

@nu_beyondboston

Instagrammer Program

Do you love photography? Interested in sharing your co-op experience with other Northeastern students on social media? If so, then the #BeyondBoston Instagrammer Program might be just what you're looking for! This program gives students the chance to share their co-op experience with students from all across the globe. Follow **@nu_beyondboston** on Instagram to see where you could showcase your photos with the Northeastern community!

Why become a #BeyondBoston Instagrammer?

- 1) Showcase your photography skills with hundreds of followers across the Northeastern community!
- 2) Spark interest in your co-op or Semester-In location and experience. When other students see your posts, you could encourage them to apply to a co-op or Semester-In in your city!
- 3) Build your resumé! This position develops skills that are crucial to success in the workplace: commitment, punctuality, creativity, and more!
- 4) Participants who complete the program successfully will receive a \$100 bookstore gift card at the end of their co-op!

**See more details in the "Incentive Program" section!*

How the Program Works:

- 1.) Set up a phone call with OCHSS to discuss the program by emailing us. Contact information found below.
- 2.) If chosen, you will be asked to send a profile picture and your IG handle. This information will be listed on our website.
- 3.) Each week, submit a photo to OCHSS via our Monday.com form. The first post will be an intro/bio where you share a little bit about yourself and where you are.
- 4.) Photos must be submitted before your scheduled time slot. Set a reminder on your phone or email account.



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- 5.) When submitting your photo, create a fun/thoughtful caption that goes along with it and include your Instagram handle if you would like to be tagged
Note: We will add the #NUexperience, #BeyondBoston, #Northeastern, #NUOCHSS, #experientiallearning, #travel, and your location to the photo.
- 6.) We will not edit the photos, so please submit the photo filtered, edited, cropped, etc. in the way that you want it to look.
- 7.) If you're having any trouble getting set up, please let us know and we can walk you through this process in more detail!

What Type of Pictures Should You Post?

- Our goal is to showcase life in your co-op or Semester-In location, and what your experience is like! Below are some examples:
 - **A day in your life:** Your commute to work (do you bike, take the train, walk?), happenings in your (virtual) office, co-op, or Semester-In setting, or interesting daily routines.
 - **Free time:** A picture of how you stay active on co-op, a new hobby you've discovered, etc.
 - **Location:** Sunset on the water, the view from a hike you took, or a walk around your neighborhood
- **An important note about photos:** Please ensure that you are submitting appropriate photos of your experience. Do not include photos with alcohol, nudity, profanity, etc. Also, it may be a good idea to check with your employer about the company's confidentiality policies before submitting any photos of your job and/or the company you work for. If you want to talk more about this or have any questions, please feel free to ask! **Note:** Due to COVID-19, please be mindful that your posts are following health and safety guidelines in your location.

Incentive Program

- In order to qualify for the bookstore gift card, you must submit a unique photo each week that includes a well written-caption by Sunday each week.
- Participants who complete the program will receive a \$100.00 gift card at the end of their co-op or Semester-In!

Questions? Contact us! If you ever have any questions or concerns about the program, please do not hesitate to contact OCHSS at offcampus@northeastern.edu.



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