

Toasty Takeovers

Presented by CJ Andrews





Today's Agenda

Overview of Toasty Takeovers

A Look at Other Takeover Campaigns

Proposal

Next Steps

What is a Takeover?

- A one day social media event which features a person's day from start to finish on Instagram
- Made up of various videos, photos, and other fun content pieces

Why?

- Provides important insight into what it's like to work in various roles and departments at Toast
- Creates an image of what the Toast office environment is like so that prospective Toasters can picture themselves working here
- Increase number of applicants

The Goal

- Increase general awareness of Toast and followership of @lifeattoast
- Position Toast as an employer of choice and provide an authentic lens into @lifeattoast
- Provide an outlet for high performing Toasters to share their unique perspectives and get involved in @lifeattoast

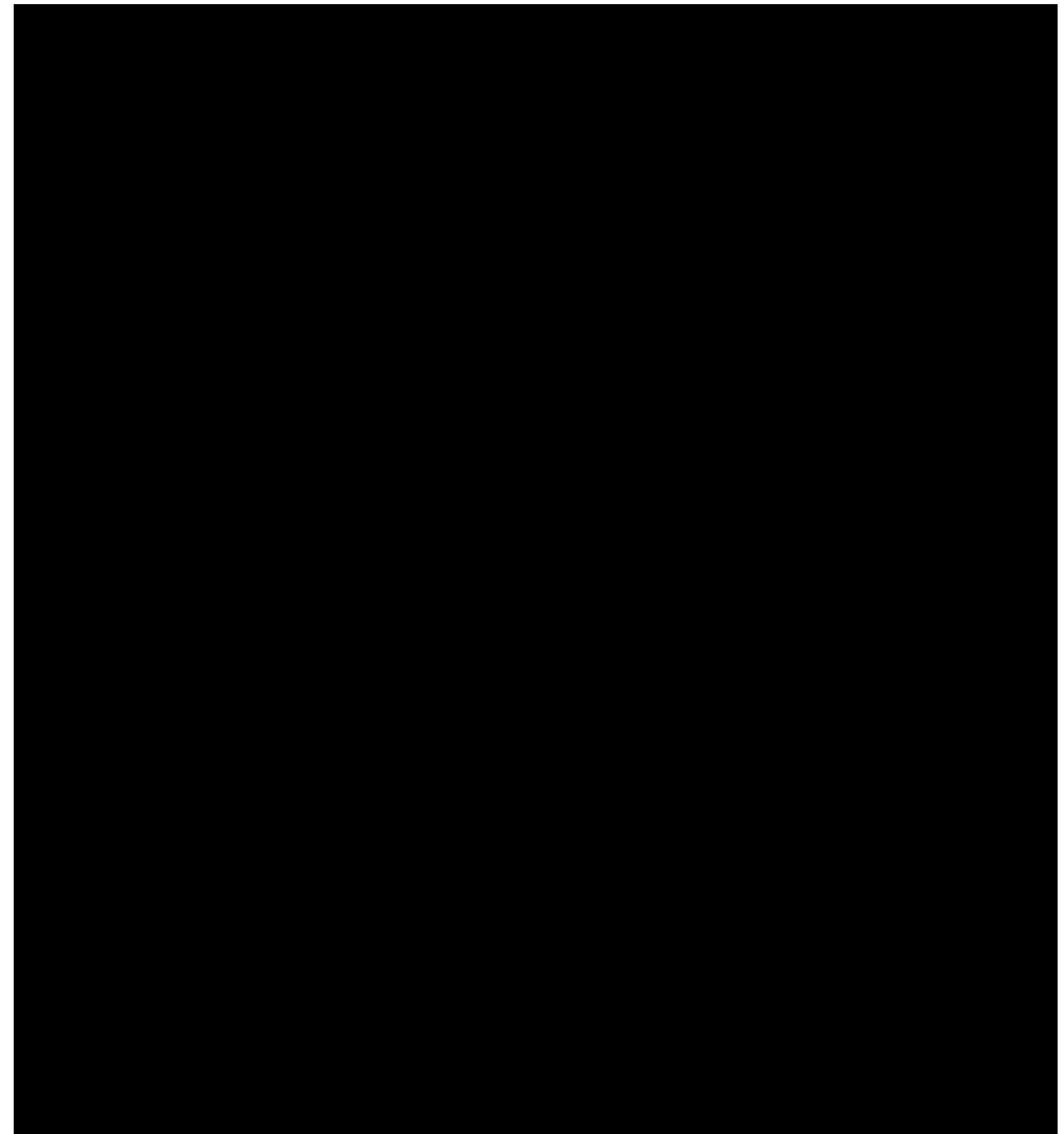
