

# INSTAGRAM FEATURE



FH Salzburg  
Creative  
Technologies

## OBJECTIVE

We want to know what it's like to study at the Department of Creative Technologies. Show us your everyday life as a student, your highlights or what inspires you most about your studies!

## TASK

Create an Instagram reel that authentically reflects your everyday student life. Use well-known Instagram genres such as A Day in My Life, Behind the Scenes, Bucket List, Vlogs or your own creative ideas.

## BENEFITS

- 40 € expense allowance for each entry
- Another 40 € for posting on our channel
- Self-promotion: we ensure distribution and reach

## SPEC

- Format: min. 1080p, portrait format, max. 90 seconds, .mp4
- only use licence-free music or preferably tracks from the **AUDIO ARCHIVE** of MMA students
- Caption & Tags: write something
- Submission: from now until the end of SS to martin.ortner@fh-salzburg.ac.at
- initial limit of 20 reels, Martin Ortner will provide information on the status

## AUDIO ARCHIVE



### Mac (macOS)

Open Finder → Go to → Connect to server...  
Enter server address:

smb://ct-nas01/CT-Students/ReelTracks

### Windows

Open Explorer → This PC → Connect network drive

Enter the folder path:

\\ct-nas01\CT-Students\ReelTracks

Please no pure project videos or trailers  
show yourselves in front of the camera!