



# SOCIAL MEDIA MARKETING FOR BUSINESS

## Event Specifications

<b>FRESNO CITY COLLEGE EVENT CONTACT</b> For any specific event questions, please contact:	
<b>NAME:</b>	<b>Lori Swain</b>
<b>EMAIL ADDRESS:</b>	<b>lori.swain@fresnocitycollege.edu</b>

### SCOPE OF CONTEST

This event is designed to measure contestant's ability to prepare, design, and present a thorough social media marketing campaign. Contestants are given 2 minutes to pitch a social media marketing campaign designed to encourage students to attend Fresno City College (FCC). The audience are potential FCC students and the decision-makers of who will implement the campaign are Fresno City College administrators.

Marketing, Business, and Entrepreneurship students are encouraged to compete.

### NUMBER OF COMPETITORS

Group event (2 members) or individual event, limited to 15 entries.

Fresno ROP reserves the right to modify enrollment due to limited spaces available.

### RULES AND PROCEDURES

1. Each contestant/pair will be allowed one minute to set up (including uploading content into computer) and two minutes to present.
2. Timing will begin when instructor signals. Contestants may not restart once time begins.
3. Contestants will compete before an audience of judges, contestants and spectators.

### JUDGING CRITERIA

- Campaign theme:
- Target audience:
- Recommend platform(s):
- Image and message examples: No videos. Only storyboards and images are allowed.
- Measurement:
- Next Steps for implementation including key milestones and budget:

## **EQUIPMENT AND MATERIALS**

1. Supplied by the contestant(s).
  - a. Contestants are allowed to provide visual material to support their pitch.

## **DRESS CODE**

Business professional dress

## **RESOURCES**

The trainings here are free, but you must create account to access.

<https://academy.hubspot.com/courses/social-media>