



## **NEW JERSEY FFA ASSOCIATION**

## **2018 SOCIAL MEDIA CHALLENGE**

### **Social Media Challenge Guidelines**

*The Social Media Challenge is an opportunity for chapter members to advocate on behalf of FFA; food, agriculture & natural resources education; career and technical education; and the industry of agriculture.*

#### **PURPOSE**

Engaging with the general public, agricultural enthusiasts and decision makers at all levels is vital to the success of any organization. Providing clear and relevant messaging and effectively advocating are skills that are transferable to all careers and to life. Social media networks are one of the fastest growing industries in the world. The use of social media builds a brand and increases visibility through building relationships and communicating with an audience.

#### **SUMMARY**

FFA members are encouraged to utilize social media (Facebook, Instagram, Snapchat and Twitter) to spread awareness about FFA; food agriculture & natural resources education; career and technical education; and the industry of agriculture. There will be a different theme each month (September – May) and a corresponding hashtag.

- September: Ag Class/Teach Ag Day #NJTeachAgDay18
- October: Harvest #NJFFAHarvest
- November: Give Back #GiveBackNJFFA
- December: Blue and Gold #NJBlueandGold
- January: FFA Resolution #NJFFARes
- February: My FFA Story #MyNJFFAStory
- March: What is Ag to you? #NJFFAAG
- April: Ag Appreciation (Alumni, Advisor, Affiliate) #NJFFAAppre
- May: How do we Embrace, Embark, Empower? #NJFFAEEE

#### **RECOGNITION**

Each month (September – May) one member will be highlighted across New Jersey FFA's social media accounts. Students recognized each month will receive a certificate of excellence at the state FFA convention in May. One overall member will receive a \$50 gift card to Shop FFA for their Social Media Challenge participation. All months will be taken into consideration when selecting the top participant.

#### **RULES**

1. This event is open to all FFA members within the New Jersey FFA Association.
2. The use of multiple social media networks is strongly encouraged. Facebook, Instagram, Snapchat and Twitter will be monitored during this event.
3. Only posts with the corresponding hashtag will be evaluated.
4. Any material posted utilizing the hashtags is subject to use by the New Jersey FFA Association. This includes pictures, videos and text.

5. In addition to the hashtag, the post must “tag” New Jersey FFA. It is also requested that all participants “follow” or “like” New Jersey FFA’s social media posts prior to participation.
  - a. Facebook: [www.facebook.com/njffa](http://www.facebook.com/njffa)
  - b. Twitter: @NJFFA
  - c. Instagram: newjerseyffa
  - d. Snapchat: newjerseyffa
6. Posts that are inappropriate, unprofessional, disrespectful, etc. will not be evaluated and deleted (where applicable).
7. Snapchat posts will need to be uploaded to a person’s story and sent directly to New Jersey FFA Association’s Snapchat with the appropriate hashtag.
8. While chapter social media accounts are encouraged to participate, only individual members will be eligible for recognition.
9. Posts will be evaluated using the following criteria:
  - a. Clear Purpose
  - b. Multiple Networks
  - c. Content of Message
  - d. Relevancy to Theme
  - e. Frequency
  - f. Facilitates Interaction
  - g. Call to Action
  - h. Meets Criteria

**RUBRIC**

	<b>HIGH • 25 – 18</b>	<b>MID • 17 – 8</b>	<b>LOW • 7 – 0</b>
<b>Clear Purpose</b>	Use of networks to showcase FFA is clear with no explanation needed	Networks showcase FFA but seem to have various other defined purposes	Networks have little to no purpose; Content is confusing or random
<b>Multiple Networks</b>	Uses two of more social media networks in a professional way; develops content specific to each	Uses two or more social media networks with similar or redundant messaging	Uses one social media networks to drive all content
<b>Content of Message</b>	Messaging is consistently personalized, and relevant	Messaging is generally relevant; but isn’t targeted to a specific audience	Messaging lacks substance, relevance, and specific target audience.
<b>Relevancy to Theme</b>	Messaging clearly relates to monthly theme.	Messaging is generally relevant to the monthly theme.	Messaging lacks relevance to the monthly theme.
<b>Frequency</b>	Messaging is consistently fresh and updated on regular intervals	Messaging is updated frequently, but on an inconsistent basis	Messaging is updated infrequently and inconsistently
<b>Facilitates Interaction</b>	Messaging encourages audience dialogue and broadens network through intentional use of tagging and sharing	Messaging encourages interaction; but does so without clear strategy or purpose	Messaging does not actively encourage interaction; content lacks opportunity for dialogue.
<b>Call to Action</b>	Messaging consistently encourages users to act outside the world of social media	Messaging contains calls to action, but on an inconsistent basis	Messaging fails to encourage audience action.
<b>Meets Criteria</b>	Criteria listed in the rules is met.	Criteria listed in the rules is mostly	
			<b>TOTAL: _____ / 200</b>