



IMC3 CREATIVE COMPETITION

Content Development Exercise

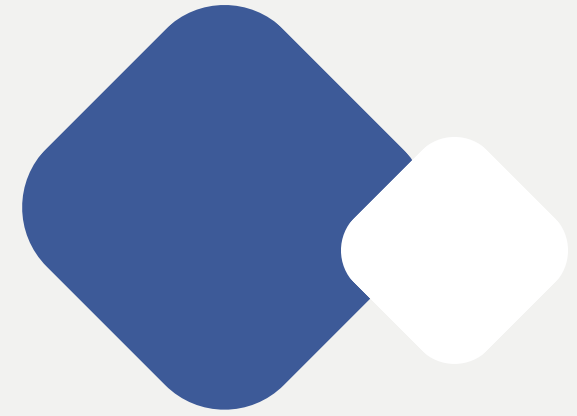
FACEBOOK, INSTAGRAM, TIKTOK, AND X

BY: KOURTNEY MCCOLLUM

FACEBOOK

Facebook is one of the most popular social media platforms and one of the oldest making it perfect as an ideal platform to disseminate information about the IMC3 Creative Competition. With a vast user base spanning across various demographics and psychographics, Facebook ensures widespread outreach to potential participants and their teachers. Its extensive reach among students and their teachers/parents aligns perfectly with the target demographic for this competition. Moreover, Facebook's detailed targeting options enable precise audience segmentation, ensuring that the competition announcement reaches individuals interested in arts, media, and scholarship opportunities. Its interactive features, such as event creation and group discussions, facilitate engagement and foster a sense of community among participants, enhancing the visibility and credibility of the competition. Additionally, on Facebook, most users pay attention to video or image posts, therefore, the platform's multimedia capabilities allow for the seamless sharing of visuals, videos, and written content, effectively showcasing past winners, competition details, and scholarship benefits. Thus, leveraging Facebook as a promotional tool maximizes the competition's exposure, attracting aspiring creatives and empowering them to pursue their educational and professional endeavors.

