#RememberingGordie: Social Media Competition Guide

Looking for a creative way to engage students in hazing prevention, education and bystander intervention? A social media campaign can be a powerful way to reach students and reward those who amplify the message that "hazing can happen to anyone."

Using Instagram-ready graphics from the Gordie Center, create a competition to see which students can share your messages with the greatest reach and award prizes at the conclusion of the competition. To get you started, we've compiled some helpful hints and provided samples of announcement messaging and competition guidelines.

Don't forget to tag @thegordiecenter and share your campaigns and results with us!

Gordie Center Instagram Campaigns
- Is it hazing?
- What to do if you're being hazed
- Worried about a friend?
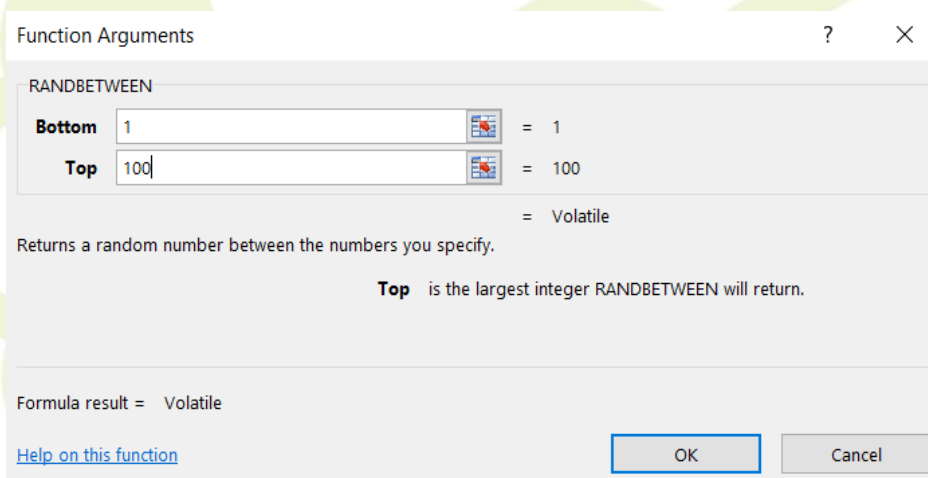- Hazing bystander intervention

Outreach/Communication suggestion
- Work with peer educators and student leaders to design a competition that will work for your campus.
- Email student organization leaders to inform and engage their members. Make your message short and use bullet points to make it easy for leaders to pass on your message to their members.
- Peer educators can amplify the message by sending to their other organizations and friends.
- Place a message in student activities e-blasts and/or electronic bulletin boards.

Posting Timeline
- One week before the competition: advertise in student newsletters, post the competition announcement on social media, and encourage peer educators and peer leaders to send the competition announcement to targeted groups.
- One day before: post a competition reminder to social media and specifically the event beginning and end days/times.
- Day of the competition: Post competition posts approximately 30 minutes before the competition begins. Post a story when the competition begins, and one more story approximately 1-2 hours before the competition ends.
- Day after the competition: announce and tag the winners in a story.

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Helpful Hints

- Make sure the rules for entering the giveaway are clearly stated in all announcement posts as well as each post available for reposting.
- Keep track of entries as they are posted.
- Many students are private on Instagram and unless the account hosting the giveaway follows them, it will be difficult to track down entries. Consider asking students to comment on the post after they re-post it onto their stories to make entries easier to track.
- Excel has a random selector function making it easy to choose winners randomly.
  - In one column, add usernames from each entry, one per line.
  - Right click on an open cell, and under the Formulas tab, select "insert function."
  - Type "=randbetween" and click "ok"
  - In the box that opens, use "1" for the bottom and the total number of entries for the top. The example below shows how to generate a random number for a list of 100.
  - Each refresh will generate a new number if the giveaway has multiple winners.

Function Arguments		? ✕

RANDBETWEEN

Bottom `1` = 1

Top `100` = 100

= Volatile

Returns a random number between the numbers you specify.

Top is the largest integer RANDBETWEEN will return.

Formula result =   Volatile

Help on this function   OK   Cancel

Screenshots of Sample Publicity Messages

Sample initial competition announcement:

UNIVERSITY OF VIRGINIA STUDENTS,
WANT TO WIN A GIFT CARD?

Remembering Gordie

★ ★ ★ ★ ★

FEBRUARY 22ND 2021

This year, the Gordie Center is having a 12 hour social media competition among UVA students to spread awareness of hazing prevention in honor of Gordie's Birthday. Each repost from the Gordie Center instagram counts as one entry. Swipe for details.

❋ **gordie.org**

Rules:

1. All University of Virginia undergraduate students are eligible to participate
2. The contest will run from February 22nd at 8am until 8pm, all reposting must be done in this time period
3. Each instagram story must tag @thegordiecenter in order to be counted
4. Individuals who have private accounts will either have to go public for the 12 hours of the competition or screenshots of the stories can be sent to alu8wt@virginia.edu
5. Each repost will count as one entry into the drawing.
6. Each individual can post as many stories as they would like.
7. At the end of the day, three entries will be randomly selected to win a prize. The first name to be drawn will have a choice between all three prizes, the second name to be drawn will get to pick from the remaining two, and the third name drawn will get the final prize.

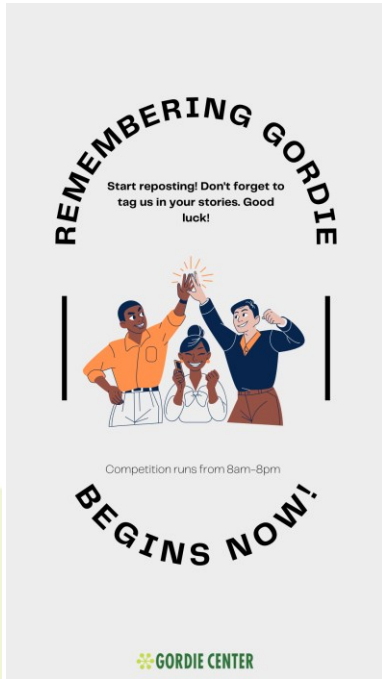❋ **gordie.org**

Sample reminder message - one day before start:

Reminder

Remembering Gordie begins tomorrow at 8am! Get ready to spread awareness of hazing prevention.
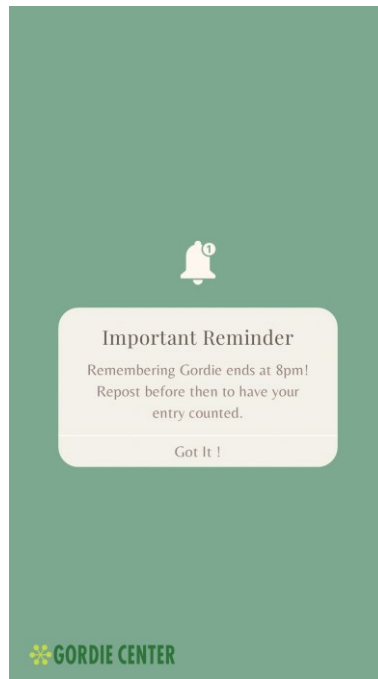
Set Alarm

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Sample start announcement: Sample Reminder: Sample Winner Announcement:

REMEMBERING GORDIE

Start reposting! Don't forget to tag us in your stories. Good luck!

Competition runs from 8am–8pm

BEGINS NOW!

GORDIE CENTER

Important Reminder

Remembering Gordie ends at 8pm! Repost before then to have your entry counted.

Got It !

GORDIE CENTER

The UVA Remembering Gordie winners are....

Thank you everyone for participating!

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