A Look at Other Takeover Campaigns

Hubspot Hopper ServiceNow Hulu Trip Advisor VMware

Successful Campaigns & Best Practices

Hubspot

- Focuses on showing the closeness of the HubSpot employee community
- Highlights the unique employee experience
- Accompanied their takeover with recap timeline posts
- Differentiator: Fun & goofy



Hopper

- Good mix of video and pictures
- Provides a good sense of the employee's role and their personality
- Includes company outings such as rock climbing
- Q&A session effective in getting to know the host
- Successful advertising campaign leading up to takeover
- Differentiator: Personal



Service Now

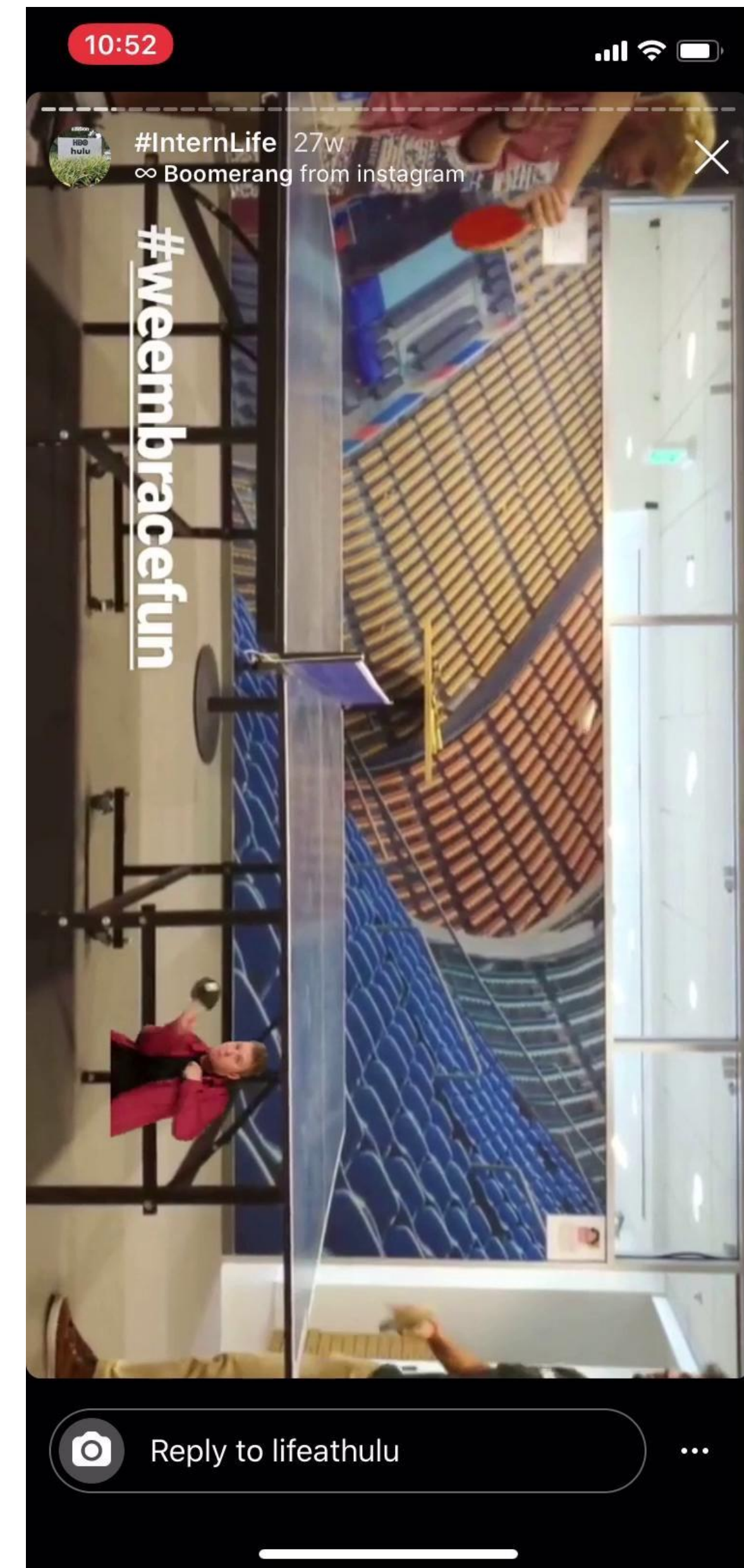
- Covers interns from across various departments
- Asks a question then has each intern respond
- Good mix of seriousness and goofiness
- Differentiator: Focused on a group of people and not an individual



