How NANPA Instagram Takeovers Work

Schedule – Week-long takeovers run from Sunday through Saturday with your first post on Sunday and final post the following Saturday.

Subjects – Please share your images of our natural world, including wildlife, landscapes, abstracts, etc. Please note that [ethical photography](#) is of critical importance to NANPA.

Number/Frequency - You may post one to three photos each day and you are welcome to use our story feature for additional engagement.

Captions - Since you will be posting as NANPAPIX, please introduce yourself with each post and include a link back to your own IG account. It is nice to also include caption information providing image, subject and location. Including the story behind the shot is often very engaging to viewers. You are also welcome to share information about your upcoming workshops, webinars or other opportunities.

Logistics - You may either post directly from the NANPAPIX IG account or using our paid account with Iconosquare. This scheduling application allows you to schedule posts in advance and will auto-post from your cell phone. Iconosquare also provides hashtag and prime scheduling time insights to aid in creation of your post. You can access the application free on your desktop and from your phone for scheduling. Once the post is scheduled you will need to approve it on your phone. Once approved, it will be automatically shared to our NANPAPIX IG account at the selected time. Please note that, regardless of your location, the Iconosquare schedule is based on Pacific Time. If a post is scheduled for 9am it will post at 9am Pacific time (Noon Eastern Time).

Sample Posts – Please view the following links for sample takeover posts:
https://www.instagram.com/p/BaUp3oCF10B/
https://www.instagram.com/p/BZKU3FDFXDc/

Questions – If you have additional questions about our NANPAPIX Instagram takeover process, please feel free to reach out to our team members:
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Alyce Bender bender@abenderphotography.com.