

# SOCIAL MEDIA

**Format:** In-Person

**Early Submission:** A link to your media platform with the typed statement must be submitted two weeks prior to the regional tournament.

**On-Site:** Three (3) copies of the typed statement must be submitted to judges on-site at the time of the competition.

## Registration Guidelines:

1. The Social Media competition is a team effort.
2. A minimum of one (1) and a maximum of six (6) people can register for this competition.
  - a. Only one submission is allowed per school. Hence, if two students register from the same school, they must work as a team.

## Procedure:

1. MIST ID and order of competition will be pre-assigned on a random selection basis.
2. Competitors shall report at the appropriate time and place designated. Competitors shall be introduced to the judges by their MIST IDs.
3. The team name may appear on your blog and social profiles.
4. The competitor must create an Instagram or TikTok page for their MSA or MIST team.
  - a. This page should include posts that relate to the MIST theme, with five posts minimum.
  - b. These posts can come in a variety of forms – text, images, video, etc.
  - c. However, two posts must be regarding current events, with one being a pure news story.
5. The social media platform selected should be updated based on the competitor's assessment of what publishing frequency is appropriate for that chosen platform.
  - a. These updates can come in a variety of forms – text, images, video, etc.
6. Competitors are encouraged to use infographics and editing softwares for content creation.
7. Posts must be posted before the submission date, not the day of/night before.
8. If Instagram stories are posted, they must be compiled into a highlight on the page.
9. Students must remain cognizant of the music/sounds they use in their Instagram posts or TikToks.
  - a. Sounds must not contain vulgarity, music with profanity or inappropriate language.
  - b. If you are uncertain about a sound/audio, reach out to your regional headquarter for clarification.
10. Contestants must email their submission (written statement and social media platform link) two (2) weeks prior to the tournament.
  - a. All submissions will be viewed on a computer unless stated otherwise in your written statement.
11. A typed explanation of the website and its content, no more than three (3) pages (1000 words maximum double spaced and 12-point font) must be included with the submission.
  - a. The explanation should:
    - i. Detail the social platform's content
    - ii. What inspired the participant to choose their particular social media platforms
    - iii. What content strategy was employed
    - iv. How each team member contributed to the project
    - v. Any other pertinent information related to the creation of the social media accounts.
12. The interview will be no longer than 5 minutes.
13. Somewhere on your media platform must be following items:

- a. Information about the MIST team
  - b. Prayer times
  - c. Names and contact information
  - d. Information about MIST meetings or events
  - e. A link to MIST's National website ([www.getmistified.com](http://www.getmistified.com)) in the bio/linktree
  - f. A link to your MIST Regional's website
  - g. Meeting time/place for the next MIST meeting
  - h. Information on how to join the MIST team
  - i. Team's Mission statement
  - j. At least one Islamic article that adolescents can relate to.
  - k. Any other information or additional features such as video clips, search facility, animation etc.
14. Competitors will be judged according to the Social Media Ballot.

**Checklist:**

- A link to your media platform with the typed statement submitted two weeks prior to myMIST.
- The submission should be clearly labeled with:
  - MIST IDs
  - Name of Competition

# DETAILED BALLOT: SOCIAL MEDIA

<b>Section A: Technical</b>	<b>Points: 5</b>
<ul style="list-style-type: none"><li>Participants are on time for the interview.</li><li>The participants look credible and are dressed for an interview.</li><li>Media platform link has been submitted prior to the interview.</li><li>Length of written statement does not exceed three pages (1000 words).</li></ul>	
<b>Section B: Content Quality</b>	<b>Points: 15</b>
<ul style="list-style-type: none"><li>The social media platform is easily understood using a computer and/or phone</li><li>The platform includes a minimum of five posts, including two posts regarding current events, with one being a pure news story.</li><li>The overall page is appealing and inviting.<ul style="list-style-type: none"><li>- Users can quickly get the “big picture” of what is offered by the blog or social media account.</li></ul></li><li>The page is a means of inspiration for anyone who wants to start their own page.</li><li>Social page addresses the needs of users.</li><li>The social media submission has the following required items:<ol style="list-style-type: none"><li>Info about MSA/MIST team</li><li>Prayer times</li><li>Contact information</li><li>Information about events</li><li>Link to the teams MIST regional page and MIST Nationals page</li><li>Next meeting time and place</li><li>Info on how to join the MSA/MIST team and MIST/MSA mission statement.</li></ol></li><li>Islamic Instagram posts or TikTok's, typically those that adolescents can relate to, are included.</li></ul>	
<b>Section C: Social Media Platform Quality</b>	<b>Points: 10</b>
<ul style="list-style-type: none"><li>The social media account's name is reflective of the MSA/MIST team.</li><li>The social media platform uses a proper amount of updates so that the platform does not appear stale.</li><li>The social media platform includes updates that are posts from the blog.</li><li>The social media updates include a variety of content – text, images, video, etc.</li></ul>	
<b>Section D: Presentation Quality</b>	<b>Points: 30</b>
<ul style="list-style-type: none"><li>The content goes beyond your basic MSA facts and data.<ul style="list-style-type: none"><li>- It contains information that is useful to MSA/MIST members.</li></ul></li><li>The page contains a mix of content formats (i.e. text, graphics, photographs, video, audio) to address specific needs.<ul style="list-style-type: none"><li>- There is a good balance between text and graphics.</li></ul></li><li>All graphics load successfully and quickly. Text is easy to read.</li></ul>	
<b>Section E: Application of Theme</b>	<b>Points: 25</b>
<ul style="list-style-type: none"><li>There is a strong, clearly evident relevance to the theme.</li><li>The theme is expressed in a unique or outstanding way.</li><li>Purpose of the project is clearly articulated and shows evidence of reflection and/or research.</li><li>Elements and principles of art are clearly articulated and the student shows evidence of careful selection and organization of these elements and principles.</li></ul>	

Judges will ask the following questions to gauge the competitors' understanding of the theme and how it was expressed in their work. Judges will then proceed to scoring.

- How did you aim to convey this year's theme in your work? In what ways does your submission represent your team's point of view, imagination, creativity, and individuality?
- Explain your purpose in developing this artwork and describe how you achieved that goal. Describe any influences from the online world that contributed to the development of your submission.
- What elements or principles of social media did you use, and how did you select and organize the visual aspects of this work?

**Section F: Written Statement**

**Points: 10**

- Is the paper no more than 3 pages long?
- Does it properly explain the content from the social media platform?
- Does it include the competitor's inspiration for the approach to their social media strategy?
- Have the content strategy and member contributions been clearly explained?

# SOCIAL MEDIA BALLOT

		Subtotal
<b>Section A</b>	Technical	____ / 5 points
<b>Section B</b>	Blog Quality	____ / 15 points
<b>Section C</b>	Social Media Platform Quality	____ / 10 points
<b>Section D</b>	Presentation Quality	____ / 30 points
<b>Section E</b>	Application of Theme	____ / 25 points
<b>Section</b>	Written Statement	____ / 10 points

Total: \_\_\_\_/100 Points

Overall Judges Comments and Feedback

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