#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.
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.

![Excel Random Number Function](image)

Returns a random number between the numbers you specify.

Top is the largest integer RANDBETWEEN will return.

Formula result = Volatile

Help on this function
Screenshots of Sample Publicity Messages

Sample initial competition announcement:

Sample reminder message - one day before start:
Sample start announcement:

Sample Reminder:

Sample Winner Announcement: