

2026-2027 Competitive Events Guidelines

Introduction to Social Media Strategy

Introduction to Social Media Strategy allows members to develop and present a marketing strategy centered around a single social media platform. Members demonstrate their understanding of audience engagement, content creation, and campaign effectiveness through a live presentation.



Event Overview	
Division	High School (9 th & 10 th grade only)
Event Type	Team of 1, 2, or 3 members
Event Category	Presentation
Event Elements	Presentation with a Topic
Event Information:	
<u>National Leadership Conference:</u> Timing Structure: • Equipment Set-Up: 3 minutes ○ No interaction allowed with judges during this time. • Presentation: 7 minutes ○ A one-minute warning will be provided • Question & Answer (Q&A): 3 minutes Important: Time allocations are exclusive. The presentation must begin immediately after the 3-minute set-up time concludes. Time may not be shifted between segments. Competitors will not interact with judges during the set-up period. Important Notes: • Internet Access: Provided ○ Please be aware that internet access at conference venues may be unreliable. Always prepare a backup plan in case the connection is lost or does not work with your device. • Event Schedule Notes: ○ Some events may begin before the Opening Session. ○ All schedules are posted in local time for the NLC host city. ○ Schedule changes are not permitted.	<u>State/Region:</u> Review Region and State Sections further on in this document.

*** Event specifics are continued below. Review the document in its entirety.

2026-2027 Topic

Tee Off the Fun: Grand Opening of a Family Mini Golf Course

A new family mini golf course is preparing for its grand opening and wants to use social media to introduce its brand, build excitement, and encourage families and friends to visit. Choose one social media platform and create a series of posts that promote the grand opening and showcases the unique experiences the mini golf course has to offer.

How can social media generate excitement, attract new customers, and encourage visitors to return for future experiences?

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Region

Region Eligibility

Each chapter may enter two (2) teams of 1, 2, or 3 members of active local chapters in FBLA Connect, the FBLA membership system. An active chapter is defined as having members “pending or paid” at the time of the RLC registration deadline submitted by the region adviser to the Executive Director and published on the PA FBLA website.

In order to be registered for this event, student data is imported into Blue Panda, the event registration and competitive events management system, from FBLA Connect. Students are imported and able to be registered only if identified as having “pending or paid” membership. “Paid” membership is defined as a dues payment for the student received by National FBLA; “pending” membership is defined as membership for which payment is due to National FBLA 60 days from the date the student appears on the membership invoice.

Members may compete in an event more than once if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event at RLC, SLC, or NLC.

It is the responsibility of the local chapter adviser

- to pay membership dues for all competitors by the published region deadline and to register students through Blue Panda by the published deadline.

Region Procedure

The following procedures must be used.

1. **The participant must comply with the PA FBLA Dress Code which can be found at <https://www.pafbla.org/about-pafbla/dress-code/> Points will be deducted for not complying with the dress code UNLESS it is an egregious violation.**
2. There will only be one round of competition at the region level.
3. Participant(s) should use visual aids (electronic, printed, etc.) during the presentation.
4. Participants should introduce themselves and present to the judges.
5. A maximum time limit of five (5) minutes will be allowed to set up and remove equipment or presentation items.
6. Emphasize is placed on the visual interpretation of the topic and design.
7. Do not use any words, diagrams, clip art, and/or artwork that are not public domain. Competitors must make a reference in presentation about copyright.
8. Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation).
9. The chapter must provide all technology for this event at the Region Competition. Internet access will not be provided.
10. 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.
11. Seven (7) minutes will be given to deliver the presentation.
12. Event Specific Information: Competitors should incorporate the following aspects in response to the topic

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- **Use of Industry Terminology:** Demonstrate knowledge of social media by using accurate terms and concepts throughout the presentation.
 - **Strategy and Metrics:** Explain the campaign strategy clearly, including goals, target audience, content planning, and performance metrics. Use metrics to show how success is measured and how decisions were made.
 - **Design and Development Process:** Describe how the campaign was planned and created, including creative choices, tools used, and how the approach was adjusted to better reach the intended audience.
 - **Campaign and Ad Integration:** Present a campaign focused on one social media platform. Include three original, well-developed ads that are clearly connected to the campaign's message and audience.
13. All individuals or team members are expected to actively participate in the presentation.
 14. Visual aids and samples related to the project may be used; however, no items may be left with the judges or audience.
 15. At the end of six (6) minutes, a timekeeper will stand until noticed and hold up a colored timecard indicating one minute is left, and at seven (7) minutes the timekeeper will stand and hold up a colored timecard indicating time is up. When time is called, the presenter must end the presentation.
 16. Following each presentation, the judges will conduct a three-minute (3) question-and-answer period.
 17. 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.