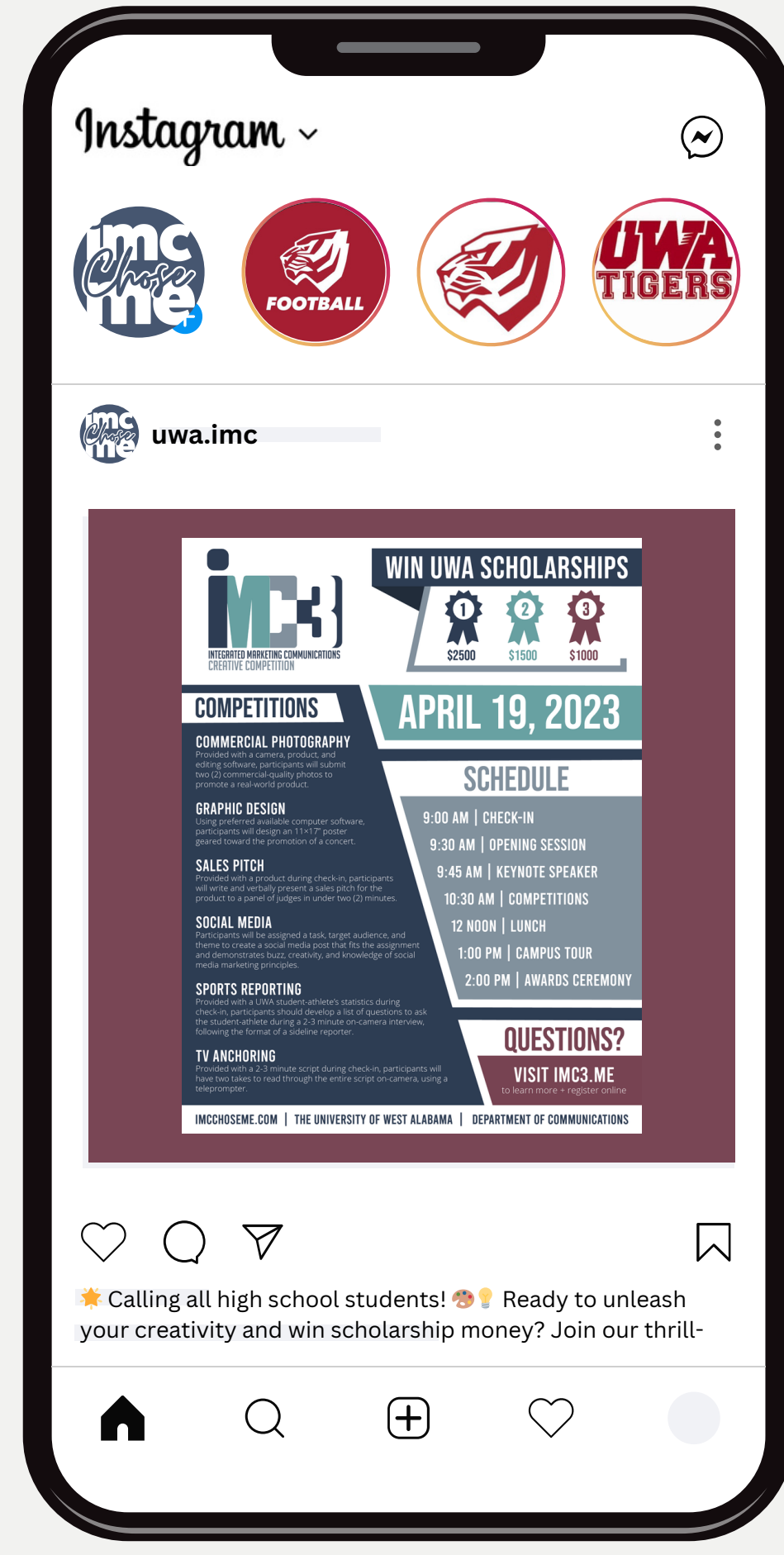




INSTAGRAM

Instagram emerges as an ideal platform for informing high school students about the IMC3 Creative Competition. High school students, typically aged between 13-18, form a significant portion of Instagram's user base, making it a prime channel to engage with this demographic. Instagram also has an age base of 18-34 making it perfect to reach the students' teachers, principals, and parents. Instagram's visually-driven interface resonates with the creative inclinations of students, allowing competition organizers to showcase past winners, share competition details, and highlight scholarship opportunities through captivating images and videos. Moreover, the platform's emphasis on personal expression and storytelling aligns seamlessly with the aspirations of young creatives, inspiring them to participate and showcase their talents. Instagram's interactive features, such as Stories, polls, and Q&A sessions, foster direct engagement with students, enabling organizers to address queries, provide updates, and generate excitement around the competition. By leveraging Instagram's reach and appeal among high school students, organizers can effectively promote the competition, empower young talent, and cultivate a vibrant community of aspiring creatives striving to make their mark in the world of design and media.





🌟 Calling all Mississippi and Alabama high school students! 🚀💡 Ready to unleash your creativity and win scholarship money? Join our thrilling IMC3 Creative Competition! Don't miss this chance to shine and secure your future. Enroll today! #IMC3 #IMC #CreativeCompetition #ScholarshipOpportunity

🚀 Hey high schoolers! 🚀💡 Excited to showcase your talents and compete for scholarship funds? Dive into our electrifying IMC3 Creative Competition featuring commercial photography, graphic design, TV anchoring, etc. Unleash your creativity and seize this golden opportunity! Click the link in our bio to register now! #IMC3 #IMC #CreativeTalent #ScholarshipChallenge



TIKTOK

TikTok is a stellar platform for informing high school students about the IMC3 Creative Competition. With its predominantly youthful user base, consisting primarily of individuals aged between 16-24, TikTok ensures direct access to the demographic most likely to participate in such contests. Its dynamic and visually-driven format perfectly aligns with the creative aspirations of high school students, enabling organizers to craft engaging content that resonates with their interests. TikTok's algorithmic prowess ensures that competition announcements reach a wide audience through the For You Page, leveraging trends and user behavior to maximize visibility. Moreover, since the main purpose of TikTok is to keep the viewers interested and make them watch more, it is important to develop a catchy video, and its interactive features, such as duets, stitches, and challenges, foster community engagement and encourage participation, transforming the competition into a viral sensation. The platform's emphasis on authenticity and storytelling empowers students to share their creative journey and aspirations, inspiring others to join in. By harnessing TikTok's reach and appeal among high school students, organizers can effectively promote the competition, amplify awareness, and cultivate a vibrant community of young creators eager to join and showcase their talents.