Cautionary Tales

Hulu

- Intern focused- featured hackathon
- No clear narrative or host
- Needs more video and less pictures
- Shows fun elements of office but doesn't have much substance



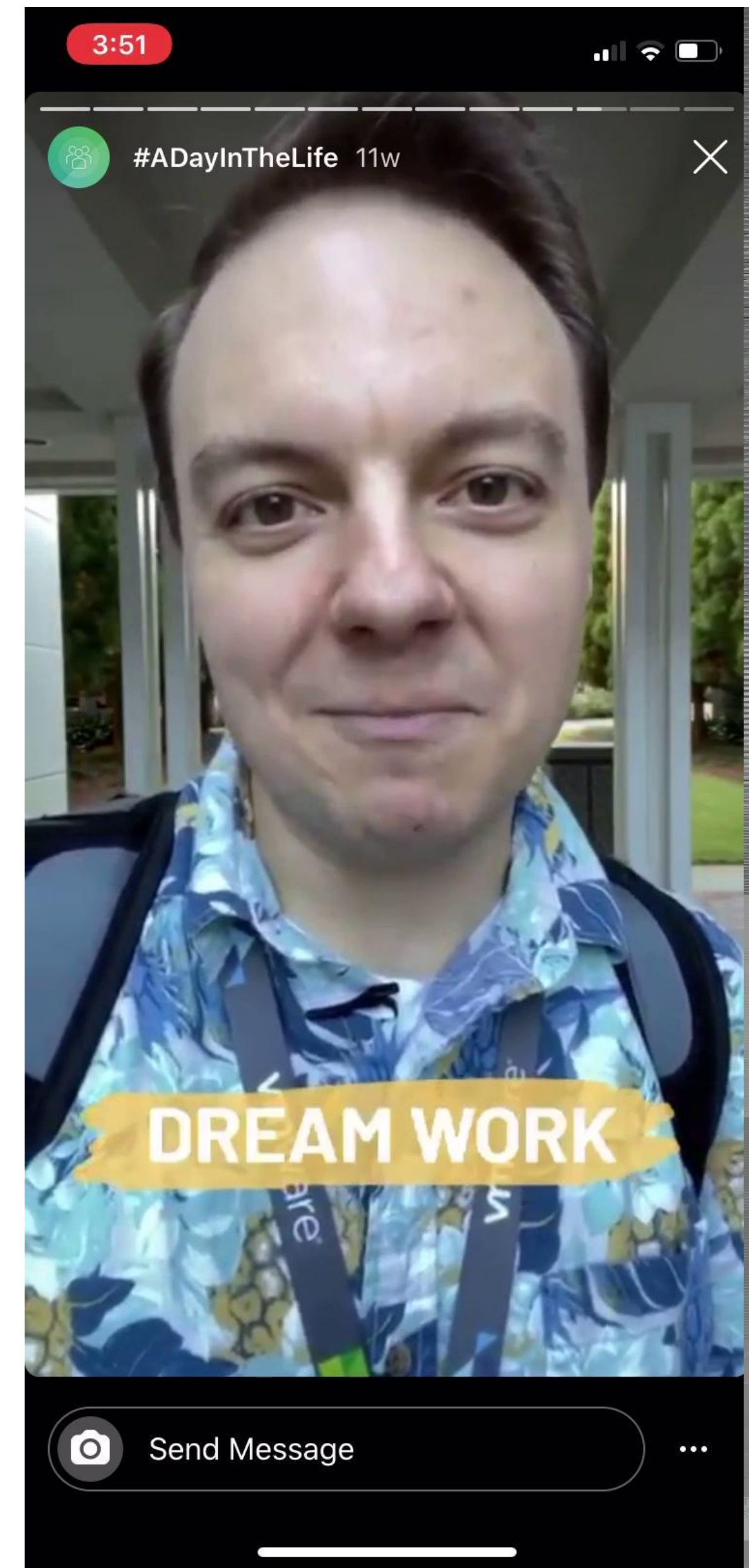
Trip Advisor

- Intern focused
- Didn't feature much substantive content which made it less authentic
- More interaction with the host



VMware

- Uses the opening and closing video to explain most of the background on his role
- Seemed like an advertisement for the company
- Not enough personality



Key Takeaways

- Host should bring their full self into their takeover - quirkiness encouraged
- Video content is key
- Host should highlight other employees that they interact with in their day to day