Region Judging

The team will be evaluated by a panel of judges using the rating sheet found in these guidelines. All decisions of the judges are final. If there is a tie, ties will be broken based on the following:

Judges must make a definitive decision on ranking. Ties are not permitted. The decision of the judges is final.

Region Awards

Each region at a **minimum** must distribute a certificate to the top five place finishers in each event.

State

State Eligibility

The minimum number of competitors each region may enter is the first- and second-place winners who are members of active local chapters on record in FBLA Connect as having dues listed as "pending or paid." Since a participant's "pending or paid" membership was required at the time of region conference registration, only students who are "pending or paid" appear in Blue Panda to be registered for and assigned competitive events at the State Leadership Conference.

If any of the eligible winners cannot attend the SLC, it is the responsibility of the:

local chapter adviser

- to contact the region adviser about the student who will not be attending.

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region adviser

- to contact the adviser of the next eligible competitor about participating at the State Leadership Conference.
- to notify the PA FBLA Executive Director/State Chairman of the change before the deadline date published at <https://www.pafbla.org/about-pafbla/important-dates/>, which is posted on the PA FBLA web site.

State Procedure

The following procedures must be used:

1. A **preliminary round** will be held to determine the top teams in the final round. All participants will be divided randomly into groups by a member of the state committee, with an equal number of the top participants from each group advancing to the final round.
 - The order of performance will be drawn at random by a member of the state committee.
 - Finalists for this event will be an equal number advancing from the preliminary round groups to a maximum of 15 in events in which there are no preliminary rounds.
2. The following procedure will be followed during the **final round**: The order of performance will be drawn at random by a member of the state committee.
3. Both the rounds will be open to an audience. 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.
4. **The participant must comply with the PA FBLA Dress Code which can be found at <https://www.pafbla.org/about-pafbla/dress-code/>. Points will be deducted for not complying with the dress code UNLESS it is an egregious violation.**
5. Participants should introduce themselves and present to the judges.
6. A maximum time limit of five (5) minutes will be allowed to set up and remove equipment or presentation items.
7. Do not use any words, diagrams, clip art, and/or artwork that are not public domain. Competitors must make a reference in the presentation about copyright.
8. Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation).
9. Seven (7) minutes will be given to deliver the presentation.
10. Event Specific Information: Competitors should incorporate the following aspects in response to the topic
 - **Use of Industry Terminology:** Demonstrate knowledge of social media by using accurate terms and concepts throughout the presentation.
 - **Strategy and Metrics:** Explain the campaign strategy clearly, including goals, target audience, content planning, and performance metrics. Use metrics to show how success is measured and how decisions were made.
 - **Design and Development Process:** Describe how the campaign was planned and created, including creative choices, tools used, and how the approach was adjusted to better reach the intended audience.
 - **Campaign and Ad Integration:** Present a campaign focused on one social media platform. Include three original, well-developed ads that are clearly connected to the campaign's message and audience.

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11. The chapter must provide the computer for the event. An 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 an HDMI port will need to provide their own adapters.
12. Internet access is provided as Wi-Fi or cable. Internet access may not be Wi-Fi, so competitors should plan appropriately when selecting devices on which to present. Please note that internet reliability at any conference venue cannot be guaranteed. Always have a backup plan in case internet connections go down.
13. 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.
14. The presentation should follow the rating sheet and given topic.
15. All individuals or team members are expected to actively participate in the presentation.
16. Visual aids and samples related to the project may be used; however, no items may be left with the judges or audience.
17. At the end of six (6) minutes, a timekeeper will stand until noticed and hold up a colored timecard indicating one minute is left, and at seven (7) minutes the timekeeper will stand and hold up a colored timecard indicating time is up. When time is called, the presenter must end the presentation.
18. Following each presentation, the judges will conduct a three-minute (3) question-and-answer period.

