



SOCIAL MEDIA CHALLENGES

**USE #RMJ2022
ON ALL POSTS TO
ENTER.**

**WINNERS WILL BE ANNOUNCED
DURING THE CAMP CLOSING ON
THURSDAY.**

Social Media is one of the most powerful tools you have for connecting with your school as well as selling books. We want to help you harness this. We've chose to focus on two different platforms: Instagram and TikTok because we feel they are the "hottest" right now and are great for visual content. Each day at camp, we have a challenge for you...

DAY 1: MONDAY (BOOT CAMP)

INSTAGRAM

Create an account and post an introduction (could be an introduction to your editors or your program). We're looking for a complete profile with a username, bio, profile photo, and other contact information.

TIKTOK

Create an account and post an introduction (could be an introduction to your editors or your program). We're looking for a complete profile with a username, bio, profile photo, and other contact information.

DAY 2: TUESDAY (MAIN CAMP)

INSTAGRAM

Post a feature photo with a complete journalistic caption. This can be a photo from today or a photo from your 2022 book.

TIKTOK

Create a BTS of what goes into making a yearbook/choosing a theme.

DAY 3: WEDNESDAY (MAIN CAMP)

INSTAGRAM

Scroll through Reels until you find an audio that sparks your creativity. Use it to make a great (and relevant!) Reel for your account.

TIKTOK

Create a recap/coverage of the Photo Festival.

DAY 4: THURSDAY (MAIN CAMP)

INSTAGRAM

Post a book teaser to get people excited about what you've been working on!
Reveal as much or as little as you want.

TIKTOK

Create a quick-interview video. Think Billy on the Street or those videos with the tiny microphone.