* Since this has to be kept low budget, I say we only do Twitter and setup a forum for people to discuss.
* Email marketing would also fall on this slide (newsletter to participants): When and how many? With what kind of content?
* suggest 2 slides. 1 covering Social Media, Twitter and Facebook. 1 slide covering Discussion Forum and Email marketing

**Communication Goals**

* Recruit participants and communicate important hackathon information
* Enhance branding of SCMA
* Raise awareness of SCMA hackathon brand and promote the innovative apps that are created

**Communication Content**

**Competition Information and Updates**

Source for up-to-date information on the competition including schedule, deadlines, rules and competition updates etc.

**Valuable Resources**

Share valuable information and resources with participants to help them create the best apps possible. This includes useful tips, tools, industry news, helpful articles & blogs, frameworks, and resources for participants to utilize in their projects.

**Compelling Story**

Tell an engaging and compelling SCMA hackathon story.

**Communication Platforms**

**Twitter**

* communicate important competition information, share valuable resources and answer questions and engage with participants

**Facebook**

* Tell a compelling hackathon story through images and photo albums

**Email Communication**

* Communicate important competition information to registered participants
* Recruit new participants from our already existing list of hackathon attendees.

**Forum**

* A forum will be set up for participants to communicate and coordinate with one another before, during and after the event.
* Heres participants can form teams, post questions and build a community surrounding the hackathon.