

## SOCIAL MEDIA CHALLENGE "WELCOME TO MY UNIVERSITY"

The Social Media Challenge "Welcome to my university" gives you the opportunity to take part in a video competition showing what you like best about your university.

### General regulations

Organiser: The ENHANCE Alliance, which includes [seven European universities](#).

Target group: Students from the seven-member universities that make up the ENHANCE Alliance are invited to participate in the Challenge with their videos.

When: Send your videos and receive likes from the 1<sup>st</sup> of March until the 31<sup>st</sup> of March. Afterwards, the winners will be announced. Trips are planned in April, May or June.

How: Participation in the competition is straightforward. It will take place via social media platforms, Twitter or Instagram, and is free of charge. The winning students will be decided partly by the public with their likes and partly by a panel of experts who will select the winners from an initial selection made by the audience.

### General rules

#### **The objective of the Challenge**

The main goal is to create a sense of identification with ENHANCE among the student community and a sense of belonging to a large alliance of European technology universities.

Furthermore, it seeks to spread ENHANCE Alliance outside the member universities' scope, promoting the interest in studying at one of the member universities among the students.

#### **Participants**

- Participants must be enrolled as students in one of the degrees, or master's, in the seven-member Universities of the ENHANCE Alliance. Students must physically study in one of

the cities where the campuses of one of the seven ENHANCE Alliance universities are located.

- The competition is strictly individual.
- It is only possible to post one contribution via social media. If, for instance, they have two accounts, they will only be able to participate using one of them.
- The panel of experts will check the participants' identity when they are pre-selected among the five with the most likes to verify that they are enrolled in one of the ENHANCE universities.
- Each participant consents, free of charge, without time or territorial limitations, to the use of the submitted material for marketing and promotional activities of ENHANCE Alliance, that is, to publish the video on the Alliance's website or the social media channels of the organiser.
- Participants accept these rules here explained.

### **Participation procedure**

The competition rules will be published on the ENHANCE Alliance website and social networks.

**Participating students will prepare a 20-40-second video to explain why other students from the ENHANCE Alliance should travel to study at their university. In other words, what positive points they would highlight about their university to attract other ENHANCE students.**

**The language of the videos will be English. Background voice, audio or any other graphic design suitable for the purpose can be included.**

Students who want to participate must:

- Post their videos on Twitter or Instagram with the hashtag #enhancealliance.
- Mention the ENHANCE account of the social network in which they participate. @enhancealliance (Instagram) @ENHANCEAlliance (Twitter).
- Follow the ENHANCE account of the social network on which they post their video.

The five videos that receive the most likes will go to a second phase in which a jury will check the identity of the accounts to ensure they are students from ENHANCE universities.

This panel of experts will finally decide the two winners of the Social Media Challenge.

The jury's decision is final and cannot be appealed.

The publication of the winning students will be made through the ENHANCE Alliance social media.

### **Evaluation criteria**

The jury will be formed by one representative from each Communication Officer of member universities within ENHANCE Alliance.

The criteria when awarding the prizes will be the following:

- The creativity of the audiovisual piece.
- Mention the ENHANCE Alliance somewhere in the video.

### **Awards**

- The Challenge will award two similar prizes to two different winners: A trip to Universitat Politècnica de València (UPV) or Technische Universität Berlin (in the case of a Spanish winner). This 3-day trip includes flight, hotel, and living expenses.
- There will not be one winner per social network -Twitter or Instagram-. The two winners could have published the post on Instagram or Twitter indistinctly.

### **Participant's duties**

All material submitted must comply with ethical standards, diversity and inclusive language, visual content, and property rights. Failure to comply with these conditions will result in the participant's disqualification.

Participants give their consent free of charge, without time or territorial limitations, to use the submitted material for marketing and promotional activities of the organiser, which means publishing the video and winner's pictures on the ENHANCE Alliance website and social media.