2024-25 Competitive Events Guidelines
Introduction to Social Media Strategy

Colorado **FBLA**

Introduction to Social Media Strategy provides members with the opportunity to showcase their skills in developing a marketing strategy using one social media platform. This competitive event consists of a presentation component.

Event Overview

Division: High School (9th or 10th grade only)
Event Type: Team of 1, 2 or 3 members
Event Category: Presentation
Event Elements: Presentation with a Topic
Presentation Time: 3-minute set-up, 7-minute presentation time, 3-minute question & answer time
[NACE Connections](#): Career & Self-Development, Communication, Critical Thinking, Leadership, Professionalism, Teamwork, Technology

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2024-25 Topic

Develop one social media strategy aimed at increasing donations and support for a local non-profit organization in your community. Highlight specific projects, success stories, and behind-the-scenes content to build a connection with the audience.

Do not create live accounts without permission from the non-profit organization.

District/Region/Section

Check your District's Call to Conference for any district-specific information about presentation events.

State

Presentation events will have a 1-minute set-up time. Most presentations will happen in a large ballroom, and all competitors will present in the preliminary round. See below for list of required competition items; Colorado FBLA requires the same items set by National FBLA at our State Leadership Conference. However, Colorado FBLA will not be providing power, a projector, or screen for final presentations.

National

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Preliminary Presentation	- Technology and presentation items - Conference-provided nametag [Photo identification](#) - Attire that meets the [FBLA Dress Code](#)	- Table - Internet access
Final Presentation	- Technology and presentation items - Conference-provided nametag [Photo identification](#)	- Table - Internet access - Power

	• Attire that meets the FBLA Dress Code	• Projector with HDMI cord • Projector screen

Important FBLA Documents
- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.

Eligibility
- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current school year.
- Members may compete in an event at NLC 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.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries.
- Each competitor can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Only competitors are allowed to plan, research, prepare, and set up their presentations.
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned presentation time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

Recognition
- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

Event Administration
- This event has two parts: preliminary presentation and final presentation
- Preliminary Presentation Information
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 7 minutes (one-minute warning)

- o **Question & Answer Time:** 3 minutes
- o **Internet Access:** Provided (Please note that internet reliability at any conference venue cannot be guaranteed. Always have a backup plan in case internet connections are lost or are unable to connect to your device.)
- o The presentation is judged at the NLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area, with a booth size of approximately 12' x 12'.
- o Competitors/teams are randomly assigned to sections.
- o Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
- o Technology
  - Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must face the judges and one device must face the competitors.
  - Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
  - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
  - External speakers are not allowed. Only device audio can be used.
  - Power is not available.
- o Non-technology Items: Materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- o Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
- o Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
- o Presentation should cover the following aspects:
  - Develop a marketing strategy, utilizing social media, to effectively address an opportunity and a strategic approach to a target audience.
  - Demonstrate knowledge of social media marketing beyond community management, including but not limited to developing unique content, effectively utilizing existing content, optimizing content for search, and distributing content on one platform within a limited budget.
  - Describe any applicable insight/research methodology as to why you have chosen the one specific platform, messaging, content, engagement, and outreach strategies.
  - Overall campaign – images, videos, copywriting, graphic design (if applicable) – is creative and appealing.
  - Planned metrics to measure the campaign.

- - Final product indicates a clear thought process, a well-formulated campaign, and execution of a firm idea.
    - Effectively communicate required information and drive the campaign toward a clear call-to-action.
    - Research: Facts and data must be cited and secured from quality sources.
- Final Presentation Information
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 7 minutes (one-minute warning)
  - **Question & Answer Time:** 3 minutes
  - **Internet Access:** Provided (Please note that internet reliability at any conference venue cannot be guaranteed. Always have a backup plan in case internet connections are lost or are unable to connect to your device.)
  - An equal number of top scoring competitors/teams from each section in the preliminary round will advance to the final round. When there are more than five sections of preliminary presentations for an event, two competitors/teams from each section will advance to the final round.
  - Final presentations may be open to conference attendees, space permitting. Finalists may not view other competitors' presentation in their event.
  - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
  - Technology
    - Competitors can present with one or two devices which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). If presenting with two devices, one device must be connected to the projector or facing the judges and one device must face the competitors.
    - The following will be provided for the final round if it occurs in a conference room: Projector, projector screen, power, and table.
    - Competitors using laptops or other devices that do not have an HDMI port will need to provide their own adapters.
    - It is up to final-round competitors to determine if they wish to use the technology provided.
    - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
  - Non-technology Items: Materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
  - Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
  - Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
  - Presentation should cover the following aspects:

- Develop a marketing strategy, utilizing social media, to effectively address an opportunity and a strategic approach to a target audience.
- Demonstrate knowledge of social media marketing beyond community management, including but not limited to developing unique content, effectively utilizing existing content, optimizing content for search, and distributing content on one platform within a limited budget.
- Describe any applicable insight/research methodology as to why you have chosen the one specific platform, messaging, content, engagement, and outreach strategies.
- Overall campaign – images, videos, copywriting, graphic design (if applicable) – is creative and appealing.
- Planned metrics to measure the campaign.
- Final product indicates a clear thought process, a well-formulated campaign, and execution of a firm idea.
- Effectively communicate required information and drive the campaign toward a clear call-to-action.
- Research: Facts and data must be cited and secured from quality sources.

Scoring
- The preliminary presentation score will determine the finalists.
- The final presentation score will determine the winners.
- Judges must break ties.
- The decision of the judges is considered final. All announced results are final upon the conclusion of the National Leadership Conference.

Americans with Disabilities Act (ADA)
- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Recording of Presentations
- No unauthorized audio or video recording devices will be allowed in any competitive event.
- Competitors in the events should be aware FBLA reserves the right to record any presentation for use in study or training materials.

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.

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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 knowledge demonstrated*	*Unclearly demonstrated knowledge of social media or metrics*	*Demonstrates knowledge of social media and metrics*	*Demonstrates knowledge of social media strategies and metrics with supporting evidence*	
	0 points	1-6 points	7-8 points	9-10 points	
Explains the design and development process	*No explanation or description of the design and development process*	*Explains the design OR development process*	*Explains both the design and the development process*	*Expert industry explanation of both design and development process*	
	0 points	1-9 points	10-16 points	17-20 points	
Incorporates campaign into presentation	*Does not present campaign*	*Campaign is presented but contains less than 3 models of social media OR contains 3 models that are not well developed*	*Campaign is presented with 3 models of social media and is well developed*	*Campaign is presented with 3 models of social media and is fully developed*	
	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	1-2 points	3-4 points	5 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	*Competitor(s) did not demonstrate self-confidence*	*Competitor(s) demonstrated self-confidence and poise*	*Competitor(s) demonstrated self-confidence, poise, and good voice projection*	*Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness*	
	0 points	1-2 points	3-4 points	5 points	
Demonstrates the ability to effectively answer questions	*Unable to answer questions*	*Does not completely answer questions*	*Completely answers questions*	*Interacted with the judges in the process of completely answering questions*	
	0 points	1-6 points	7-8 points	9-10 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
				Presentation Total (100 points)	

Name(s):	
School:	
Judge Signature:	Date:
Comments:	