

Social Media Contest Brief: Pre-Stage

Stage Summary	Teams will shoot a short video that showcases a modern energy source used on the team's campus(es) and/or community.
Timeline	Video posts will be eligible to earn points until September 29 at 11:59 p.m. CDT.
Requirements	<p>Posts must:</p> <ol style="list-style-type: none"> 1. Tag Switch Energy Alliance <ol style="list-style-type: none"> a. Instagram: @switchenergyalliance b. Facebook: @Switch Energy Alliance c. LinkedIn: @Switch Energy Alliance d. Twitter: @SwitchEAlliance 2. Include both hashtags <ol style="list-style-type: none"> a. #CaseComp23 b. #SwitchOn 3. Include a caption that mentions the team's name. 4. Be relevant to the stage description and posting period. 5. Follow time requirements (video posts between 45 and 60 seconds)
Content Ideas	The video can highlight key aspects of the modern energy source including fun facts, its purpose, benefits to the school/community, and its impact on the environment.
Caption Suggestions	<ol style="list-style-type: none"> 1. Empowering tomorrow, today! Join us as Team [Your Team Name] brings you an insightful peek into [modern energy source] that's stealing the spotlight at/in [community/school name]. #SwitchOn and be inspired! #CaseComp23 2. Ready to be amazed? Team [Your Team Name] presents an eye-opening glimpse into the [modern energy source] that's changing the game for our [community/school name]. Let's #SwitchOn progress at #CaseComp23! 3. Buckle up for an electrifying journey with Team [Your Team Name] at #CaseComp23! Learn a bit about [modern energy source] and its impact on our school/community, [school/community name]. #SwitchOn
Scoring	<p>Video posts will be evaluated as follows</p> <ul style="list-style-type: none"> ● Like/Reaction: 1 point each ● Comment: 5 points each ● Share: 8 points each <p>Note: Posts do not have to come from team member accounts, and there is no posting limit. We encourage sharing the prompts and requirements with your friends and family!</p>