State Judging

The team will be evaluated by a panel of judges using the rating sheet found in these guidelines. All decisions of the judges are final. If there is a tie, ties will be broken based on the following:

Judges must make a definitive decision on ranking. Ties are not permitted. The decision of the judges is final.

State Awards

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

National Conference Eligibility

The first-, second-, third-, and fourth-place award winners at the State Leadership Conference are eligible to attend the National Leadership Conference.

If the first-, second-, third-, or fourth-place winner 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.

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National

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Preliminary Presentation	• Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code • Technology and presentation items	• Table • Internet Access
Final Presentation	• Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code • Technology and presentation items, including any adapter or cord needed beyond an HDMI connection	• Table • Power • Projector with HDMI cord • Projector screen • Internet Access

Eligibility Requirements

To participate in FBLA competitive events at the National Leadership Conference (NLC), the following criteria must be met:

- **Membership Deadline:** FBLA national membership dues must be paid to the specific division by 11:59 p.m. Eastern Time on March 1 of the current school year.
- **Repeat Competitors:** Members may only compete in an event at the NLC more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event at future NLCs, unless the event has been modified beyond a name change. Chapter events are exempt from this procedure.
- **Conference Registration:** Members must be officially registered for the NLC and must pay the national conference registration fee to participate.
- **Official Hotel Requirement:** To be eligible to compete, competitors must stay within the official FBLA housing block.
- **State Entry Limits:** Each state may submit up to four entries per event.
- **Event Participation Limits:** Each member may participate in:
 - o One individual or team event, and
 - o One chapter event (e.g., *Community Service Project* or *Local Chapter Annual Business Report*).
- **Competitor Responsibility:** Only registered competitors are permitted to plan, research, prepare, and set up their presentations. Advisers and others may not assist.
- **Participation Requirement:** To be eligible for an award, each competitor must complete all components of the event at the National Leadership Conference.
- **Team Composition:** All members of a team must be from the same local chapter.
- **Identification at Check-in:** Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.
- **Late Arrivals:** Competitors will be allowed to compete until such time that the results are finalized, or participation would impact the fairness and integrity of the event, as determined by

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Competitive Events staff. If judges have left the competitive event area, it is no longer possible to compete. Five penalty points will be assessed for late arrivals in any competitive event.

Event Administration

This event consists of two phases: a preliminary presentation and a final presentation.

Preliminary Presentation Details

Timing Structure

- **Equipment Set-Up:** 3 minutes
- **Presentation:** 7 minutes (a one-minute warning will be provided)
- **Question & Answer (Q&A):** 3 minutes
- **Important:** Time allocations are exclusive. The presentation must begin immediately after the 3-minute set-up time concludes. Time may not be shifted between segments. Competitors will not interact with judges during the set-up period.

Venue & Format

- Presentations occur in-person at the National Leadership Conference (NLC).
- Competitors/teams are randomly assigned to presentation sections.
- Presentations will take place in a large, open area with a designated space of approximately 10' x 10', which includes a table and chairs for the judges.
- The preliminary round is closed to conference attendees and audience.

Technology Guidelines

- **Internet Access:** Provided (*Please be aware that internet access at conference venues may be unreliable. Always prepare a backup plan in case the connection is lost or does not work with your device.*)
- Presentations must be delivered using one or two personal devices (laptop, tablet, mobile phone, or monitor approximately laptop-sized).
- If using two devices, one must face the judges and the other must face the presenters.
- Projectors and projector screens are not permitted, and competitors may not bring their own.
- Wireless slide advancers (e.g., presentation clickers or mice) are allowed.
- External speakers are not allowed; audio must come directly from the presenting device(s).
- Electricity will not be available.

Non-Technology Items

- Visual aids, samples, notes, and other physical materials related to the project may be used.
- Items may be placed on the provided table or on the judges table, if space allows.
- No items may be left with the judges following the presentation.

Restricted Items

- Animals, except for authorized service animals.
- Food, which may be used for display only and may not be consumed by judges.
- Links and QR codes, which may be shown but may not be scanned or clicked by judges at any time.

