

# COMMITMENT TO COMBATING COVID-19



## INSTAGRAM CHALLENGE

**THANK YOU** for being part of the kick-off team for the Commitment to Combating COVID-19 Instagram challenge. We've put together instructions on how to participate below.

BRINGING  
BACK  
THE  
BURG

### STEP 1: PREPARE

Take a photo or short video showing how your business is following the safety precautions outlined in the Commitment to Combating COVID-19. The image could be of your employees wearing masks, a disinfectant station in your business, or the branded Bringing Back the 'Burg decal on your front door or window. We encourage you to be creative and have fun!

Decide what three (3) businesses you'll want to personally challenge. The only requirement is that they are Spartanburg County businesses that have an active Instagram account. If they've already taken the commitment at [BringingBackTheBurg.com](http://BringingBackTheBurg.com) – great – if not, then hopefully you challenging them will make that happen.

### STEP 2: POST

Post the image or video you prepared in Step 1 to your Instagram handle using the provided caption and tagging direction below. In the caption, you will tag three (3) businesses asking/encouraging them to make the commitment. Remember to tag the photo/video with [@onespartanburginc](https://www.instagram.com/onespartanburginc) so that OneSpartanburg, Inc. can monitor and track all challenge participation.

#### CAPTION:

We're committed to combating COVID-19! Are you?

#### HASHTAG:

#bringingbacktheburg

#### CHALLENGE BUSINESSES:

Include the handle of three (3) businesses that you know either in your industry or located nearby. The only requirement is that they are Spartanburg County businesses that have an active Instagram account. Make sure you double-check the Instagram handle to ensure you've tagged the right one!

#### PHOTO/VIDEO TAG:

Remember to tag your photo/video with [@onespartanburginc](https://www.instagram.com/onespartanburginc)



### STEP 3: AFTER POSTING

After you've posted to Instagram, please send a direct message to each of the three (3) businesses you challenged in your post with the following message:

#### DIRECT MESSAGE IN INSTAGRAM:

We've challenged you to make the Commitment to Combating COVID-19. Now it's your turn. To learn more, visit [BringingBackTheBurg.com/InstagramChallenge](http://BringingBackTheBurg.com/InstagramChallenge)

Encourage the businesses you tagged to make the commitment themselves at [BringingBackTheBurg.com](http://BringingBackTheBurg.com) and keep the challenge going by posting themselves, tagging three new businesses to take the challenge. Feel free to give the businesses you'll tag a heads up before posting or right after to make sure they realize they've been challenged. Our hope is that the Instagram challenge goes viral and results in many new businesses making the Commitment to Combating COVID-19.

### STEP 4: SPREAD THE WORD

Be sure to get your employees involved! Please encourage them to post about the challenge through their personal Instagram accounts. Every photo and story shared gets us one step closer to Bringing Back the 'Burg.