



AUSTIN PARKS FOUNDATION PRESENTS



## ACL Social Media Contest

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### Purpose

The Austin Chamber's College Insight program and C3 Presents/ACL Festival invite your participation in our fourth annual ACL-Financial Aid Social Media Contest for Student Leaders. The purpose of the contest is to engage with student leaders and expand the reach of our College Insight [Twitter page](#) among Class of 2018 to promote FAFSA completion events and improve early FAFSA submissions for Class of 2018 seniors in advance of priority deadlines.

### Contest

A student leader, nominated by counselors/faculty sponsors, who helps organize FAFSA event registrations and promotions on their high school campus will be given the opportunity to win 4 passes to the second weekend of the Austin City Limits (ACL) festival and a pre-show, exclusive backstage tour of the ACL grounds on **October 12<sup>th</sup>**. Classmates on the winning student leader's campus who register FAFSA events on "Collegelnsight.com" will be eligible to win 2 passes via random selection, for the first or second weekend of the festival, based on event registration/tweets/re-tweets from their campus. The Chamber will make determination of awards based on this criteria and parameters outlined in the contest official rules.

For purposes of this contest, high schools will be categorized in three (3) groups based on size. Winners will be determined by the percentage of seniors from each campus that sign up for an event and Twitter activity (favorites and retweets). Winners selected for wristbands on weekend 1 of the ACL festival will be selected randomly based on campus affiliation, registration totals and Twitter activity generated by student leaders within their campus category by 5 p.m. on **October 5, 2017**. Contest will continue for second ACL weekend and end 12 p.m. on October 12<sup>th</sup>. Final winners will be announced **October 12** during the ACL backstage tour that same day at **5:45 p.m.** **All participants must abide by contest rules and coordinate with counselor/faculty sponsor to ensure they adhere to their campus or ISD's social media protocols/guidelines.**

### Entry Criteria

To qualify, student leaders **must** complete the following six actions:

1. RSVP for backstage tour by **October 10<sup>th</sup>**. [Only student leaders designated by counselor leaders are eligible.](#)
2. Follow [@collegeNsight](#) on Twitter.
3. Send the Austin Chamber your Twitter handle. Emails should go to: [zchen@austinchamber.com](mailto:zchen@austinchamber.com)
4. Sign up for a College Insight financial aid event. The event can be on or off of your campus.
5. Make one college or financial aid-related Tweet, tagging [@collegeNsight](#) and encouraging students to sign up for an event (sample tweets below).
6. Pin the tweet to the top of your timeline, and send the url link for the tweet to: [zchen@austinchamber.com](mailto:zchen@austinchamber.com)

*Sample Tweets for the designated student leader:*

- Seniors, follow [@collegeNsight](#) 4 FREE help 2 file ur FAFSA early! Register @ [collegeinsight.com](http://collegeinsight.com) 4 a chance 2 win ACL Fest passes & get more money for college. #FAFSAatx
- Seniors, check out [@collegeNsight](#), sign up for a financial aid event & RT this tweet for a chance for us to win ACL passes! #FAFSAatx.

## How to Win

Student leader must:

- Complete the 6 Entry Criteria listed above
- Encourage and get classmates to sign up for financial aid events.
- Receive the largest share of registrations, re-tweets and favorites of their submitted tweet encouraging sign ups for a financial aid event [@CollegeNsight](#).

Winner to be determined by the Austin Chamber of Commerce based on percentage of seniors that that sign up for a financial aid event and Twitter activity (retweets and favorites).

## Terms

- RSVPs are required by **October 10<sup>th</sup>** to gain access to ACL Grounds on October 12<sup>th</sup>.
- The backstage tour is capped at 30 attendees, so RSVP early.
- Contest ends at 12:00 p.m. on **October 12<sup>th</sup>**.
- Winners to be announced on the ACL fairgrounds on **October 12<sup>th</sup>**.
- Official contest rules are [here](#). By entering this contest you consent to these rules.
- If at any time you need assistance, please contact your school counselor or the Austin Chamber at [zchen@austinchamber.com](mailto:zchen@austinchamber.com).