- Takeovers should be interactive - Boomerangs, polls, Q&A sessions, etc.
- Theme around food and restaurants or feature Toast events when possible

Toasty Takeovers - Feb 13

Charles

Employer Branding and Design Coop



Toaster Since: 2020

Hometown: Philadelphia, PA

Alma Mater: Northeastern

Favorite Carb: Everything bagel

Favorite Toast Pun: I'm bready

Fun Fact: I have 4 older sisters



Takeover Instagram Story Advertisement Template

Schedule for a Toasty Takeover

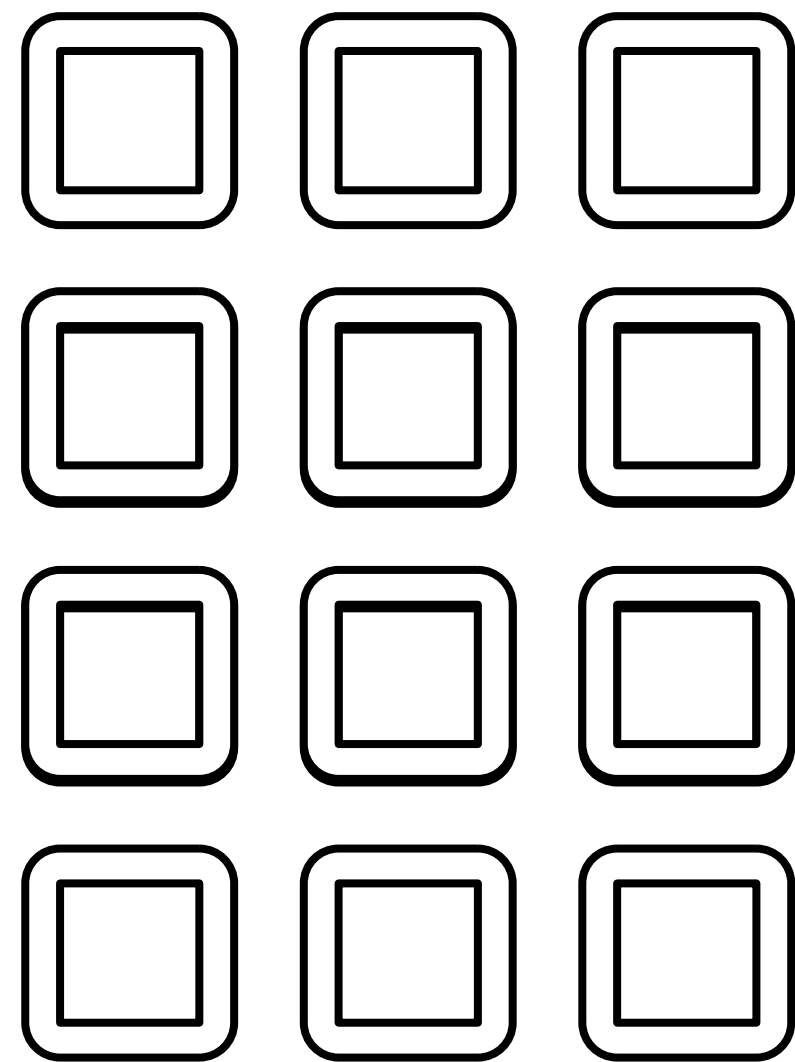
Day Before	Takeover Day	Day After
Nat to post advertisement on IG story	Host captures their content and posts it to the @lifeattoast story as their day progresses	CJ/Nat share a wrap up post on the @lifeattoast Instagram timeline

Breakdown of a Host's Toasty Takeover (IG Story)

About

12 Pieces of Content

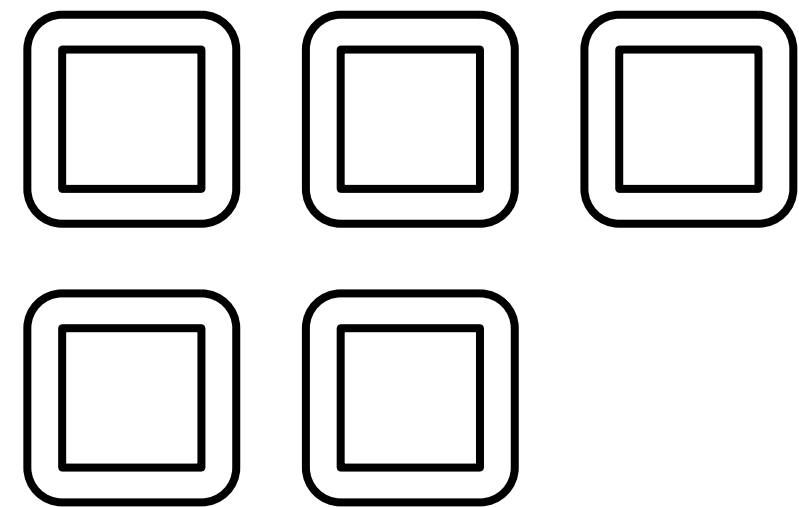
Video focused!



1. Introductory video + ask me anything sticker!
2. Five to seven snippets of your day to day - team lunch, company meeting, quick snack break, etc.
3. Quick video highlighting projects you are currently working on - just make sure that it's not confidential. No more than 30 seconds
4. Quick video highlighting your career journey at Toast. No more than 30 seconds
5. Answer 2-3 questions submitted from viewers during the takeover. When answering, make sure to clearly state the question that was asked. You have the option to share one "rapid fire" video or submit 2-3 separate videos with individualized responses.
6. Wrap up video!
7. Want to see a previous takeover for guidance? Click [here](#) or slack CJ.

Breakdown of Timeline Post

**Five Content Piece
Timeline Post**
(Posted the day after a
Toasty Takeover)



1. A selfie of the host and their team - one team
2. Four photos/videos that detail the host's top milestones at Toast to weave in a narrative about career progression



Next Steps

February

1. Get list of Toast Ambassadors from Kate and Leah
2. Schedule biweekly takeovers for March and April in Excel
3. Draft documentation with expectations and guidelines for the takeover process

March & April

1. Schedule a quick meeting with each host 1-2 days before their takeover to ensure that they are fully prepared
2. Track performance and optimize accordingly