Post #1:

In the vibrant realm of TikTok, imagine a whirlwind of creativity captured in a single post, pulsating with excitement to entice high school students to enroll in the thrilling IMC3 Creative Competition. The camera zooms in on a dynamic montage of visuals: from dazzling graphic designs dancing across the screen to sleek web layouts morphing seamlessly into one another, and energetic news broadcasts captivating viewers with their professionalism. A catchy soundtrack sets the rhythm, syncing perfectly with the fast-paced cuts and transitions, igniting a sense of anticipation and possibility. Text overlays pop up, urging viewers to unleash their creative potential and compete for scholarship funds in categories ranging from graphic design to web design and news broadcasting. In the background, testimonials from past winners flash, their jubilant faces and heartfelt words adding credibility and inspiration to the mix. As the video crescendos to its climax, a call to action appears, inviting high schoolers to join the competition and embark on a transformative journey of self-expression and achievement. The TikTok post pulses with the promise of opportunity, beckoning young minds to seize the moment and make their mark on the world.

The caption will be, "🎨💻🎤 Calling all high school creatives! Ready to showcase your talents and win scholarship money? Join our electrifying competition in graphic design, web design, and news broadcasting! Don't miss this chance to shine and secure your future. Enroll now! #IMC3 #IMC #CreativeCompetition #ScholarshipOpportunity"



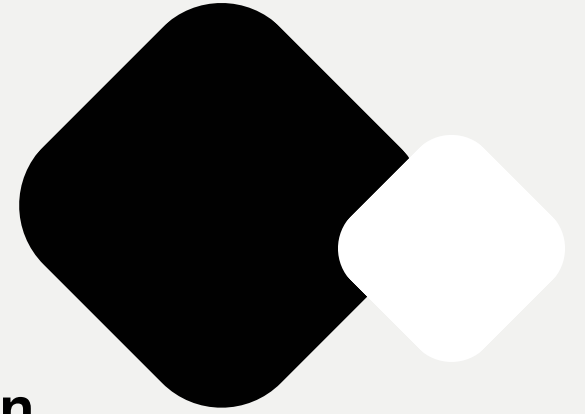
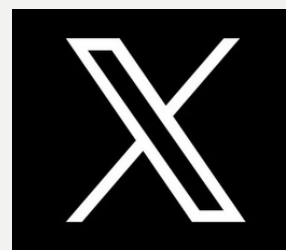
Post #2:

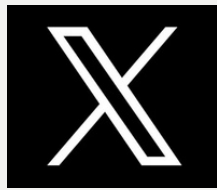
Imagine scrolling through TikTok and stumbling upon a captivating post that sparks excitement and ignites creativity. The screen bursts to life with a kaleidoscope of vibrant colors and pulsating energy, showcasing snippets of stunning graphic designs, interactive web layouts, and captivating news broadcasts. Each frame is a testament to the boundless talent and potential of high school students. As the music builds to a crescendo, text overlays pop up, inviting viewers to dive into the exhilarating world of competition, where scholarship funds await the boldest and most innovative creators. Interspersed with quick testimonials from previous winners, the post weaves a narrative of triumph and possibility, fueling the aspirations of young minds. With a final flourish, a call to action flashes across the screen, urging aspiring artists, designers, and journalists to seize the opportunity and enroll in the competition today. In this TikTok post, every frame is a celebration of creativity, beckoning high school students to step into the spotlight and unleash their potential.

