

Instagram/TikTok Takeover

Theme: *Ask. Look. Listen – Make Every Contact Count*

Purpose:

To give students the chance to lead the conversation by showing how they would *ask, look, and listen* for malnutrition in real-life settings. This activity helps bring the campaign to life on campus and makes content feel student-led and relatable.

How to Run It:

1. **Pick a Student Society**

- Suggested: Nutrition, Dietetics, Nursing, Medical, AHP, or Wellbeing societies.
- Agree on a takeover day (Wednesday of UKMAW).

2. **Prepare the Content**

- Provide students with the theme: *“Do you know what to ask for, look for, and listen for?”*
- Students create short clips (10–30 seconds) interviewing staff and peers on campus.
- Prompts for interviews:
 - What would you ask a patient to check for malnutrition?
 - What signs would you look for?
 - What might you listen out for in a conversation?

3. **Share the Takeover**

- Students post directly on the university’s Instagram or TikTok for the day.
- Use Stories, Reels, or short TikToks for quick impact.
- Keep videos simple, informal, and authentic – filmed on phones.

4. **Branding & Hashtags**

- Use the campaign hashtag “UKMAW2025” and tag @BAPEN.
- Add the campaign strapline as text overlay: *Ask. Look. Listen – Make every contact count.*

5. **Wrap Up**

- End the takeover with a thank-you Story or Reel:

“Every contact counts. Thanks to [Student Society] for today’s takeover – now it’s your turn to Ask. Look. Listen.”

- Share QR code or link back to BAPEN resources.

Tips:

- Encourage creativity (interviews, skits, or Q&A style).
- Aim for 3–5 short clips across the day, not one long video.
- Keep it light, fun, and approachable – the goal is awareness, not perfection.

ASK. LOOK. LISTEN : MAKE EVERY CONTACT COUNT!

