

## **Social Media Event**

### ***Student Instructions***

#### **Event Situation:**

Your DECA chapter is preparing for their winter community service project. The project is Blankets and Bags. The purpose of the project is to collect blankets and sleeping bags for a local homeless shelter. Your advisor has asked you to lead a committee in charge of a social media campaign for the project. There are three objectives:

- Make the community aware that your community service project is taking place.
- Encourage donations of new or gently used blankets and sleeping bags.
- Target the school community and larger community outside of the school.

When you present your plan be sure to explain why the social media campaign is important to furthering your community service efforts. Your advisor expects either visual aids or examples of the social media you will be using.

#### **Competencies/Indicators to be evaluated:**

- Social Media Promotional Plan Created
- Explain the importance of using social media for promotional reasons.
- Created an interactive presentation.
- Communicating clearly.

#### **Procedures:**

- Create a plan that will promote the community service project.
- Demonstrate your ability to effectively communicate the promotional plan to an adult.
- You will be allowed ten (10) minutes to complete the simulation.
- You will be judged by the extent to which you meet the competencies listed above.

## Social Media Event

### *Judge's Instructions*

#### **Event Situation:**

You are to play the role of a DECA Advisor of the local high school. You recently selected a student to present ways to promote a community service project being conducted by the local DECA chapter.

Your high school's DECA chapter is preparing for their winter community service project. The project is Blankets and Bags. The purpose of the project is to collect blankets and sleeping bags for a local homeless shelter. You have asked a student to lead a committee in charge of a social media campaign for the project. There are three objectives:

- Make community aware that your community service project is taking place.
- Encourage donations of new or gently used blankets and sleeping bags.
- Target the school community and larger community outside of the school.

The student has prepared a presentation on a social media promotional plan. While you understand that social media is key to promotional plans today, you are still looking for an explanation of how the social media plan will benefit the community service project being conducted. You have told the student you will want to see either a visual aid or an example of how the student will use social media.

#### **Procedures:**

- Please review the student instructions to better understand the event and your role.
- The team leader will have 10 minutes to prepare and 10 minutes to make a presentation.
- You will serve as a member of the athletic department at the local high school.
- The student may use a hand held device to demonstrate their plan.
- You may ask questions for clarification if you do not understand. If the student is not able to clearly communicate their answer the second time, please move on to the next point.
- If the student attempts to engage you actively in their presentation, feel free to do so.
- Thoroughly examine the evaluation form prior to your first simulation. You may wish to keep your first several evaluation forms to use as a benchmark until you get a "feel" for student evaluations.

Name \_\_\_\_\_

ID \_\_\_\_\_ Section \_\_\_\_\_

## Social Media Evaluation

Please circle one number for each of the following competencies/indicators and place the number in space provided to the right, then total.

	EXCELLENT	GOOD	FAIR	POOR	SCORE
<b>1. Use a professional approach in throughout the presentation?</b>	10, 9	8, 7, 6	5, 4, 3	2, 1	
<b>2. Communicate clearly and pleasantly?</b>	10,9	8, 7, 6	5, 4, 3	2, 1	
<b>3. Created an interactive presentation?</b>	10,9	8, 7, 6	5, 4, 3	2, 1	
<b>4. Did the presentation accurately explain...</b>	<b>EXCELLENT</b>	<b>GOOD</b>	<b>FAIR</b>	<b>POOR</b>	
a. – The Social Media Promotional Plan	20,19,18,17,16	15,14,13,12,11	10,9,8,7,6	5,4,3,2, 1	
b. – The importance of social media in promotional plans.	10, 9	8, 7, 6	5, 4, 3	2, 1	
<b>5. Did the presentation include ...</b>	<b>EXCELLENT</b>	<b>GOOD</b>	<b>FAIR</b>	<b>POOR</b>	
a – A focus on bringing in donations for the community service project?	10,9	8, 7, 6	5, 4, 3	2, 1	
b - A variety of social media outlets	10,9	8, 7, 6	5, 4, 3	2, 1	
c – Visual aids or hand held device	5	4	3	2,1	
<b>6. Overall impression of the team leader.</b>	15, 14, 13, 12	11, 10, 9, 8	7, 6, 5, 4	3, 2, 1, 0	
<b>Total Score Here:</b>					
Tie Breakers: 4a, 4b, 5a, 5b, 5c, 5b, 6.					