**Social Media Event *Student Instructions* Event Situation:**

A student from your school has decided to run for an elected position representing the student body with the local school board. You are acquainted with the student, and they know you from your active involvement with your DECA chapter. They have approached you because they want help with their social media presence and realize it will be very important for a successful campaign. The candidate is focused on generating interest in an upcoming Spring Fling where the candidate plans to have a booth and kick off his/her campaign.

During your conversation with the candidate, he/she shared some information about the campaign that will be important to you in developing a social media plan for him/her:

1. Both students, teachers and staff will be voting
2. The campaign has three goals

* Increase name recognition in the school.
* Drive attendance at the campaign kick off during Spring Fling.
* Connect with all the voting target markets.

You are going to present your plan to him/her. When you do, be sure to explain why the social media campaign is important to generate interest in his/her campaign and to encourage support for the candidate. You should present him/her with examples or visuals of what you plan for them so that they will see the benefit of your plan.

# Competencies/Indicators to be evaluated:

* Social Media Promotional Plan Created
* Explain the importance of using social media.
* Created an interactive presentation.
* Communicated clearly.

# Procedures:

* Create a plan that will promote the candidate in the school community.
* Demonstrate your ability to effectively communicate the promotional plan.
* 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 student who has decided to run for an elected position with your school board as student representative. Your knowledge about social media is limited but realize it is an important tool in running for elected office. You know a marketing student who is active on social media with the school’s DECA chapter and have asked them for some advice. You are focused on generating interest in an upcoming Spring Fling where you plan to have a booth and kick off your campaign.

During your conversation with the marketing student, you shared some information about the campaign that is important to you in developing a social media plan:

1. Both students, teachers and staff will be voting
2. The campaign has three goals

* Increase name recognition in the school.
* Drive attendance at the campaign kick off during Spring Fling.
* Connect with all the voting target markets.

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 your campaign. 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 student will have 10 minutes to prepare and 10 minutes to make a presentation.
* You will play the role of the owner of the florist shop.
* The student may use a handheld 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.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **POOR** | **FAIR** | **GOOD** | **EXCELLENT** | **SCORE** |
| 1. Use a professional approach in throughout the presentation? | 1, 2 | 3 | 4 | 5 |  |
| 2. Communicate clearly and pleasantly? | 1, 2 | 3 | 4 | 5 |  |
| 3. Created an interactive presentation? | 1, 2 | 3, 4, 5 | 6, 7, 8 | 9, 10 |  |
| **Did the presentation accurately explain…** |  |  |  |  |  |
| 4. The social media promotional plan components and details | 1, 2, 3 | 4, 5, 6, 7 | 8, 9, 10, 11 | 12, 13, 14, 15 |  |
| 5. The importance of social media in promotional plans | 1, 2 | 3, 4, 5 | 6, 7, 8 | 9, 10 |  |
| **Did the presentation include …** |  |  |  |  |  |
| 6. How the plan would increase name recognition in the school | 1, 2, 3 | 4, 5, 6, 7 | 8, 9, 10, 11 | 12, 13, 14, 15 |  |
| 7. How the plan would drive attendance at the Spring Fling campaign kick off | 1, 2, 3 | 4, 5, 6, 7 | 8, 9, 10, 11 | 12, 13, 14, 15 |  |
| 8. Target all the voting target markets | 1, 2, 3 | 4, 5, 6, 7 | 8, 9, 10, 11 | 12, 13, 14, 15 |  |
| **9. Overall impression of the**  **student** | 1, 2 | 3, 4, 5 | 6, 7, 8 | 9, 10 |  |
| **Total Score Here:** | | | | |  |
| Tie Breakers: 8, 4, 3, 5, 6, 7 | | | | |  |