

Multi-County Club Day Reels Challenge

McPherson and Harvey Counties

Directions and Rubric

Submissions (Reel and Summary) must be submitted to Laura Savage, savaglau@ksu.edu by **Wednesday, February 18th @ 5:00 PM**. Submissions received after this time will not be judged.

What is a Reel?

Reels are short videos posted on social media (TikTok, Instagram, Facebook) that work to share information, stories, or successes with a broad audience. For a reel to be successful, you must first ask yourself as the creator of the reel three simple questions:

1. What do I hope to communicate through this reel?
2. In what method can I best communicate this information in the most condensed amount of time?
3. How can I capture and keep my audience's attention?

One of the most challenging aspects for creators to consider is holding their audience's attention. According to *Multipost Digital*, a top social media management service for companies like Airbnb, Wayfair, GoPro, and GymShark, content creators have less than *3 seconds* to convince a viewer to watch the entire reel. Make the first few seconds of your reel count!

What Should I Include in My Reel?

For this competition, YOU are the social media manager/content creator for your county's 4-H social media page. The options for what you can include in your reel are endless! Keep in mind that these reels will be posted on your county's social media page!

Areas that you may want to communicate to a broader audience include:

- What is McPherson County/Harvey County 4-H?
- Why do I want to join 4-H?
- What will I do if I enroll in 4-H?

Again, these are just some of the many ideas that you can create a reel over-BE CREATIVE!

What Will I Be Required to Submit?

To be considered for judging, you will need to submit **TWO** items.

1. Reel
2. Short Summary

See rubrics below for each.

	Score (0-10)	Comments
Time Limit <i>Reels are between 5-45 seconds.</i>		
Engagement Attention grabber? Use of sounds, music, or effects contributed and did not distract from the information presented		
Quality of Content Accurate Content Effectively communicated Good lighting Proper editing No script reading		
Creativity Unique use of lights, sounds, effects, or communication of information		
BONUS: Social Media Response Each reel will be posted on your county's social media page. Points will only be given to likes/reactions, comments, and shares of the original post. For every 10 likes/reactions: 1 point For every 2 comments: 1 point For every share: 1 point	Likes: ____ Comments: ____ Shares: ____	
Summary: Overall Goal What did you want to communicate? Why did you design your reel the way you did?		
Summary: Target Audience Who was your Target Audience? How did you capture their attention?		
BONUS POINTS:		
TOTAL SCORE:		

Each category will be scored out of 10 points. Reels can be submitted without a summary; however, regardless of the overall score, these submissions **will not be eligible for Grand Champion**. Summaries must be one paragraph (6-8 sentences), typed, and submitted along with your reel to Laura Savage, savaglau@ksu.edu by **5:00 PM on Wednesday, February 18th!**