-login for the day and share it with them ahead of time.
- **Access a scheduler:** If you use a service such as Sprout, Buffer or Hootsuite, you can provide them with a one-day password to login in, and use the platform to moderate and approve each post. However, this limits their ability to write in a thread, and to reply to others.
- **Facebook only:** You can add them as an 'Editor' through 'Page Roles' in Settings, and then remove them at the end of the day.



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4. Introducing them

Prepare your followers for the takeover:
'Look out tomorrow from 9am, when @yasmin07 & @SmithJack11 will be taking over the account & sharing all about volunteering for XXX. Get involved in the conversation by replying to the thread!'

On Twitter, it works well for all posts to be in one thread, as it keeps the posts together as one conversation, though this is isn't essential.

When the takeover is live, you have two good options:

- Change your display name to "Yasmin | [Organisation]"
- Have them sign off each tweet/post "| Jack".

At the end of their takeover, they should say goodbye, or hand over to the next person.

5. What to say?

Provide a brief of what they may like to post about, for example, what questions they may like to answer. If it's about their social action journey, they may like to include:

- why they started social action;
- who inspired them;
- what they've learned;
- their favourite moment;
- their advice to other young people;
- what they would say to organisations to encourage them to include young volunteers.

