

# Toasty Takeover FAQ's

Get ready to takeover @lifeattoast! Please use this document for reference or slack CJ Andrews with any additional questions.

## 1. What is a Toasty Takeover?

- A [Toasty Takeover](#) is your chance to take over the @lifeattoast Instagram account for a day and share what your day-to-day experience is really like. You'll help prospective Toasters get a sense for our culture from your unique vantage point. Plus, it's your chance to be the face of Toast for the day. How cool is that?!

## 2. What does a Toasty Takeover look like?

- The day before your takeover, CJ Andrews will post an advertisement on LinkedIn and on the @lifeattoast story, as seen on the right.
- On the day of your takeover, you will post your content on the Instagram story as the day unfolds. CJ will provide you with the login credentials via Slack.
- The day after your takeover, CJ will share a recap post on the @lifeattoast Instagram timeline.



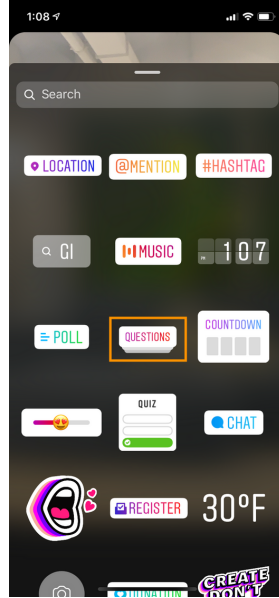
## 3. So... what do I actually have to do?

- **Week before:**
  - Schedule a 15 minute on-boarding session with CJ and Natalie to make sure that you're fully prepared for the takeover.
  - Submit a headshot and answer the following questions for your takeover advertisement:
    - What is your current role at Toast?
    - How long have you worked at Toast?
    - What is your hometown?
    - What is your alma mater (if applicable)?
    - What is your favorite carb?
    - What is one fun fact about yourself?
  - Submit the following to CJ for your Takeover recap post:
    - Team selfie
    - Four photos/videos of highlighting your favorite Toast memories
    - Information about the memories that you shared along with any other fun facts about your journey at Toast. CJ and Natalie will wordsmith this into a caption.

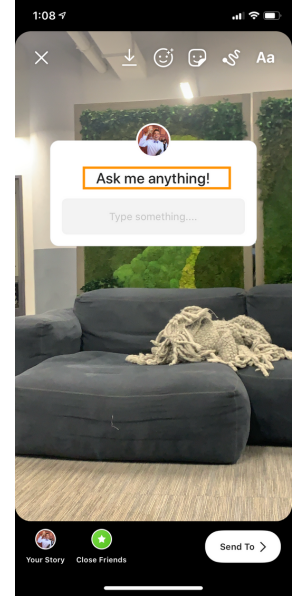
- **Night before:**
  - Check your login credentials to make sure that you can access the account.
- **Day of your takeover:**
  - Take over the Instagram story (5-3 minutes in length with roughly 12 pieces of content) with the following content pieces
    - Video introduction that includes your title and a “questions” sticker



1. Click sticker icon.



2. Select "questions" sticker.



3. Write "Ask me anything!"

- Five-seven snippets of your day-to-day- this could be anything from a team lunch to a company meeting to a quick snack break. Get creative! We'd love for you to think about how to incorporate our values here. Think: how do you and your team “stay toasty?”
- Quick video highlighting your career journey at Toast- no more than 15 seconds.
- Video answering 2-3 questions submitted from viewers during the takeover. You can either submit one rapid fire video or 2-3 individual response videos answering each question separately. Not sure how to do this? Check out this [youtube video](#).
- Wrap up video thanking everyone for following along.

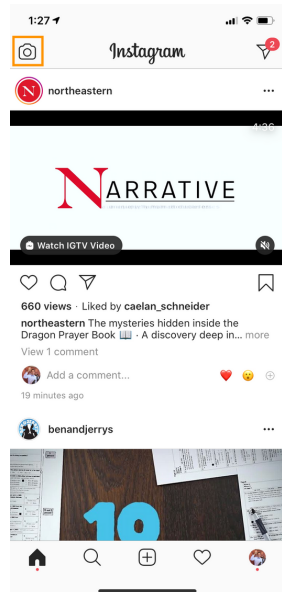
#### 4. How should I schedule out my Toasty Takeover story?

- Avoid posting too much content at one time on the story. This will overwhelm viewers and result in less people following along until the end. Please space out your content as much as possible so that what you are posting is representative of your entire day.
- You can aggregate content in advance, but make sure that your outfit is the same as the one that you'll wear day-of.
- Make sure that your story is cohesive- don't post content out of order.

## 5. What types of content performs best?

- Fun, engaging video content performs best. When doing your takeover, think about the content that you enjoy viewing and engaging with on the platform. Dogs and crouton (kid) pictures always perform well.

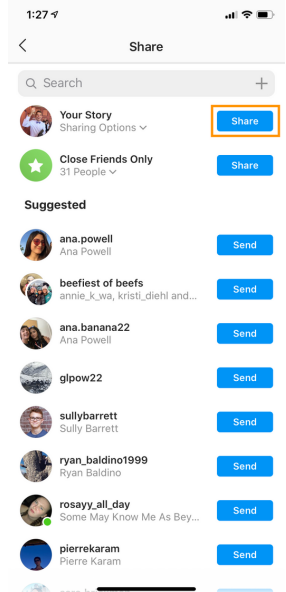
## 6. How do I post the content on the @lifeattoast Instagram story?



1. Click camera icon.



3. Press "Send to" after capturing content.



3. Share on "Your Story".

## 7. What type of content is off limits?

- While we want you to have creative freedom with the takeover process, there are certain things to avoid and keep in mind. These may be obvious to you, but we have to say it:
  - No alcohol.
  - No pictures/videos of your computer screen or any other proprietary company information. This includes materials on your desk, whiteboards, customer names, customer/employee information, and other potentially confidential things in the background of your content.
  - No swearing/scandalous material (like a hot tub photo) Honestly, just use your best judgement. You are representing Toast. This is not a reality tv show or your personal instagram account. If you're questioning whether something is suitable to post, just don't post it at all.

## 8. What type of attitude should I approach the takeover with- serious, funny, informative, etc.?

- Just be yourself! We want your personality to shine through.

## **9. What are some ways to get my team/department involved?**

- There are endless ways to show off collaboration and your Toast friendships! Get creative here.

## **10. What's in It for me?**

- You are the face of Toast for the day, and honestly, how cool is that?!

## **11. Do I have to respond to direct messages?**

- Nope, the employer brand team has that covered!
- You're only responsible for answering 2-3 of the questions submitted via the "Ask me anything" sticker.