



# 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>

## 2018 Topic

Create a social media marketing campaign to create buzz surrounding healthy eating and the opening of your new “fresh food” (i.e. prepared meals, ingredients to make meals, natural foods, etc.) home delivery service that will open soon in a community of about 250,000 residents. The business will be a delivery service. The business will have a variety of delivery options to meet the needs of different types of customers (i.e. meat, vegetarian, vegan, family, couples, gluten-free, etc.). The campaign should clearly identify the target market and its products. Give the business a name. The campaign must utilize a minimum of three different social media platforms.

### 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.