

Instagram Takeovers:

Idea: Highlight Maxwell culture / what it's like working here while plugging open positions

Technique: Showcase a Maxwellian in their natural habitat via Instagram stories (also save as a highlight) and at least one Instagram post

Optional: Promote an open position / career oppt. at the end

Sample script for office employees:

[*video - slide 1*] Hi, welcome to another Maxwell Health Instagram Takeover, my name is _____ and I'm the/a/an _____ at Maxwell!

[*photo or boomerang - slide 2*] This is where I do most of my work (with stickers)

[*photo or boomerang - slide 3*] And this is where I like to hang out and _____

[*video - slide 4*] My favorite part about my job is _____ (ex. Being able to deliver xyz to clients or being able to exercise creativity while helping others, etc.)

[*boomerang - slide 5*] creative freedom. Ex. Look at this weird office game that I can never win! Look at the awesome lunch that Maria ordered! Me and my work bestie! Check out which doggie visited the office today! ETC.

[*video - slide 6*] Thanks for tuning in, hope you have a wonderful rest of your week! [peace out sticker or something]

[*photo - slide 7*] [text] Want to join the team? Check out our open positions!

•Lead X Specialist •Senior X of Development •Etc

Sample script for remote employees:

[*video - slide 1*] Hi, welcome to another Maxwell Health Instagram Takeover, my name is _____ and I'm the/a/an _____ at Maxwell!

[photo or boomerang - slide 2] This is where I do most of my work (with stickers) It's great being able to work from home!

[video - slide 3] I mostly work doing ___ for ___ which ___ Optional: I studied ___ at ___

[video - slide 4] My favorite part about my job is ___ (ex. Being able to deliver xyz to clients or being able to exercise creativity while helping others, etc.)

[boomerang - slide 5] creative freedom. Ex. Check out my WFH set up! My WFH companion (pet)! My Maxwell/Sun Life merch! [Headset on] ready to learn about exciting product updates coming soon! ETC.

[video - slide 6] Thanks for tuning in, hope you have a wonderful rest of your week!

[photo - slide 7] [text] Want to join the team? Check out our open positions!

•Lead X Specialist •Senior X of Development •Etc

December:

Plug: Promote the [Senior Product Marketing Manager](#) position

Sample script:

[video - slide 1] Hi! Welcome to the first Maxwell Health Instagram Takeover, I'm Taylor, the current Marketing Intern at Maxwell!

[photo or boomerang - slide 2] This is where I do most of my work (with stickers)

[photo or boomerang - slide 3] And this is where I like to hang out and watch the sunset

[video - slide 4] My favorite part about my job has to be the insight I'm getting into the world of bentech, insurance and HR. all while practicing what I love and learning new things!

[boomerang - slide 5] Plus.. they have the cutest doggos here...

[video - slide 6] Thanks for watching, hope you tune in next time! [peace out sticker or something]

[photo - slide 7] [text] Want to join the (product/marketing?) team? Check out our open positions!

•[Senior Product Marketing Manager](#) •Associate Product Manager •and more on our website!

January:

Plug: Promote the [Infrastructure Engineer](#) position

Sample script:

[video - slide 1] Hi, welcome to another Maxwell Health Instagram Takeover, my name is _____ and I'm the/a/an _____ at Maxwell!

[photo or boomerang - slide 2] Here's my office, where I _____ (with stickers)

[photo or boomerang - slide 3] Here's where I am when I'm not _____

[video - slide 4] My favorite part about my job is _____ (ex. Being able to help clients by _____)

[boomerang - slide 5] creative freedom. Ex. Time to stop by the kitchen for a snack break

[video - slide 6] Thanks for hanging with me today. Hope you have a great rest of the week!

[peace out sticker or something]

[photo - slide 7] [text] Want to join the (product?) team? Check out our open positions!

•Associate Product Manager •Enrollment Operations Manager •and more on our website!

February:

Plug: Promote the [Product Designer](#) position

Sample script:

[*video - slide 1*] Hi, welcome to another Maxwell Health Instagram Takeover, my name is _____ and I'm the/a/an _____ at Maxwell!

[*photo or boomerang - slide 2*] Here's my office, where I _____ (with stickers)

[*photo or boomerang - slide 3*] And this is where I go to _____

[*video - slide 4*] My favorite part about my job is _____ (ex. Being able to use my skills in _____ to help clients _____)

[*boomerang - slide 5*] creative freedom. Ex. I'm always checking the news for the latest tech trends - Time for a coffee break - Time to _____

[*video - slide 6*] Thanks for tuning in, hope you got some insight into what it's like to work at Maxwell! [peace out sticker or something]

[*photo - slide 7*] [text] Want to join the (engineering?) team? Check out our open positions!

- Product Designer
- Senior EDX Operations Consultant
- Infrastructure Engineer
- Senior Software Engineer (Back End)
- Senior Software Engineer (Back End) (Remote)
- and more on our website!

Leads: Product Specialist, Software Engineer (?)

For Spring, continue using the base template at the start of the doc, adjusting as needed based on results, responses, etc.

Best of luck,
Taylor