

OFFICIAL CONTEST KIT

2018 SPECIES ON THE EDGE 2.0 SOCIAL MEDIA CONTEST



CONSERVE WILDLIFE
FOUNDATION OF NEW JERSEY

Conserve Wildlife Foundation invites high school students from across the state to submit an original social media campaign showing why wildlife is important to protect in New Jersey.

The fun and educational **Species on the Edge 2.0 Social Media Contest** capitalizes on high school students' expertise with social media platforms, and provides them with the opportunity to showcase their talent, creativity, and love of nature. The contest helps to develop students' experience in STEAM (Science, Technology, Engineering, Art and Mathematics) and their project management skills.

Best of all, it's **free** – and gives students the chance to win scholarships and other prizes!

Prizes include:

1st prize: \$1,000 in scholarship money


2nd prize: \$500 in scholarship money

3rd prize: \$250 in scholarship money

All entries will be eligible to win a day in the field with a wildlife biologist!

All entries are due by
Friday, May 18, 2018.

Conserve Wildlife Foundation of New Jersey is a non-profit organization dedicated to ensuring New Jersey's rare wildlife species have a place in our future. We utilize science, habitat restoration, education and public engagement to protect our most vulnerable wildlife.

Special thank you to our Sponsor  **PSEG**

GENERAL CONTEST INFORMATION

Students will create their own original content (Example: video, photograph, computer graphic) or utilize existing Conserve Wildlife Foundation content to illustrate why it is important to protect New Jersey's rare wildlife.

Apart from a few simple restrictions, we want to leave the rules open enough to allow students to create freely:

- **No inappropriate subject matter**
- All participants must:
 - Be a New Jersey high school student
 - Fill out an entry form below and email to: Stephanie.DAlessio@conserwildlifenj.org by **May 1, 2018** in order to be officially entered into the contest.
- Entries may be posted on **one or both** of any of the following social media platforms: Instagram and Facebook
- Maximum of one post per day, per social media platform. Posts are to be made between May 1, 2018 and May 18, 2018
 - Posts must advocate for an endangered or threatened species of animal or habitat that is native to N.J.
 - Entries for Facebook must be posted directly to the Conserve Wildlife Foundation of New Jersey Facebook page in addition to using the hashtag: #ConserveWildlifeNJ
 - Entries for Instagram must be posted tagging the @wildlifenj Instagram in addition to using the hashtag: #ConserveWildlifeNJ
 - Make sure your Instagram is **public**. We will not be able to see your posts if your account is private or restricted.
- Following the conclusion of the contest on May 18th, 2018, participants will submit their posts along with the total number of "Likes" to: Stephanie.DAlessio@conserwildlifenj.org by 12:00 midnight on the 20th
 - Example: 14 Facebook Posts + 7 Instagram Posts = Number of "Likes"
- The contest applicant with the most "Likes" wins!
- Conserve Wildlife Foundation retains the right to all entries

All participants must fill out the entry form below and email to Stephanie.DAlessio@conserwildlifenj.org by May 1, 2018 to be registered into the contest.

Final tally of likes must be submitted to Stephanie.DAlessio@conserwildlifenj.org by 12:00 midnight on May 20, 2018

2018 Species on the Edge 2.0 Social Media Contest ~ Entry Form

Form must be completed in its entirety & signed.

One entry per student/group

Student Name: _____

Facebook Name _____

Home Address: _____

Email address _____

Phone Number _____

School Name: _____

Grade: _____

City: _____

Zip: _____

Student Signature: _____

Parent/Guardian Signature (If Under 18*): _____

*My signature certifies that I have read the rules and regulations of this contest and that the digital media submitted are the work of the above student. I understand that entries will not be returned or acknowledged unless requested, and the submission becomes the property of the Conserve Wildlife Foundation upon entry into contest. I give Conserve Wildlife Foundation permission to exhibit, use, publish, and republish the submission for any purpose, including but not limited to the Internet, promotional material, and public relations, and to publish the name, county, and photograph of the student without compensation.

All participants must submit their social media post(s) and fill out the entry form and email to Stephanie.DAlessio@conserwildlifenj.org

QUESTIONS?: Visit www.ConserveWildlifeNJ.org/Education/Edge2.0 or call [609-985-0621](tel:609-985-0621) or email Stephanie.DAlessio@conserwildlifenj.org