

 Invitation to Participate

# Social Media Impact Challenge 2026

*Create • Engage • Influence*

The **Centre for Future Skills** invites all students to showcase their creativity, strategy, and digital storytelling expertise in an exciting one-day competition designed to put your social media skills into action.

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## Theme Announcement

### **MBA Admissions Open Campaign**

Design and execute a high-impact social media campaign promoting MBA admissions and drive real engagement.

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## Target Audience Definition

### **Final-Year Undergraduate Students**

Participants should carefully design content by considering:

- Age group
  - Interests
  - Digital behavior
  - Platform preference
  - Content consumption style
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## Campaign Goal

### **Increase Program Awareness**

Your campaign may additionally aim to:

- Generate event registrations
- Drive website visits
- Encourage social pledges

- Build brand recall
- Promote social responsibility

 Teams must clearly define:

- Primary Goal
  - Secondary Goal (Optional)
  - Call-To-Action (CTA)
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### **Posting Guidelines**

Participants must follow standardized posting rules to ensure fair evaluation.

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### **Content Requirements**

Each team must publish:

- 1 Static Poster
- 1 Reel / Short Video (30–60 sec)
- 1 Carousel / Infographic (Minimum 3 slides)

#### **Optional Bonus:**

- Stories
  - Polls
  - Behind-the-scenes content
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### **Caption Guidelines**

Every post must include:

- Engaging opening line (Hook)
- Theme relevance
- Clear CTA
- 5–10 Hashtags

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## Hashtag Rules

Include:

- 1 Campaign hashtag (team-created)
- 2 Theme hashtags
- 2 Institutional hashtags
- 2 Trending/general hashtags

**Example:**

#FutureSkillsChallenge

#MBAAdmissions2026

#StudyAtFBS

#CampusToCorporate

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## Platform Rules

- Post on assigned platform (Instagram / LinkedIn / Both)
  - Accounts must be public during evaluation
  - Tag official handles provided
  - Use only original or royalty-free media
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## Design & Technical Rules

**Allowed Tools:**

- Canva
- Adobe Express
- CapCut / InShot
- Photoshop

**Not Allowed:**

- Copyrighted images without credit

- Paid promotions
  - Purchased engagement
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### **Evaluation Criteria**

Judges will review:

- Creativity
  - Brand alignment
  - Content quality
  - Engagement metrics
  - Strategy relevance
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### **Deliverables Submission**

Before the deadline, teams must submit:


- Strategy Sheet
- Post Links
- Creative Files
- Analytics Screenshots

**Submission Mode:** Google Drive / Email

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 **Competition Duration:** 1 Day

 Individual / Team Participation Allowed

 Put your skills to the test. Build campaigns that create real impact.

**Register Now & Become the Voice of the MBA Admissions Campaign!**