



## COMPETITION OVERVIEW

Effective social media advertisements must be very creative and well designed to quickly capture the viewer’s attention. A team of students will create a social media campaign that sparks interest in your company. In order for your campaign to make an impact, it should be visual, emotional, and useful. This campaign is your chance to be creative, create sales, and increase firm interactions. Students will submit a pre-recorded oral presentation presenting their social media campaign and the top 8 firms will present in-person at the National Trade Show.

## SUBMISSION GUIDELINES

**Pre-Recorded Oral Presentation:** A team of 1-4 employees from the company will deliver a 5-minute pre-recorded oral presentation addressing the company’s social media marketing campaign. The recording should be done in a reasonably quiet environment with little to no background noise to make it easier for the judges to hear and understand. Avoid reading from scripts or cue cards.

- Submit the video recording to the Competitions Manager by the deadline.
- Acceptable File Types: mov, mpeg4, mp4, webm, or m4v
- Maximum file size: 1GB
- **Time limits:** Each presentation should be no longer than 5 minutes in length. The following penalties will apply for teams that go over time:
  - Up to 30 seconds over: 1 point
  - 31 to 60 seconds over: 2 points
  - 61 seconds up to 2 minutes over: 5 points
  - More than 2 minutes over: 10 points

## CAREER READINESS FRAMEWORK ALIGNMENT

### Leadership:

- Demonstrates intrapreneurship
- Operates with purpose

### Professional:

- Communicates effectively
- Embraces diversity
- Embraces change

### Functional:

- Conducts research and analysis
- Demonstrates industry / function-specific skills
- Demonstrates analytical ability
- Communicates through storytelling

### Technology:

- Uses Presentation tools
- Applies data analytics
- Recognizing application of emerging tech
- Applies appropriate technology to task

## JUDGING CRITERIA

Using the *Judging Criteria*, each *Element* will be rated from 1 to 5 stars. A score of five is outstanding and a score of one needs significant improvement. The *Task Alignment* identifies the associated curriculum tasks for each section.

ELEMENT	JUDGING CRITERIA
First Impressions	<i>At first glance, how well does the social media campaign grab your attention and draw you in?</i>
Content	<i>How well does the campaign uniquely reflect the company, its product(s) and/or service(s)?</i>
Strategy	<i>How effective was the posting strategy? Did they use analytics from sites to find out?</i>
Compelling	<i>How likely would you be to take the next steps with this company?</i>
Content & Presentation	<i>How would you rate the effectiveness of the presentation and design?</i>
Q&A (for in-person competition)	<i>How well does the team effectively answer questions based on the presented materials?</i>



## SCORING KEY

<b>5 stars</b> Well above standards	Excellent execution and free of errors: includes ALL essential components, content and/or strategies are clear, comprehensive, thoughtful, and very well researched and/or developed.
<b>4 stars</b> Above standards	Well executed: includes ALL essential components, content and/or strategies are evident and well researched and/or developed.
<b>3 stars</b> Meets standards	Includes essential components: content and/or strategies are evident; most components are researched and/or developed.
<b>2 stars</b> Below standards	Missing essential components: content and/or strategies are not evident or unclear; research and/or development are below standards.
<b>1 star</b> Well below standards	Major flaws and/or essential components missing.