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For Immediate Release

Competition Commission launches "Post to Compete" Social Media Advocacy Challenge 2024

The Competition Commission (Commission) today launches the "Post to Compete" Social Media Advocacy Challenge 2024 (Challenge). All senior secondary school students are invited to showcase their creativity by formulating social media campaigns to promote how the Competition Ordinance (Ordinance) safeguards market competition for the benefit of businesses and consumers. The champion team will receive an HK\$8,000 cash scholarship, a trophy, and job shadowing opportunities.

Engaging with the younger generation is an integral part of the Commission's advocacy work. In February 2023, the Commission launched the "Cartel Hunters - Learn more about the Competition Ordinance" teaching kit for all secondary schools in Hong Kong. The programme aimed to provide senior secondary school students with an understanding of the Ordinance and the value of competition, thereby getting them prepared for their future careers or entrepreneurial pursuits. Around 170 schools have signed up for the initiative.

As an extension of this programme, the Commission, in partnership with Junior Achievement Hong Kong, is rolling out the "Post to Compete" Social Media Advocacy Challenge 2024. The Challenge offers an opportunity for senior secondary school students to apply their learnings and create social media posts to promote the Ordinance. Students from Form 3 to Form 5 in local secondary schools, including international schools, are welcome to form teams and participate in the Challenge.

Participating teams will need to create two Instagram posts to promote the Ordinance. They can choose from various formats, including write-ups, photos, videos, comics, drawings, animations or interactive games. During the five-day final challenge, shortlisted teams will publish their posts on Instagram and other social media platforms. The campaigns will then be evaluated based on the number of views, likes, and online engagement, as well as their creativity, comprehension of the Ordinance, and the effectiveness of the promotion.

All teams that have signed up to participate will be invited to attend a workshop where they will learn the key concepts of competition law and receive tips on running successful social media campaigns. The workshop will feature representatives from the Commission, renowned social media influencer Smiling Boris, and online marketing experts.

As well as the championship and the first and second runners-up, there will also be the presentation of "The Most Popular Award". Each winning team will receive cash scholarships and prizes. The champion team will also gain exciting job shadowing opportunities with the Commission or the influencer, in addition to the cash scholarship.

Registration for the Challenge is now open until 8 April 2024, and the deadline for submitting entries is 24 May 2024. For more information and registration, please read the [event poster](#) for more detail.

Photo Caption:



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Social Media Advocacy Challenge

www.posttocompete.hk 

The Competition Commission launches the "Post to Compete" Social Media Advocacy Challenge 2024 and invites all senior secondary school students to formulate social media campaigns to promote the Competition Ordinance.