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## **Social Media Campaign**

*Social media is changing the way businesses communicate with customers and prospects and how they promote products and services. Effectively using social media as a marketing channel is a crucial component of any marketing plan. This event consists of a presentation given at the NLC.*

### **Competencies**

#### *Performance Competencies*

- answer questions effectively
- demonstrate ability to make a businesslike presentation
- demonstrate effective verbal communication skills
- demonstrate ability to work as a team
- describe project development and implementation
- explain content logically and systematically

#### **Business Education Curriculum Standard(s):**

Information Technology; Marketing

### **2018 Topic**

Create a social media marketing campaign to create buzz surrounding healthy eating and the opening of your new “fresh food” (i.e. prepared meals, ingredients to make meals, natural foods, etc.) home delivery service that will open soon in a community of about 250,000 residents. The business will be a delivery service. The business will have a variety of delivery options to meet the needs of different types of customers (i.e. meat, vegetarian, vegan, family, couples, gluten-free, etc.). The campaign should clearly identify the target market and its products. Give the business a name. The campaign must utilize a minimum of three different social media platforms.

### **State Eligibility**

Each local chapter may enter two (2) presentations. Entries may be created by an individual member or by a team, not to exceed three (3) members. Participants must be on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by December 31 of the current school year. **Members participating in this event may not compete in another competitive event at a Region Leadership Conference.**

The ten entries with the highest rating sheet scores will qualify to attend the State Leadership Conference. The top ten (10) finalists will be notified by the PA FBLA Executive Director/State Chairman by the date published at [www.pafbld.org/importantdates.php](http://www.pafbld.org/importantdates.php), which is posted on the PA FBLA web site.

*In the event of a team entry, no more than one (1) member may have submitted a project for judging at a previous State Leadership Conference. A member who has competed as an individual in an individual/team event (1-3) may compete again in the same event as a team member the following year, not as an individual. If a member is competing as part of a team and members withdraw from the team leaving that member as the only remaining competitor, he/she may not compete/advance to the next level if the member competed as an individual in prior years.*

### **State Regulations**

#### **Procedure—Prejudged Project**

1. Student members, not advisers, must prepare presentations. Local advisers should serve as consultants to ensure that the presentations are well organized, contain substantiated statements, and are developed in an acceptable business style.
2. The local chapter adviser must certify and submit an event entry form that is included posted on the PA FBLA web site by the deadline date listed at [www.pafbld.org/importantdates.php](http://www.pafbld.org/importantdates.php), which is also posted on the PA FBLA web site.

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3. In addition to the event entry form, a Statement of Assurance should be submitted with entry which includes the documentation needed including software used, sources of information, copyright notations, instructions for running project, and template used.
  4. Presentations must be uploaded to YouTube by the chapter adviser and received by the deadline posted on the [www.pafbfa.org](http://www.pafbfa.org) website. Specific instructions regarding uploading to YouTube are found in the competitive events section of the PA FBLA website.
  5. All presentations must comply with state and federal copyright laws. Refer to format guide for additional information.
  6. Presentations must address the given topic. Entries will be judged according to the rating sheet.
  7. Presentations should be no more than seven (7) minutes in length.

#### **Procedure - Final Round**

1. The event consists of two parts: (1) submission pre-judged presentation, and (2) oral presentation.
2. At the State Leadership Conference, the chapter adviser must confirm students' participation in the event. Participants who are not confirmed will be disqualified.
3. Participants are required to complete both parts to be eligible to win an award.

#### **Oral Presentation**

1. Based on the ten (10) highest prejudged project scores, a maximum of 10 individuals or teams up to three members will be selected to make an oral presentation at the State Leadership Conference.
2. Participant(s) must use a presentation software program as an aid in delivering the business presentation.
3. A maximum time limit of five (5) minutes will be allowed to set up and remove equipment or presentation items.
4. The chapter must provide the computer for the event. A LCD projector, screen, table, and electrical power will be provided on-site. Participants that will be utilizing Apple products or other devices that do not have a VGA port will need to provide their own adapters.
5. The individual or team members must perform all aspects of the presentation (e.g., speaking, set-up, operating audiovisual equipment). Other representatives of the chapter may not provide assistance.
6. All individuals or team members are expected to actively participate in the performance.
7. Seven (7) minutes will be given to deliver the presentation.
8. Visual aids and samples related to the project may be used; however, no items may be left with the judges or audience.
9. At the end of six (6) minutes, a timekeeper will stand until noticed and hold up a colored time card indicating one minute is left, and at seven (7) minutes the timekeeper will stand and hold up a colored time card indicating time is up. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over seven (7) minutes.
10. Following each presentation, the judges will conduct a three-minute (3) question-and-answer period.

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11. The performance is open to all conference attendees, except performing participants of this event. If participants of the event view other presentations before or after their scheduled presentation time, they (or their team if they are part of one) will be disqualified.
  12. The participant must comply with the PA FBLA Dress Code which can be found at [www.pafbla.org/dresscode.php](http://www.pafbla.org/dresscode.php). If the participant does not comply, he or she will not be admitted to the oral presentation areas until he or she is in compliance.

## **State Judging**

Presentations that meet the above regulations will be reviewed by a panel of judges prior to State Leadership Conference. Using the rating sheets, a panel of judges selects the winners, and all decisions of the judges are final.

In the event there is a tie after the prejudged portion in order to determine the top 10 finalists, ties will be broken based on the following:

### **First Tiebreaker**

- Total points of the *Content* section on the Pre-Judged Rating Sheet.

### **Second Tiebreaker**

- Total points of the *Design and Distribution* section on the Pre-Judged Rating Sheet.

### **Third Tiebreaker**

- Total points of the “Statements are well-organized and clearly stated” category within the *Delivery* section on the Pre-Judged Rating Sheet.

In the event there is a tie after the prejudged portion and the oral presentation component of this event, ties will be broken based on the following:

### **First Tiebreaker**

- Total points of the Pre-Judged Rating Sheet.

### **Second Tiebreaker**

- Total points of the *Content* section on the Performance Rating Sheet.

### **Third Tiebreaker**

- Total points of the *Design and Distribution* section on the Performance Rating Sheet.

Tiebreaker implementation examples can be found in this handbook or at [www.pafbla.org/tiebreakers.php](http://www.pafbla.org/tiebreakers.php).

## **State Awards**

The state will present a maximum of (10) awards at the State Leadership Conference.

## **National Conference Eligibility**

The first-, second-, third-, and fourth-place winning presentations at the State Leadership Conference are eligible for entry at the National Leadership Conference. Advisers and participants should refer to the latest edition of the [National Chapter Management Handbook](#) for official National Leadership Conference event guidelines. All participants will be expected to make a seven-minute (7) oral presentation at the NLC.

In the event that the first-, second-, third-, or fourth-place winner(s) cannot attend, it is the responsibility of the:

### **local chapter adviser**

- to contact the PA FBLA Executive Director/State Chairman about the student who will not be attending.

### **PA FBLA Executive Director/State Chairman**

- to contact the next eligible award winner about participating at the National Leadership Conference.



# FBLA SOCIAL MEDIA CAMPAIGN

## Pre-Judged Rating Sheet

*Revised 2017-18*

	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Expectation Item					
Demonstrates understanding of the event topic	0	1-3	4-7	8-10	
Describes the use and implementation of innovative technology	0	1-7	8-14	15-20	
Explains the design and development process	0	1–7	8–14	15-20	
Incorporates campaign into presentation	0	1-7	8-14	15-20	
Provides proper documentation of pictures, audio, etc.	0 No documentation provided		10 Substantiates compliance to copyright regulations using visual representation		
Delivery Skills					
Statements are well-organized and clearly stated	0	1-3	4-7	8-10	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	0	1-3	4-7	8-10	
Subtotal					/100 max.
Time Penalty Deduct five (5) points for presentation over seven (7) minutes. Time:					
Penalty Points Deduct five (5) points for not adhering to guidelines					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Final Score					/100 max.

Name(s): \_\_\_\_\_

School: \_\_\_\_\_ Region: \_\_\_\_\_

Judge's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Judge's Comments:



# FBLA SOCIAL MEDIA CAMPAIGN

## Performance Rating Sheet

*Revised 2017-18*

	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Expectation Item</b>					
Demonstrates understanding of the event topic	0	1-3	4-7	8-10	
Describes the use and implementation of innovative technology	0	1-7	8-14	15-20	
Explains the design and development process	0	1-7	8-14	15-20	
Incorporates campaign into presentation	0	1-7	8-14	15-20	
Provides proper documentation of pictures, audio, etc.	0 No documentation provided		10 Substantiates compliance to copyright regulations using visual representation		
<b>Delivery Skills</b>					
Statements are well-organized and clearly stated	0	1	2-3	4-5	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	0	1	2-3	4-5	
Demonstrates the ability to effectively answer questions	0	1-3	4-7	8-10	
<b>Subtotal</b>					<b>/100 max.</b>
<b>Time Penalty</b> Deduct five (5) points for presentation over seven (7) minutes. Time:					
<b>Dress Code Penalty</b> Deduct five (5) points when dress code is not followed.					
<b>Penalty:</b> Deduct five (5) points for not following event guidelines					
<b>Final Score</b>					<b>/100 max.</b>

Name(s): \_\_\_\_\_

School: \_\_\_\_\_ Region: \_\_\_\_\_

Judge's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Judge's Comments: