

# Social Media Campaign

## Purpose

The purpose of this social media campaign is to build awareness and collect photos from current, past and future Michigan Community College students. These photos are intended to illustrate each person's unique connection to their local community college. Students will submit their entries through Twitter or Instagram.

## Contest Type

Photo contest will run on Instagram and Twitter. The contest asks users to submit a photo related to the theme. Generally, the picture 'speaks for itself' and may include a caption. This captures the user's personal experience, which can provide great visuals for future marketing.

## Contest/Campaign Theme

Sometimes your future may seem difficult to reach. College and your career are two of the biggest decisions you will ever make. So the Michigan Community College Association wants to know what's your secret to success? Show us what 'You've got this' means to you as you attend community college? To accomplish this, submit a photo entry to show your story of how you've got this with #MCCAYGT—including personal inspiration, how you give back to the community, tools college has given you, or how your career is within your grasp.

## Eligibility

Michigan community college current students, future students, and alumni are eligible to enter this contest

## Contest Period

Eligible persons can submit entries between September 13, 2014 to 11:59pm September 21, 2014. Promotion for the campaign will start at the beginning of classes through the end of community college week (September 21, 2014).

## Promotion

1. Interact Communications will provide a digital advertisement, website banner and a PDF handout.
2. Space will be left on the PDF so that local colleges can add their own prizes and social media information.
3. Colleges promote using the provided material, while MCCA promotes on the “You’ve got this” website and via social media.
4. Colleges use email blasts to promote the contest during community college week.

## How to Enter

1. All entrants must have either an active Twitter or Instagram account to participate in the MCCA ‘You’ve got this’ contest.
2. All entrants are asked to follow their local community college on the social media site.
3. Qualified entrants shall submit a photo that depicts the ‘You’ve got this’ theme to MCCA’s Twitter or Instagram account (@MCCAYGT). Photos entries must be no larger than 840 x 840 pixels as a .jpg file for online submission.
4. Photo entry must include @MCCAYGT to direct the entry to MCCA account.
5. Photo must include #MCCAYGT to indicate entry to the ‘You’ve got this’ contest
6. Photo must also include hashtag identifying the entrant’s local community college (i.e. #schoolcraft)
7. Photo entries can be submitted anytime during September 13-21.

## Prizes

This contest has two elements: local and statewide prizes. Individual colleges will award local prizes to their own students while the statewide campaign would offer a scholarship.

- Local level: individual colleges will decide prizes according to preference & budget
- State level: scholarship to cover a full or partial year of attending a Michigan Community College.<sup>1</sup>

## Rules & Regulations

- Prizes are non-transferable.
- A team of judges will review all entries, and will make a subjective judgment and selection of the contest winner based on its emotional impact, and overall effectiveness in illustrating visually the unique/personal connection to the community college and

<sup>1</sup> Scholarship must be used during Winter 2015, Fall 2015, or Spring 2016 semesters.

what "You've Got This" means to the entrant.

- Statewide contest winners will be announced October 1, 2014. Local community college winners will be announced according to individual college announcement.
- Email and social media will notify winners. Winners will be sent a private message on social media (that they submitted the entry). Additionally winners will be sent an email congratulations via the email address connected to their personal account on the social media site of choice.
- Winners will be contacted for mailing information to send prize.
- By claiming the prize, the winner authorizes the use, without additional compensation, of his or her name and photograph and municipality of residence for promotion and/or advertising purposes in a manner and in any medium (including, but not limited to, newspapers, radio, or other publications).
- By participating in the contest, each participant and winner waives any and all claims of liability against the contest sponsors, and their employees and agents.
- State Winner will be showcased on 'You've got this' website and MCCA social media sites.
- Local Winner will be showcased on individual Michigan Community College websites and social media sites.

## Entrant Binding Agreement

In order to enter the contest, you must agree to these Official Rules. Therefore, please read through the following rules prior to entry to ensure that you understand and agree. Your submission of an entry in this contest constitutes agreement to these rules. This contest discourages the creation of multiple accounts to submit entries. Additionally submitting the same photo multiple times will not be counted more than once in the contest and is not encouraged. Moreover, photo entries should be relevant to the Michigan Community College 'You've got this' theme. Inappropriate photo entries will be eliminated from the contest. These official rules form a binding legal agreement between the entrants and contest sponsors that must be respected.