Research

- Information must be supported by credible, well-documented sources.
- Any use of copyrighted material, images, logos, or trademarks must be properly documented.

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Team Expectations

- In team presentations, all members must actively participate in the delivery of the presentation.

Event Specific Information: Competitors should incorporate the following aspects in response to the topic

- **Use of Industry Terminology:** Demonstrate knowledge of social media by using accurate terms and concepts throughout the presentation.
- **Strategy and Metrics:** Explain the campaign strategy clearly, including goals, target audience, content planning, and performance metrics. Use metrics to show how success is measured and how decisions were made.
- **Design and Development Process:** Describe how the campaign was planned and created, including creative choices, tools used, and how the approach was adjusted to better reach the intended audience.
- **Campaign and Ad Integration:** Present a campaign focused on one social media platform. Include three original, well-developed ads that are clearly connected to the campaign's message and audience.

Final Presentation Details

Timing Structure

- **Equipment Set-Up:** 3 minutes
- **Presentation:** 7 minutes (a one-minute warning will be provided)
- **Question & Answer (Q&A):** 3 minutes
- **Note:** Each time segment is exclusive. Once the 3-minute set-up period ends, the 7-minute presentation time begins automatically. Competitors may not shift time between segments. Competitors will not interact with judges during the set-up period.

Advancement to Finals

- The top-scoring competitors or teams from each preliminary section will advance to the final round in equal numbers.
- The number of competitors or teams advancing to the final round depends on the number of preliminary sections:
 - 2 sections: Top 6 from each section advance
 - 3 sections: Top 4 from each section advance
 - 4 sections: Top 3 from each section advance
 - 5 sections: Top 3 from each section advance
 - More than 5 sections: Top 2 from each section advance

Audience & Viewing Rules

- Final presentations may be open to conference attendees, depending on space availability.
- Finalists may not view other presentations in their own event.

Technology Guidelines

- **Internet Access:** Provided (*Please be aware that internet access at conference venues may be unreliable. Always prepare a backup plan in case the connection is lost or does not work with your device.*)
- Presentations must be delivered using one or two personal devices (laptop, tablet, mobile phone, or monitor approximately laptop-sized).
- If using two devices, one must face the judges and the other must face the presenters.

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- If the final round takes place in a conference room, the following equipment will be provided: a projector, projector screen, power access, and a table.
- Competitors using laptops or devices without an HDMI port must bring their own compatible adapters.
- It is the responsibility of final-round competitors to decide whether or not to use the provided technology.
- Wireless slide advancers (e.g., presentation clickers or mice) are allowed.
- Electricity will not be available.

Non-Technology Items

- Visual aids, samples, notes, and other physical materials related to the project may be used.
- Items may be placed on the provided table or on the judges table, if space allows.
- No items may be left with the judges following the presentation.

Restricted Items

- Animals, except for authorized service animals.
- Food, which may be used for display only and may not be consumed by judges.
- Links and QR codes, which may be shown but may not be scanned or clicked by judges at any time.

Research

- Information must be supported by credible, well-documented sources.
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Event Specific Information: Competitors should incorporate the following aspects in response to the topic

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Scoring

- Preliminary round scores are used to determine which competitors or teams advance to the final round from each section.
- Final round scores determine the final rankings and top award winners.
- Judges are responsible for breaking all ties in both preliminary and final rounds.
- All judging decisions are final. Results announced at the National Leadership Conference are considered official and will not be changed after the conclusion of the National Leadership Conference.

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Penalty Points

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.

Recognition

- A maximum of 10 entries (individuals or teams) may be recognized per event.

Americans with Disabilities Act (ADA)

- FBLA complies with the Americans with Disabilities Act (ADA) by providing reasonable accommodations for competitors. Accommodation requests must be submitted through the conference registration system by the official registration deadline. All requests will be reviewed, and additional documentation may be required to determine eligibility and appropriate support.

Recording of Presentations

- Unauthorized audio or video recording is strictly prohibited in all competitive events.
- FBLA reserves the right to record presentations for educational, training, or archival purposes. Competitors should be aware that their presentations may be recorded by FBLA-authorized personnel.

