

OFFICIAL CONTEST KIT

2019 "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 contest entries are due by
Friday, May 24, 2019.**

**Your social media posts must run
between May 28, 2019 to June 7,
2019 at Midnight**

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**
Foundation

GENERAL CONTEST INFORMATION

Students will create their own original content (Example: video, photograph, computer graphic) or utilize existing Conserve Wildlife Foundation content to advocate in one of the following categories.

1. Advocate for one of New Jersey's endangered species that Conserve Wildlife Foundation helps to protect. All of your posts **MUST focus on one** of the below listed animals and contain facts and information about the species, its habitat, life cycle, reason for decline in numbers etc. (choose one species to focus on from the following list: osprey, eagle, terrapin, little brown bat, bog turtle, blue spotted salamander, bobcat, piping plover, upland sandpiper) Information about the animals can be found on CWF Field Guides at: <http://www.conservewildlifenj.org/species/fieldguide/>
2. Advocate for why it is important for us to protect our beaches, shorelines and marine waters from marine debris, plastics, pollutants, balloons, and derelict crab pots. Posts should include facts and information on these issues and may include ideas on how to solve the problems associated with them.
3. Advocate for why safer wildlife crossings and corridors should be a priority in our heavily traveled state. Posts can include the threats posed to wildlife from highways and roads in New Jersey, the steps that towns and communities can take, and the species that are most impacted. More information can be found at: <https://www.nj.gov/dep/fgw/ensp/chanj.htm>

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: carisa.mainiero@conservewildlifenj.org **by May 24, 2019** in order to be officially entered into the contest.
- Entries must be posted on Facebook.
- Maximum of one post per day. Posts are to be made between May 28, 2019 and June 7, 2019.
 - Participants must choose one of the above categories and all posts must advocate for that issue.
 - Entries for Facebook must be posted directly to the Conserve Wildlife Foundation of New Jersey Facebook page in addition to using the hashtag: #ConserveWildlifeNJ. Posts shared on other pages will not count towards your final count of "likes".
 - Make sure your Facebook posts are **public**. We will not be able to see your posts if your account is private or restricted.
- Following the conclusion of the contest on June 7, 2019, participants will submit their posts along with the total number of "Likes" to: carisa.mainiero@conservewildlifenj.org by 6 pm on June 9, 2019
 - Example: 14 Facebook Posts with X Number of "Likes" total
- The contest applicant with the most "Likes" wins!
- Any person using artificial means, such as bots, to boost their "likes" will be automatically disqualified
- Winners **MUST** be present at the Awards Ceremony at PSE&G on June 24, 2019 in order to receive the scholarship. Those who cannot attend will forfeit their scholarship to the next runner up.
- Conserve Wildlife Foundation retains the right to all entries

All participants must fill out entry form and email carisa.mainiero@conservewildlifenj.org by May 24, 2019 to be registered into the contest.