

Social Media Campaign 20?? ~ Name of School (Name(s) of Competitors)

**THE MOST IMPORTANT PART OF THIS EVENT IS TO MAKE SURE YOU
ACTUALLY HAVE SOCIAL MEDIA SITES SET UP!**

**The information you provide for sites will be what the judges look at to determine
the Top 5 who will perform at the Kansas FBLA State Leadership Conference.
District Conferences who offer this event should use this as well, even if all teams
entered present.**

**For 2019, the synopsis CAN NOT exceed 750 words, including the links, social
media sites and names of social media sites. The synopsis IS NOT needed for those
schools that move on to compete at the National Leadership Conference.**

Name of Social Media Site – Link to Social Media Site – Name of Social Media Site

EXAMPLE:

Twitter - <https://twitter.com/HealthyEating> - @Healthy_Eating

**Purpose—Here the team would write the purpose of the social media site they created and what type of items
they included on it.**

**After the team has provided the information about all of its sites, it would be beneficial to include strategies the team used
when creating all of them. This will show the judge you have a better understanding of the purpose behind a social media
campaign. Examples of information to include, but not limited to--**Target Market, Theme, Techniques, Copyrights,
etc.****