Important FBLA Documents

- Competitors should be familiar with the [Competitive Events Operations Manual](#), [Honor Code](#), [Code of Conduct](#), and [Dress Code](#).

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Introduction to Social Media Strategy Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Demonstrates understanding of the event topic	No understanding of event topic OR incorrect topic used	Understanding of topic inconsistent during the presentation	Demonstrates the topic throughout presentation	Demonstrates use of industry terminology and expertise throughout presentation	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrate knowledge of a social media strategy and metrics throughout	No reference to social media strategy or metrics is made in the presentation.	Mentions strategy or metrics briefly but with limited understanding or detail. Metrics may be unclear or unrelated to campaign goals.	Shows clear understanding of social media strategy and includes relevant metrics to measure success. Strategy and metrics support the campaign's purpose	Demonstrates strong understanding of social media strategy with consistent references to goals, audience, content planning, and performance metrics. Metrics are clearly explained and effectively used to support decision-making and campaign evaluation.	
	0 points	1-6 points	7-8 points	9-10 points	
Explains the design and development process	No explanation of the design or development process is provided.	Gives a brief or unclear explanation of how the campaign or ads were created. Missing key steps or reasoning behind design choices.	Clearly explains the steps taken to design and develop the campaign and ads. Shows understanding of how choices support the campaign's goals.	Provides a clear and detailed explanation of the full design and development process. Describes creative decisions, tools used, and how the campaign evolved to best meet the goals and audience needs.	
	0 points	1-9 points	10-16 points	17-20 points	
Incorporates campaign into presentation	No campaign is included, or campaign does not focus on a single platform or include any developed ads.	Campaign is included but lacks clarity or development. Fewer than three ads are presented, or ads are not clearly connected to a single platform.	Campaign is focused on one social media platform and includes three relevant ads. Ads are included in the presentation and generally support the campaign's message.	Campaign is clearly centered on one social media platform and features three well-developed, creative ads. Ads are thoughtfully integrated into the presentation and strongly support the campaign's goals, audience, and messaging.	
	0 points	1-9 points	10-16 points	17-20 points	
Substantiates and cites sources used while conducting research	Sources are not cited	Sources/References are seldom cited to support statements	Professionally legitimate sources & resources that support statements are generally present	Compelling evidence from professionally legitimate sources & resources is given to support statements	
	0 points	1-6 points	7-8 points	9-10 points	
Presentation Delivery					
Statements are well-organized and clearly stated	Competitor(s) did not appear prepared	Competitor(s) were prepared, but flow was not logical	Presentation flowed in logical sequence	Presentation flowed in a logical sequence; statements were well organized	
	0 points	1-6 points	7-8 points	9-10 points	
Consistently displays confidence, poised body language, engaging eye contact, and effective voice projection.	Did not demonstrate any of the listed skills	Demonstrated 1-2 of the listed skills (confidence, body language, eye contact, or voice projection)	Demonstrated 3 of the listed skills (confidence, body language, eye contact, or voice projection)	Demonstrated all skills, enhancing the overall presentation	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	Does not respond to questions or responses are completely off-topic.	Provides incomplete or unclear answers that show limited understanding.	Responds accurately and clearly to most questions, showing adequate understanding.	Responds confidently with clear, accurate, and thoughtful answers that enhance the overall presentation.	
	0 points	1-6 points	7-8 points	9-10 points	

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Presentation Protocols			
Adherence to Competitive Events Guidelines	Competitor(s) Did Not Follow Guidelines	Execution Aligned with Guidelines: ✓ Used only allowable technology devices (sizing specs followed; maximum of two, with only one facing judges at a time) ✓ Presentation aligned with the assigned topic ✓ Maintained professional boundaries during set-up time (no interaction with judges) ✓ Did not leave materials behind after the presentation ✓ Links or QR codes were displayed appropriately (not clicked or scanned by judges) ✓ Audio was presented without external speakers (preliminary round) ✓ Avoided use of food or live animals ✓ Used only one social media platform	
	0 points	1-10 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)			
Presentation Total (110 points)			
Name(s):			
School:		Section:	
Judge Signature:		Date:	
Comments:			