

玩PO競

社交媒體宣傳 挑戰賽2024

Post to Compete!
Social Media Advocacy Challenge

www.posttocompete.hk



The Competition Commission and Junior Achievement Hong Kong offer a great opportunity for all senior secondary school students in Hong Kong to unleash their creativity and develop social media posts to promote the Competition Ordinance.

Participants will be invited to attend a workshop where popular YouTuber *Smiling Boris* (笑波子) will share tips on how to develop creative contents and run a successful social media campaign.

In addition to cash scholarship, the Champion will gain an invaluable job shadowing opportunity!

Co-organisers



Awards

First-round Competition

- All participating students will receive a certificate of participation
- Each of the shortlisted teams will receive a HK\$1,000 cash scholarship upon completing the final-round competition

Final-round Competition

- Champion:** HK\$8,000 cash scholarship, a trophy and certificates; job shadowing with Competition Commission or Smiling Boris
- 1st Runner-up:** HK\$6,000 cash scholarship, a trophy and certificates
- 2nd Runner-up:** HK\$5,000 cash scholarship, a trophy and certificates
- "The Most Popular" Award (2 teams):** HK\$3,000 cash scholarship, a trophy and certificates

Eligibility

All Form 3 to Form 5 / Grade 10 to Grade 12 students in Hong Kong are welcome to form teams to participate. Each team should comprise 2 to 4 students. Cross-schools or cross-forms / grades are allowed.

Details

Workshop

- 📍 20 April 2024 (Sat), 10am-1pm, The Wave, Kwun Tong
- 📍 A briefing on the key elements of the Competition Ordinance
- 📍 Sharing of success stories by leading Hong Kong YouTuber *Smiling Boris* (笑波子)
- 📍 All participating students will receive a certificate of participation

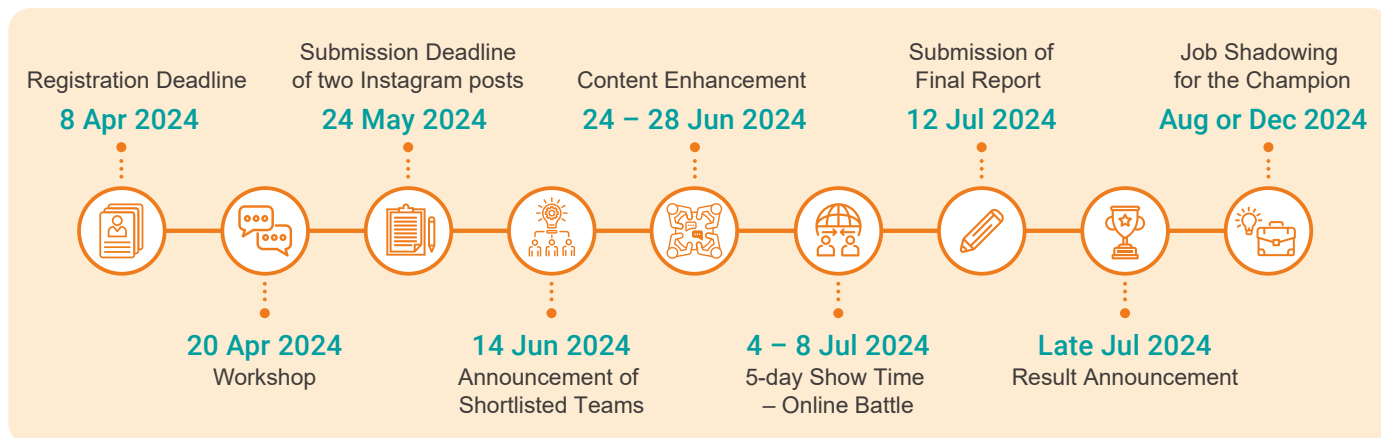
First-round Competition

- 📍 Submission of **TWO** Instagram posts
 - To showcase how the Competition Ordinance safeguards market competition for the benefit of businesses and consumers, highlighting at least one of the following anti-competitive conduct: Bid-Rigging, Price Fixing, Market Sharing
 - The posts can be in the form of write-ups, photos, videos, comics, drawings, animations or interactive games etc. The duration of each post should be within 3 minutes.

Final-round Competition

- 📍 Content Enhancement
 - Up to 15 shortlisted teams will be provided with professional advice to polish up their two Instagram posts.
- 📍 5-day Show Time – Online Battle
 - The shortlisted teams will publish their posts on Instagram to compete for online eyeballs. Additional social media platforms may also be used in tandem to maximise the outreach.
- 📍 Final Report Submission
 - A simple summary of social media reach and engagement of the posts should be submitted.

Timeline



Registration

Please register on or before **8 April 2024 (Mon)** at www.jahk.org/ptc

Judging Criteria

- 📍 Creativity, originality, and reflection of the theme
- 📍 Understanding of the Competition Ordinance
- 📍 Social media reach and engagement

Judging Panel

- 📍 Representatives from the Competition Commission
- 📍 Representatives from Junior Achievement Hong Kong

Enquiry

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Terms and conditions apply



Register NOW

Deadline:
8 April 2024 (Mon)