



SOCIAL MEDIA CAMPAIGN

Type: Individual or Team
Submission: Presentation with Equipment
Rating Sheet: <http://www.fbla-pbl.org/media/Social-Media-Campaign-FBLA-Rating-Sheet.pdf>

2019 Topic

Create a social media marketing campaign to create buzz for and knowledge of **how FBLA can participate** in Giving Tuesday. The **planned** campaign needs to encourage social media users to make donations to the organization. The **planned** campaign should encourage individuals to donate to FBLA through the recognized Tuesday after Thanksgiving event that was developed around social media use and online donations. The planned campaign must utilize a minimum of three different social media platforms. *As this is part of the Competitive Events Program, we do not require or expect anyone to raise money for the organization as part of the event. Our expectation is simply that a marketing strategy be developed to do so.*

Specific Guidelines

- Effectively address a recruitment opportunity and a strategic approach to target audience.
- Topic is addressed effectively and is appropriate for the audience.
- Campaign has high level of engagement and interactivity: Likes, shares, retweets, RSVPs, etc.
- Demonstrates knowledge of social media marketing beyond community management, including but not limited to: developing unique content, effectively utilizing existing content, optimizing content for search, and distributing content across as many platforms as possible within a limited budget.
- Describe any applicable insight/research methodology as to why you have chosen specific platforms, messaging, content, engagement and outreach strategies.
- Overall campaign—images, videos, copywriting, graphic designs (if applicable)—is creative and appealing.
- Final product indicates a clear thought process, a well-formulated campaign, and execution of a firm idea.
- Effectively communicate required information and drive the campaign toward a clear call-to-action.
- Comply with state and federal copyright laws.

Procedure

- Competitors are permitted to bring prepared notes of any type for the presentation.
- Visual aids (can be electronic, printed, etc.) are permitted during the presentation. However, no materials may be left with the judges.
- Comply with state and federal copyright laws.
- Competitors should introduce themselves, and their presentation should follow the rating sheet.
- Competitors are responsible for bringing a copy of their project to show to the judges.

Eligibility

- Each chapter may submit one entry. The first-place regional winner will compete at the state level.
- Competitors must pay dues by March 1.

Presentation

Equipment Setup: 5 minutes
Performance: 7 minutes
Warning: 6 minutes
Penalty for over time: 5 points
Q & A: 3 minutes

A panel of judges will select the winners; all decisions are final. The number of awards presented will be determined by the judges. The maximum number of awards will be three (3) at the regional level and five (5) at the state level.