

# Heylo Instagram collab post guidelines

02/11/2025 3:10 pm PST

We're excited to collaborate with your group on Instagram! Collab posts allow us to share your community's story while expanding your reach. Here's everything you need to know to make it happen.

## 1. Post format

We can collaborate on:

- ☒ **Feed posts** (single image or carousel)
- ☒ **Reels** (our favorite for reach and high engagement)

## 2. Content guidelines

Your post should include one or more of the following:

- ☒ **Your community's experience**—events, traditions, or what makes your group special
- ☒ **How you use Heylo**—check-ins, event calendar, communication, etc.
- ☒ **Visually engaging content**—high-quality, well-lit photos or videos that capture the energy and excitement of your group

**Need inspiration? Here are some examples of recent collabs:**

[Central Park Track Club x Heylo](#)

[Vibe Ride x Heylo](#)

[Jacksonville Run Club x Heylo](#)

[Threshold Trail Series x Heylo](#)

## 3. How to add Heylo

- Add [@heylo\\_co](#) as a **collaborator** when posting.
- If Heylo accepts, the post will appear on both accounts.

## 4. Tag and hashtag

- Tag [@heylo\\_co](#) and include the hashtag [#HeyloGroups](#)

## 5. Approval Process

- Send us a quick DM if you plan to include Heylo in a collab. We'll do our best to accept it based on our content calendar.
- **We can only accept one collab post per group per week.**

Ready to collab? Reach out, and let's showcase your incredible community! ☒

---