



# Social Media Challenge

Location: COS, Visalia

## **Chairman:**

Lauren Fishback  
Public Information Officer  
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College of the Sequoias

**CHECK IN:** 12:15 pm      **CONTEST BEGINS:** 12:30 pm

## **ELIGIBILITY:**

Eligibility is limited to teams of 2. No individual entries are allowed.

## **EXPECTATIONS:**

Student teams will design a social media campaign related to equity and social justice sharing stories of local individuals in order to advance the awareness and responsiveness for equity and inclusion on high school campuses. Equity and Social Justice causes could include, but are not limited to anti-racists efforts, safe spaces on campus, professional and personal development around equity, high school staff or faculty diversity, campus cultures around inclusion, etc.

Student teams may use any social media format, or combination of platforms including but limited to; Facebook, Twitter, Instagram, YouTube, etc. All teams must use at least two social media platforms in their campaign. They can choose any they like and can use as many as they like. But again, they must use at least two.

## **TIMELINE:**

- April 9th - Initial zoom meeting, challenge review and training, templates distributed
- April 15th - Final presentations and materials are due by 12:00 pm (noon)
- April 16th - Final zoom meeting, team presentations, reflection, and learning
  - Check-in will be at 12:15 pm
  - Challenge will begin at 12:30 pm

## **ZOOM EXPECTATIONS:**

All participants will meet via zoom **April 9th** to review the Social Media Challenge. During this zoom meeting the Chairman will assign groups of two. If participants are joining the challenge as a team that is predetermined before the meeting, that group will be eligible to work together. Remaining participants will be placed into pairs.

During the **April 9th** zoom meeting the challenge will be reviewed in its entirety. Templates will be distributed and participants can ask questions.

**APRIL 16th** participants will reconvene on zoom to review final reflection and learning opportunities. Participants should be prepared to share screen and discuss their campaign with the group.

- Participants must have the camera on during all zoom meetings related to the challenge.
- Participants must be prepared to introduce themselves and engage in discussion.
- Participants are encouraged to plan ahead and be mindful of their dress code, surroundings and background while on all zoom meetings.

## **SCOPE OF CONTEST:**

Social Media Challenge includes:

- Creation of **one original** official hashtag that appears on all social media campaign posts.
- Templated Posts to social media sites or resource
- Campaign must include one video story



- Campaigns can be no longer than 14 successive calendar days - please identify in your presentations the dates and/or days of the week and why those were selected for the campaign
- PowerPoint presentations with all components included

Students will prepare a final presentation (no more than 15 slides with graphics) of their social media campaign. This presentation should include a summary of the following:

- The team's equity or social justice area of focus
- Strategies
- The social media campaign
- The specific social media networks utilized
- Local individuals who offered to share their story
- Data Analysis on best platforms for the campaigns, date range, language used for campaign, etc.
- The team's self-evaluation of the overall continuity of the campaign
- Final reflections and learning – what went well, what would the team do next time around, how can this campaign be utilized by others, etc.?

**IMPORTANT INFORMATION:**

Successful presentations will follow and include all of the components on the provided scoring rubric.

**EQUIPMENT AND MATERIALS:**

To be supplied by chairperson:

- Zoom Room Link above

To be supplied by participants:

- Laptop and necessary equipment to join zoom room

**TIME:**

Roll will be taken at 12:30 p.m. on April 16th to begin the Challenge

**TIE BREAKER:**

In case of a tie, ties will be broken by oral presentation during the zoom discussion session.



## Social Media Challenge Rubric – 2021

Description		Pts. Possible	Score
<b>Campaign Score – Total of 100 points</b>			
<b>Original Hashtag</b>	<i>Extent to which hashtag is creative and engages audiences</i>	10	
<b>Campaign Activity Strategies</b>	<i>Identified strategies to bring awareness and engagement to campaign</i>	10	
<b>Identified social justice or equity based topic</b>	<i>Does the topic have a local connection? Is the topic of appropriate concern?</i>	10	
<b>The social media campaign</b>	<i>Does the topic have a local connection? Is the topic of appropriate concern?</i>	10	
<b>Social media platforms utilized</b>	<i>Extent to which the networks represented creativity and thought toward the target audience</i>	10	
<b>Local High School or student partner collaboration</b>	<i>Extent to which the team collaborated with local partners Extent to which the local partners voice is heard in the presentation.</i>	10	
<b>Data Analysis</b>	<i>Review of best dates/days/times selected for campaign, target audience,</i>	20	
<b>Self-evaluation</b>	<i>Extent to which team can explain overall effectiveness of their cause through social media</i>	20	
<b>Presentation Score – Total of 40 points</b>			
<b>Final reflections and learning</b>	<i>what went well, what would the team do next time around, how can this campaign be utilized by others, etc.?</i>	20	
<b>Presentation by the Team</b>	<i>Extent to which team is able to communicate to the judges. Teams exhibited professionalism in their communication and poise in their delivery.</i>	20	
<b>Total Points</b>		<b>140</b>	

Comments: