# Smart India Hackathon 2023
# <u>Social Media Contest</u>
## Guidelines

**Purpose**: To provide wider social media visibility for Smart India Hackathon grand finale 2023.

**Participants**: SIH alumni, SIH 2023 participants, SIH Grand Finale participants, institutes and other stakeholders.

**Contest Platforms**: Twitter and LinkedIn

**Modalities**:

- Participants should have their own social media accounts on Twitter and LinkedIn. · Participants should follow Ministry of Education's Innovation Cell (MIC) accounts on Twitter and LinkedIn.
    - ➢ MIC LinkedIn Profile Link- https://www.linkedin.com/company/moe-innovation-cell/
    - ➢ MIC Twitter Page Link- https://twitter.com/mhrd_innovation
- Tweet, retweet, post and share the material posted on above MIC pages.
- Post the information provided over email and in SIH telegram group.

**What to do?**

- **Invite Hon'ble Prime Minister to address participants during Smart India Hackathon by posting text, banner, selfie, videos.**
- **Show your excitement for Hon'ble Prime Minister Interaction during SIH grand finale by posting on social media.**

o Show your excitement about Smart India Hackathon by posting videos/photos/posters/ banners/text.
o All the participants should tweet about the Smart India hackathon, their experience from start to the time you get shortlisted, travel, hackathon and about your project during finale. · Post about the problem statement and PS provider organization.
o Post about why you chose to work on your selected Problem Statement.
o Talk about your approach to solving the issue without giving insights on the process

to avoid infringing your IPR.
- o SIH alumni should speak about their past SIH experience and provide best practice pointers (can be in form of threads on twitter) for this year participants.
- o Stakeholders and participants should talk about how Smart India Hackathon is changing the face of our Education system.
- o Participants should talk about, how SIH is inculcating the culture of innovation and providing a national platform to practically implement their educational learnings in real-world problem solving.

**What could be used in posts?**

- • Photos, selfies of the participants.
- • photos of the team.
- • Videos (individual and team) sharing experience.
- • Other creative material such as banners, posters etc.

**What not to miss?**

- ❖ **On Twitter and LinkedIn**
  - • Each of the tweet/ post shall contain the following **hashtags** (copy past in your tweet)
    **#smartindiahackathon**
    **#SIH2023**
    **#PM_ModiAtSIH**
    **#InnovationSeAtmanirbharBharat**
    **#JaiAnusandhan**

  - • Each of the tweets shall tag the following **accounts on Twitter** (tag through tag button)

    @narendramodi @EduMinOfIndia @PIBHRD @PMOIndia

    @mhrd_innovation @abhayjere @SIH2023_MIC

## A. Three Prizes for twitter -

**1. INR 10,000** for Week 1 (13th December to 18th December 2023)
**2. INR 10,000** for Week 2 (19th December to 26th December 2023)
**3. INR 10,000 for tweeting about PM Interaction (16th December to 23rd December 2023)**

## B. Three Prizes for LinkedIn -

**1. INR 10,000** for Week 1 (13th December to 18th December 2023)
**2. INR 10,000** for Week 2 (19th December to 26th December 2023)
**3. INR 10,000 for post about PM Interaction (16th December to 23rd December 2023)**

## C. Special Prize

**INR 20,000 Special Prize for exceptionally creative post/ video/message/banner/appeal for inviting PM to address SIH 2023 participants.**

## Consideration for declaring the winners

MIC and i4C reserve the right to declare or not declare the winners. The winners shall be decided solely on the ***basis of the reach of the participant's post on LinkedIn or on Twitter*** i.e.

- Combined number of likes/ reactions, retweets/ reposts, and comments on an individual's post.
- Number of posts made by the participants in a given week on Twitter and LinkedIn.
- The winner will be the one with the maximum reach and with the maximum number of tweets/posts.
- Posts shall be as per the guidelines mentioned here.

**How to claim Prize?**

Submit the direct link to your post/tweet on the following google form if your post has made considerable reach. Google Form link - https://forms.gle/ECDYGfuEKherdzpXA

**Declaration of winners**

**Winners will be declared on a weekly basis and for the PM Interaction category** on the last day of that week or after the conclusion of SMART INDIA HACKATHON grand finale 2023. The communication will be made to the winners only.