Office of Student Involvement
#BCthankful Instagram Contest Proposal

Contest description: November is the month of Thanksgiving and a time where we remember what we are thankful for in life, but we want to see our students show what they are #BCthankful! The contest will allow students to post pictures on Instagram, tag the Office of Student Involvement account (@BCgetinvolved), and use our contest hashtags #BCgetinvolved and #BCthankful. Contest will run through Thanksgiving and allows for one submission per social media account. At the end of the deadline, the Office of Student Involvement will download the photos and announce two 1st prize winners. One winner will be the photo with the most favorites that has abided by the contest rules. The second winner will be picked by the Office of Student involvement professional and graduate student staff. In the event of a tie for either winner, the Director of the Office of Student Involvement will pick the winning photo. All photos that abide by contest rules will be printed by the Office of Student Involvement and displayed in the Student Organization space on the first floor of Carney Hall. Per Instagram rules, we must mention this is in no way sponsored, administered, or associated with Instagram, Inc. By entering, entrants confirm they are 18+ years of age, release Instagram of responsibility, and agree to Instagram’s term of use.

Reason for Contest: As we look to increase our Social Media presence and connect with the students we work with in new and better ways, creating incentives to students to interact with our social media accounts creates a relationship and dialogue that the office can use to further disseminate information and build relationships with the student population. Our social media accounts are only useful if we can get students to follow them and become accustomed to communicating with the office through social media.

Contest Outcomes:
As a result of participating in the Office of Student Involvement Instagram Contest students will:
- Engage with the Office of Student Involvement Social Media accounts through tagging, using the contest hashtags, and favoriting photos participating in the contest
- Participate in a forum to display what students are thankful for on campus
- Join in the opportunity to increase awareness of their student organization and participation in campus community life

As a result of offering this contest, the Office of Student Involvement will:
- Increase engagement with students on campus via social media
- Create a dialogue about thankfulness on Boston College’s campus
- Provide a venue to highlight student organizations overseen by the office and their impact on campus
- Gain followers on social media accounts, increasing the number of students reached in future postings

Contest Rules: Participants must be current undergraduate students at Boston College and a member of a student organization recognized by the Office of Student Involvement in order to enter the contest, or an employed Faculty or staff member. Participants must have followed the Office of Student Involvement account (@BCgetinvolved) on the social media site they are submitting their entry on (Instagram). Participants must tag the Office of Student Involvement Instagram account in their post (@BCgetinvolved), use the two contest hashtags #BCgetinvolved and #BCthankful, and include “Photo taken by (name of student and class year)”. Any Faculty and Staff who enter must include the name of their office or department. Photos cannot contain images or scenes of any behavior deemed inappropriate by the Office of Student Involvement, any illegal activities, activities against University or Office of Student Involvement policy, or show children under the age of 18 without parental consent. Any photo submitted that is deemed ineligible for any reason by the Office of Student Involvement will not be eligible to win and will not be included in the display in Carney Hall at the end of the contest. Per Instagram rules, we must mention this is in no way sponsored, administered, or associated with Instagram, Inc. By entering, entrants confirm they are 18+ years of age, release Instagram of responsibility, and agree to Instagram’s term of use.

Contest Prizes: Two 1st place winners will be announced the Tuesday following Thanksgiving. One winner will be the photo with the most likes/favorites that has abided by the contest rules. The second winner will be picked by the Office of Student involvement professional and graduate student staff. Winning photos will be highlighted during the contest display in the student organization space in the first floor of Carney Hall. Winning photos will also be featured on the Office of Student Involvement website homepage, on the MyBC Student Life portal, and on all of the Office of Student Involvement social media accounts.