The caption will be, "🌟 Unleash your creativity, high schoolers! Dive into the world of competition and let your talent shine! 🚀 Join us in the ultimate quest for scholarship funds in the IMC3 Creative Competition! It's your time to make waves! #IMC3 #IMC #CreativeChallenge #ScholarshipJourney"



X is an exceptional platform for informing high school students about the IMC3 Creative Competition. Some high schoolers, typically aged between 16-18, utilize X, but the largest age group is between 25-34, making it an ideal channel to engage with some students and their teachers, principals, and parents. The platform's real-time nature and succinct format allow for quick dissemination of information, ensuring that competition announcements reach students promptly. Moreover, Twitter's use of hashtags facilitates discoverability, enabling organizers to target individuals interested in arts, media, and educational opportunities. Its interactive features, such as polls, threads, and retweets, foster engagement and facilitate discussions, encouraging students to participate and share their thoughts on the competition. Furthermore, Twitter's emphasis on trending topics and viral content amplifies the visibility of the competition, attracting attention from a broader audience beyond the high school demographic, such as teachers, principals, and possibly parents. By leveraging Twitter as a promotional tool, organizers can effectively reach high school students, inspire them to unleash their creativity, and encourage their participation in the competition.





University of West Alabama
@univwestalabama

Subscribe



Calling all high school creatives! ✨ Want to turn your passion into scholarship funds? Enter our IMC3 Creative Competition in graphic design, web design, news broadcasting, etc. now! Your talent could be your ticket to success! 🔥 #IMC #IMC3 #CreativeChallenge #ScholarshipOpportunity

SCHOLARSHIP OPPORTUNITY!

Register Now Here <https://imc3.me/free-registration/>



Competitions:

- Commercial Photography
- Graphic Design
- Sales Pitch
- Social Media
- Sports Reporting
- TV Anchoring



WINNERS!

00:00 PM • Oct 14, 2023 • 200.1K Views

991

1581

9,867

90



University of West Alabama
@univwestalabama

Subscribe



High schoolers, ready to showcase your creativity and win big? ✨ Enter our Communication Department's IMC3 Creative Competition for a chance at scholarship funds! Don't miss out - ignite your passion and enroll today! 🚀 #IMC #IMC3 #CreativeCompetition #ScholarshipOpportunity

WIN UWA SCHOLARSHIPS
 1st \$2500, 2nd \$1500, 3rd \$1000

IMC3
 INTEGRATED MARKETING COMMUNICATIONS
 CREATIVE COMPETITION

COMPETITIONS
APRIL 19, 2023

COMMERCIAL PHOTOGRAPHY
 Provided with a camera, product, and editing software, participants will submit two (2) commercial-quality photos to promote a real-world product.

GRAPHIC DESIGN
 Using preferred available computer software, participants will design an 11x17" poster geared toward the promotion of a concert.

SALES PITCH
 Provided with a product during check-in, participants will write and verbally present a sales pitch for the product to a panel of judges in under two (2) minutes.

SOCIAL MEDIA
 Participants will be assigned a task, target audience, and theme to create a social media post that for the assignment and demonstrates buzz, creativity, and knowledge of social media marketing principles.

SPORTS REPORTING
 Provided with a UWA student-athlete's statistics during check-in, participants should develop a list of questions to ask the student-athlete during a 2-3 minute on-camera interview, following the format of a sideline reporter.

TV ANCHORING
 Provided with a 2-3 minute script during check-in, participants will have two takes to read through the entire script on-camera, using a teleprompter.

SCHEDULE
 9:00 AM | CHECK-IN
 9:30 AM | OPENING SESSION
 9:45 AM | KEYNOTE SPEAKER
 10:30 AM | COMPETITIONS
 12 NOON | LUNCH
 1:00 PM | CAMPUS TOUR
 2:00 PM | AWARDS CEREMONY

QUESTIONS?
 VISIT [IMC3.ME](https://imc3.me)
 to learn more + register online

IMC3OSEME.COM | THE UNIVERSITY OF WEST ALABAMA | DEPARTMENT OF COMMUNICATIONS

00:00 PM • Oct 14, 2023 • 200.1K Views

991

1581

9,867

90



RESOURCES

Social Media Data That Is Game-Changing

Elena Cucu

2023.1.10 • Socialinsider Blog: Social media marketing insights and industry tips<https://www.socialinsider.io/blog/social-media-data/>

2024 Social Media Algorithms: A Guide for All Networks

Christina Newberry

2024.3.4 • Social Media Marketing & Management

Dashboard<https://blog.hootsuite.com/social-media-algorithm/>

Social Media Demographics to Inform Your 2024 Strategy

Jacqueline Zote

2024.2.14 • Sprout Social<https://sproutsocial.com/insights/new-social-media-demographics/>

