2024-25 Competitive Events Guidelines
Social Media Strategies

Social Media Strategies provides members with the opportunity to showcase their skills in developing a marketing strategy using multiple social media platforms. This competitive event consists of a presentation component.

Event Overview

Division: High School
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

2024-25 Topic

Develop multiple social media strategies for a new eco-friendly clothing brand. Emphasize storytelling, influencer partnerships, and user-generated content to create buzz and drive sales.

Do not create live accounts.

Region

Each chapter may submit one (1) entry for this event to present at the Spring Regional Leadership Conference.

State

Each region may submit one (1) entry for this event to present at the State Leadership Conference.

National

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Presentation	• Technology and presentation items • Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code	• Table • Internet access

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 or prior to regional competition, whichever comes first.

- 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 RLC/SLC/NLC and pay the conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each chapter may submit one entry; each region may submit one entry; 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) at the national level. RLC/SLC competitors may compete in one objective test/one performance event/ and one chapter event.
- 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 before the Opening Session of SLC/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/NLC; 5/SLC; 3/RLC.

Event Administration
- This event has one part: presentation
- Presentation
    - **Equipment Set-up Time:** 3 minutes
    - **Presentation Time:** 7 minutes (one-minute warning)
    - **Question & Answer Time:** 3 minutes
    - **Internet Access:** Not Provided
    - The presentation is judged at the RLC/SLC/NLC. Presentations are not open to conference attendees.
    - 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 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.
- 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:
  - Emphasize graphic interpretation of the topic and design.
  - Graphics should be computer generated.

Scoring

- The 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 RLC/SLC/NLC.

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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Develops a social media campaign that effectively addresses the topic for the target audience	*Did not explain the campaign*	*Provided an unclear explanation of the social media campaign and topic for the target audience*	*Social media campaign effectively addresses the topic for the target audience*	*Social media campaign effectively addresses the topic for the target audience with supporting evidence*	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrate knowledge of social media strategies 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	
Describe the research, methodology, design, and development used to create social media strategies	*Research and methodology not described*	*Unclearly describes the research and methodology used to create strategies*	*Clearly describes research and methodology used to create social media strategies*	*Clearly describes the research and methodology used to create social media strategies with supporting evidence*	
	0 points	1-6 points	7-8 points	9-10 points	
	Design and development process not described	*Unclearly describes the design and development process*	*Clearly describes design and development process*	*Clearly describes the design and development with supporting evidence*	
	0 points	1-6 points	7-8 points	9-10 points	
Describes social media strategies used to create a clear call-to-action utilizing a minimum of three social media posts on multiple platforms	*Does not present social media strategies*	*Unclearly describes the social media strategies*	*Clearly describes social media strategies used to create a clear call-to-action*	*Clearly describes the social media strategies used to create a clear call-to-action with supporting evidence*	
	0 points	1-6 points	7-8 points	9-10 points	
	Does not include three social media posts on multiple platforms	*Included three social media posts but not on multiple platforms*	*Included three social media posts on multiple platforms*	*Included more than three social media posts on multiple platforms with supporting evidence*	
	0 points	1-6 points	7-8 points	9-10 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	

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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	
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	1-6 points	7-8 points	9-10 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: