

How to: Instagram Campaign Guidelines



Undergraduate Research Initiative
research.usask.ca/undergraduate

Capture Creativity-Where do you Research?

The Undergraduate Research Initiative engages with students, faculty, staff and members of the community in-person and through social media. A campaign via Instagram, launched spring 2017, will depict the diverse locales where undergraduates research and conduct scholarly and artistic work.

Get Involved!

It's simple! We want to see *where you research!*

Step 1: Follow us at [@usaskresearch](https://www.instagram.com/usaskresearch)

Step 2: Upload a photo of the locale, lab, or library where you research, conduct scholarly work, or make/exhibit art

Step 3: Tag us [@usaskresearch](https://www.instagram.com/usaskresearch) & [#usaskcreativity](https://www.instagram.com/hashtag/usaskcreativity)

Step 4: Stay in touch to see where U of S undergraduate discovery happens!

Details

With every post, eligible* undergraduate student contributors will be entered for a chance to win one of two U of S Retailer \$25 giftcards. The Undergraduate Research Initiative reserves the right to require a minimum threshold of participation before awarding prizes and to monitor and request untagging of unsuitable posts. Winners will be determined by a committee consisting of staff and students. Winners will be notified via Instagram direct messaging on or before August 30th, 2017.

*Eligibility

Anyone can participate by posting with these tags and we hope lots of U of S community members do. But to be eligible to take home one of the two prizes to a U of S retailer, you must be a U of S undergraduate student (defined by: being registered in an undergraduate credit class in at least one of the current, most recent, OR next academic terms.) Eligibility will be verified before prizes are granted.

Permissions

To include yourself or others, such as mentors and members of your team, in your post, or to provide us with permission to repost your submission, fill-out and submit the [release form](#) (attached to this pdf) to: undergraduate.research@usask.ca

We look forward to seeing where you research and what sparks your creativity!