**Instagram Seeks College Football Student Correspondents**

Instagram has launched a college football Correspondents Program, in which the company will pick students at selected colleges to share behind-the-scenes stories of their teams. Instagram will pick one top correspondent to repeat the process on the platform's main account, which has nearly 200 million followers, during the NCAA National Championship Game.

***Adweek 11/23/16***

[***http://www.adweek.com/socialtimes/instagram-college-football-correspondents-program/647817***](http://www.adweek.com/socialtimes/instagram-college-football-correspondents-program/647817)

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