



# 2026 State Social Media PSA Campaign Competition

Competition Type – Group

## Purpose

Collaboration, creativity, and the effective use of digital media are essential skills for future educators and leaders. The purpose of the Social Media PSA Campaign Competition is to provide students the opportunity to design a short, high-impact public service announcement promoting the importance of public education and/or the teaching profession. Students will demonstrate their creativity, communication skills, and understanding of how social media campaigns can shape public perception. This year's PSA theme is "Teachers Change Everything," which emphasizes the transformative influence of public education and the teachers who guide students toward success.

## Contest Overview

In this competition, students create a short, high-impact social media PSA (public service announcement) campaign designed to highlight the importance of public education and/or the value of the teaching profession.

The goal: Create a message powerful enough to stop someone scrolling—and make them appreciate public education.

## What Students Create

### 1. A Social Media PSA Video (Required)

- Length: 10–30 seconds
- Platform style: TikTok, Instagram Reels, YouTube Shorts, or similar
- Purpose: Deliver a clear message promoting the competition theme
- Style options:
  - Mini interview
  - Creative storytelling
  - Voiceover montage
  - Animated or text-driven clip
  - Humor or heartfelt message
  - Trend-based content (music, transitions, etc.)

### 2. A Companion Graphic (Required)

- A still image that reinforces the video's message.
- Format: PNG or JPG
- Style options: poster-style, infographic, quote graphic, logo-based, etc.
- Must be student-created; copyright images or AI generated images are prohibited.

### 3. A Caption + Hashtag Set (Required)

- A short caption (max 150 characters)
- The required contest hashtag (#FutureGeorgiaEducators)
- Up to three custom hashtags

### 4. Campaign Strategy Statement (Optional but strengthens score)

- A 3–5 sentence explanation of:
- Audience (students, parents, community, future teachers, etc.)
- Why this message matters
- How the format/style helps reach the audience

## Guidelines

- A. Only one entry per chapter. Chapters may wish to hold a local competition to determine who will compete at State.
- B. PSA video entries must be between 10 seconds (minimum) and 30 seconds (maximum) in length. The PSA must be an original student-created work.
- C. Entries are **not** posted publicly by students; instead, advisors **submit files** for judging.
- D. No copyrighted material (music, images, video, fonts, etc.) or trademarks (logos, brands, company names) may be used unless rights are owned or licensed.
- E. A release form is required from each participant who appears visually, speaks, or is distinctly featured. If a participant is a minor, a parent/guardian signature is required.
- F. Students must submit: one companion graphic (PNG/JPG), a short caption (up to 150 characters), and three hashtags including the required official contest hashtag.
- G. All entries become the property of PAGE, which assumes all rights and privileges to use.
- H. PSA content must positively and accurately represent public education and/or the teaching profession.

## Judging Submission Requirements

- A. PSA video must be between 10–30 seconds.
- B. All PSAs must be submitted by the application deadline.
- C. All PSA content must be student-created. No professional assistance or AI-generated media is permitted.
- D. Students may use any creative format that aligns with the theme.
- E. FGE Advisor will upload all materials through the competition entry form.
- F. No copyrighted material may be used without proper permissions.

## Judging and Scoring

The judges' decisions are final. Scoring is based on the PSA Competition rubric included below.

## Eligibility / How to Enter

- A. This competition is only for affiliated FGE chapters.
- B. The school must have attended at least one FGE Day during the current school year or be registered for FGE Day at Middle Georgia State University on April 15.
- C. Only one entry per school.
- D. Submit the entry form online; a Dropbox link will be provided. **Upload all required materials by midnight on March 27, 2026.**

# VIDEO COMPETITION

## Judge's Scoring Rubric

Name of School:

*(Points awarded may range between zero and the maximum number indicated.)*

<b>A. GUIDELINES</b>	<b>Possible Points</b>	<b>Points Assigned</b>
The video is between 10 and 30 seconds and contains all required components.	10	
<b>B. MESSAGE CLARITY AND ACCURACY</b>		
The PSA clearly communicates a positive, accurate message aligned with the theme. <ul style="list-style-type: none"><li>25–22: Message is powerful, clear, and highly aligned to public education or teaching; no inaccuracies.</li><li>21–17: Message is clear but may lack depth or nuance.</li><li>16–10: Message is somewhat unclear, overly broad, or occasionally inaccurate.</li><li>9–0: Message is confusing, off-topic, or contains misinformation.</li></ul>	20	
<b>C. CREATIVITY &amp; ORIGINALITY</b>		
The PSA is original, engaging, and demonstrates creativity suited for social media. <ul style="list-style-type: none"><li>25–22: Highly creative concept; stands out; shows unique voice or approach.</li><li>21–17: Good creativity; some fresh elements; solid execution.</li><li>16–10: Limited creativity; familiar or predictable approach.</li><li>9–0: Minimal creativity or direct copying of trends without originality.</li></ul>	20	
<b>D. EFFECTIVENESS FOR SOCIAL MEDIA</b>		
The PSA is compelling, well-paced, and appropriately designed for social media platforms. <ul style="list-style-type: none"><li>20–18: Extremely scroll-stopping; highly engaging; matches modern social media trends effectively.</li><li>17–13: Engaging and appropriate for social media with some compelling features.</li><li>12–7: Moderately engaging; format somewhat mismatched to platforms.</li><li>6–0: Unlikely to hold attention on social media.</li></ul>	20	
<b>E. PRODUCTION QUALITY</b>		
The PSA has good audio, visuals, editing, and overall technical quality.	10	
<b>E. CAMPAIGN COMPONENTS (GRAPHIC + CAPTION + HASHTAGS)</b>		
<ul style="list-style-type: none"><li>20–18: All components included, including campaign strategy; caption enhances message; hashtags are relevant; graphic is strong.</li><li>17–13: Components included but average in quality.</li><li>12–7: Missing one component or weak execution.</li><li>6–0: Multiple required components missing.</li></ul>	20	
<b>TOTAL</b>	<b>100</b>	

Judges' Comments: