

## OVERVIEW

Applying leadership and 21st century skills, participants showcase social media marketing skills, tools, and processes to communicate, inform, and promote an event on social media and produced on-site at the Texas TSA Conference. Required criteria, such as hashtags, content and a theme, make the competition more challenging and will be revealed at the event orientation meeting.

## TIME LIMITS/CONSTRAINTS

- **A.** The social media content must be at least 5 posts but not more than 7. A deduction of five (5) points will be incurred for exceeding the post limit.
- **B.** Participants have twenty four (24) hours, beginning at the event orientation meeting, to complete the entire production.

## ATTIRE

TSA competition attire is required for this event.

## PROCEDURE

### ON-SITE CHALLENGE

- **A.** Participants report to the event area at the time and place stated in the conference app to receive the on-site challenge information.
- **B.** The event coordinator distributes the materials, information, directions, and deadlines to each team.
- **C.** Each team supplies its own cell phone and editing equipment to complete its entry.
- **D.** Teams are responsible for submitting a PDF of their solution, and the Student Copyright Checklist to the designated submission form at conference.
- **E.** Entries are reviewed by judges with neither students nor advisors are present at this time.
- **F.** The top three (3) finalists are announced at the award ceremony.

## REGULATIONS AND REQUIREMENTS

Students will work to develop their leadership and 21st century skills in the process of preparing for and participating in this TSA competitive event. The development and application of those skills must be evident in their submission, demonstration, and/or communication pertaining to the entry.

### A. Participants produce a social media campaign while observing the following:

1. Participants create their social media content, which must be appropriate for the TSA community, only at officially sanctioned conference locations, as described by the event coordinator.
  - a. Teams are not allowed to film in sleeping rooms, restrooms, restaurants, or elevators/ escalators.
  - b. Participants may not disturb any event in progress, enter a restricted evaluation area, interrupt a conference function, or participate in behavior unbecoming of a conference participant.
  - c. At the event meeting, the event coordinator explains any further filming restrictions on the specific property.
  - d. Failure to follow these instructions will result in disqualification.
2. All entries become the property of TSA and will not be returned after judging.
3. Teams are restricted to filming with a cell phone only, no video cameras.
4. Teams must edit their projects on a nonlinear editing system or their cell phone. Teams are responsible for providing their own editing equipment.
5. All video/camera footage must be the original work of the team and must have been completed during the event timeline.
6. Where applicable, all ideas, test images and sound from other sources must be cited. Copyrighted materials may NOT be used. NOTE: Failure to follow this procedure results in disqualification.

## B. On-site Submission Information:

1. Participants will create content on an Instagram template. Content will be saved as a single PDF file and uploaded. Social Media Content must be presented as a static PDF off-line. No content can be posted to an active social media account.

2. The submission form will have a separate link for the documentation portfolio. Documentation portfolio will include the following:

- Title Page (1 page)
- Table of Contents; pages as needed
- Description/Inspiration of Social Media Campaign. Description should include audience, hashtags, etc. (1 page)
- Instagram posts on template; pages as needed
- List of hardware, software, and apps used in the development of the Social Media Content. (1 page)
- List of references that includes sources for materials (non-copyrighted); pages as needed
- Completed Student Copyright Checklist, as applicable (see Forms) Failure to include the Student Copyright Checklist will result in disqualification.

3. If the entry contains images of people, proof of consent must be provided for each person in the video.

4. Minors require parental consent. Use the Photo/Film/Video Consent and Release form (see Forms Appendix) for any individuals included in the video footage.

5. Texas TSA will NOT provide wireless Internet.

## EVALUATION

A. The completed social media content and documentation portfolio.

Refer to the official rating form for more information.

## STEM INTEGRATION

This event aligns with the STEM (Science, Technology, Engineering, and Mathematics) educational standards.

## LEADERSHIP AND 21ST CENTURY SKILLS DEVELOPMENT

This event provides opportunity for students to build and develop leadership and 21st century skills including but not limited to:

- Communication
- Collaboration/Social Skills
- Initiative
- Problem Solving/Risk Taking
- Critical Thinking
- Perseverance/Grit
- Creativity
- Relationship Building/Teamwork
- Dependability/Integrity
- Flexibility/Adaptability

## CAREERS RELATED TO THIS EVENT

This competition has connections to one (1) or more of the careers below:

- Social Media Specialist
- Social Media Manager
- Community Manager
- Influencer Marketing
- Digital Creator
- Social Media Consultant