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## **Social Media Concepts – Middle Level** ***(Pennsylvania Only Event)***

*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 strategic marketing plan. This event recognizes FBLA Middle Level members who demonstrate an understanding of basic social media concepts.*

### **Competencies**

*Objective Test Competencies*

- Basics of social media
- Marketing purposes of social media
- Social media platforms
- Communication via social media
- Pros and cons of social media platforms and capabilities

### **Business Education Curriculum Standards:**

Communication; Information Technology

### **State Eligibility**

Each middle level chapter may enter up to five members in this event. Each middle level student is permitted to compete in one (1) objective test event, OR one (1) school site event, OR one (1) state-only event.

Participants must be members of active local chapters on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31 of the current school year. If the region conference is scheduled before January 31, then dues must be paid prior to that conference date as established by the region and posted on the PA FBLA web site.

All middle level FBLA members in grades 5 through 8 are eligible for this event.

It is the responsibility of:

#### **Local chapter adviser**

- To pay membership dues for all competitors by the published deadline and to register students through the PA FBLA online registration system by the published deadline

### **National Eligibility**

There is no national eligibility. This event is for Pennsylvania members only.

### **Procedure**

1. A 45 minute objective test will be administered at the Region Leadership Conference based on the previously listed competencies. All participants in this event must report at the event time listed in the program. **If a participant arrives after the objective test has begun, he or she will be admitted to the testing area and will be permitted to take the test in the remaining amount of time for the event. The participant will not receive any additional instructions from the event administrators.**
2. **The participant must comply with the PA FBLA Dress Code which can be found at [www.pafbala.org/dresscode.php](http://www.pafbala.org/dresscode.php). If the participant does not comply, the participant will not be admitted to the testing area until he or she is in compliance.**
3. Participants must furnish their own No. 2 pencils and erasers.
4. At the Region Leadership Conference, the participant may use his or her own cordless calculator unless one is provided by the region. At the RLC, no scientific calculators, graphing calculators, PDAs (Palm Pilots, etc.), phones, or other memory storage devices are allowed to be used in this event.

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5. Testing will occur either at the Region Leadership Conference (at the discretion of the Region Adviser) or during the PA FBLA Middle Level Testing Window, as established by the PA FBLA Middle Level Coordinator.

### **State Judging**

All objective tests will be graded through the online testing service. If there is a tie between competitors, the last ten (10) test questions will be compared and the individual/team with the highest number of correct answers will be ranked higher. The process will continue in groups of ten (10) questions until the tie is broken. If, after reviewing the entire test, the tie cannot be broken, the individual/team submitting the test in the least amount of time will be ranked higher.

### **Region Recognition**

Local chapters/region advisers may decide the number and type of awards or recognition to be presented locally or at the RLC.

### **State Recognition**

The state FBLA office will provide certificates of participation for local chapters to distribute to all members who participate in this event at the state level. After comparing the results of all participating members in the state, recognition will be issued to the 1<sup>st</sup> and 2<sup>nd</sup> place winners in this event.

### **National Recognition**

There is no national recognition for participants. This event is a Pennsylvania only event.