



Social Media Marketing Competition

COMPETITION OVERVIEW

Each company is asked to create a social media campaign that sparks interest in your company, **increases awareness of Earth Day, and drives traffic to your e-commerce website**. Effective social media advertisements must be very creative and well designed to quickly capture the viewer's attention. In order for your campaign to make an impact, it should be visual, emotional, and useful. This campaign is your chance to be creative, generate sales, and increase firm interactions.

SUBMISSION GUIDELINES

Your company social media campaign board must include:

- 3 social media platforms with 1 post on each
- A common theme that describes your business, increases community engagement (hashtags) to elevate awareness of Earth Day
- Your campaign must be displayed on a foam board that is 20" x 30" (set either horizontally or vertically).
- Your board must be on an easel **that you provide**.
- The display **MUST** be appropriate for a school function.
- Place your firm and school name on the back of your board on the top right corner.

CAREER READINESS FRAMEWORK ALIGNMENT

Leadership:

- Motivates others to act
- Adapts in an ambiguous environment
- Demonstrates well-rounded perspective and unique style

Professional:

- Communicates effectively
- Collaborates with others
- Solves problems creatively

Functional:

- Understands general business dynamics
- Conducts research and analysis

Technology:

- Function-specific technology

SCORING GUIDE & SCORING ELEMENTS

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.

ELEMENT	JUDGING CRITERIA
First Impressions	<ul style="list-style-type: none"> • At first glance, how well do the posts included in the social media campaign grab your attention and draw you in?
Content	<ul style="list-style-type: none"> • How well does the campaign uniquely reflect the company, its product(s) and/or service(s)? • <i>Includes 3 social media platforms with 1 post on each</i>
Call to Action	<ul style="list-style-type: none"> • How likely would you be to take the next steps with this company?
Effectiveness of Campaign	<ul style="list-style-type: none"> • How well do the posts address the goals of the campaign posts: • <i>sparks interest in your company, increases awareness of Earth Day, and drives traffic to your e-commerce website</i>
Presentation	<ul style="list-style-type: none"> • How would you rate the effectiveness of the presentation and design?

SCORING KEY

<p>5 stars Well above standards</p>	<p>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.</p>
<p>4 stars Above standards</p>	<p>Well executed: includes ALL essential components, content and/or strategies are evident and well-researched and/or developed.</p>
<p>3 stars Meets standards</p>	<p>Includes essential components: content and/or strategies are evident; most components are researched and/or developed.</p>
<p>2 stars Below standards</p>	<p>Missing essential components: content and/or strategies are not evident or unclear; research and/or development are below standards.</p>
<p>1 star Well below standards</p>	<p>Major flaws and/or essential components missing.</p>