

# VIDEO CHALLENGE

JANUARY

## INSTRUCTIONS

### HOW IT WORKS

- Students and staff are challenged to create a video “reel” of someone (that could be you or a group) expressing appreciation for the school, a student or staff member, done in a creative way!
- Have students vote to select the best video(s) and award prizes.
- Choose just ONE option to run the contest.
  - **YouTube or Vimeo** - Create Playlist with all the videos - Most likes wins
  - **Facebook Contest** - Make one main post, then add each video to comments section for voting - Most likes wins

### SUGGESTED RULES

- Max 1 minute video in horizontal format.
- “Clean” videos, no profanity.
- Entries can be uploaded to a Google Drive or Dropbox, then reviewed by the G-Force, confirming rules have been followed to qualify.
- Entries will be posted on social media for voting
- You may want to get parental permission to share student content publicly on your chosen social platform.) [PDF of Rules](#)

### TASKS

#### 1 - DECIDE # OF WINNERS & PRIZES

Decide how many winners and what they will win, based on your budget.

#### 2- UP POSTERS!

G-Force puts up the posters to encourage participation. [Download Poster](#)

#### 3 - MAKE ANNOUNCEMENTS!

G-Force will make announcements over the PA to gain excitement. [Download Announcements](#)

#### 4- POST THE CONTEST ON SOCIAL MEDIA for voting.

#### 5 - PROMOTE ON SOCIAL MEDIA

Person who handles social media can post the provided graphics and suggested text posts to promote to the community. (Optional) [Download Social Media Text](#)  
[Download Social Media Graphic](#)

#### 6 - SHARE IT!

**Use Hashtag #CultureQuestJanuary**  
Post pix from the activity you did at your school to the [Utrust Coordinators Facebook Group](#)

### BUDGET CONSIDERATION

Set aside funds for awards for the competitions. Amount and number of awards depend on school size.

