



Create Real Impact Contest: HIGH SCHOOL SOCIAL MEDIA CAMPAIGN CATEGORY Participation Agreement, Submission Guidelines, and Scoring Rubric

Participation Agreement

The goal of the Create Real Impact High School Social Media Campaign Category is to emphasize the importance of avoiding reckless and distracted driving and reduce teen driving injuries and fatalities. Please follow the guidelines below, as well as the Contest's Official Rules.

We agree to comply with the following minimum requirements as a condition of entry into the Contest:

- We agree to encourage students, teachers, and staff to take the ITD Pledge at impactteendrivers.org/pledge/.
- We agree to make a good faith effort to host an ITD teen presentation, participate in an ITD webinar, or participate in an ITD Interactive Education Module.
- We agree to complete at least one 30-second PSA focused on reckless and distracted driving as part of our social media campaign.
- We agree to complete a social media campaign highlight video, demonstrating how our campaign impacted our school and community.
- We have read the Official Rules available to download at createrealimpact.com.

We agree to adhere to the following technical and content requirements:

- Our social media campaign highlight video and our 30-second PSA meets the entry guidelines for format, including a video slate and file format/video codec, listed under Submission Guidelines below.
- Our social media campaign highlight video and our 30-second PSA contains the tagline "Create Real Impact" or #CreateReallImpact.
- Our social media campaign highlight video, 30-second PSA, and all other campaign components do NOT show crash scenes, do NOT use the word "accident," and do NOT depict graphic or bloody depictions of death or injury.
- Our social media campaign highlight video, 30-second PSA, and all other campaign components show all visual safety cues, including seat belts worn by actors.
- Our social media campaign highlight video, 30-second PSA, and all other campaign components follow our state's traffic laws.
- Our social media campaign highlight video, 30-second PSA, and all other campaign components use data that is accurate and verifiable. Please use the Stats Section below under Submission Guidelines.



- Our social media campaign highlight video demonstrates how we got our school and local community involved.
- Our social media campaign included the distribution of a press release to at least one local media outlet or community information organization, such as local newspaper, local television news, school district communications office, city or county department, etc.
- Our social media campaign focuses on positive, relevant solutions to help stop reckless and distracted driving.
- Our social media campaign does NOT focus on drunk or impaired driving; the 30-second PSA should focus on solutions for distracted driving.

Submission Guidelines

Accepted Formats:

The following screen formats qualify for entry (HD 1080p is the preferred standard):

- HD 720p: 1280 W x 720 H, 30 frames per second
- HD 1080p: 1920 W x 1080 H, 30 frames per second
- 4K UHD: 3820 W x 2160 H, 30-60 frames per second

Not Accepted:

- Under 720p: Any screen size under 1280 W x 720 H
- Square: Any video with equal height and width
- Vertical: Any video recorded in a vertical format

Video Slate:

Please provide a 5 second slate, followed by 3 seconds of black before your video.

Your Slate should contain:

Sample Slate:

- Date
- Video Title
- Length
- School name
- Contact email

Date: 5/10/2022
Title: #JustDrive Length: 00:30:00
School: Regional High School
Contact: Joe@RHS.org

Video Codecs/File Formats:

MP4, MOV, WMV & AVI



Using Stats in your Social Media Campaign and PSA Video:

We encourage you to use these verified statistics.

- Almost 4,000 teens lose their lives in crashes each year.
- 75% of fatal teen car crashes do not involve drugs or alcohol.
- 50% of teens who lost their lives in car crashes last year were not wearing a seat belt.
- 94% of teens say they wear a seat belt every single ride.
- Nearly 11 teens die every day in collisions.
- There are four primary types of distractions: visual (eyes off the road), manual (hands off the wheel), cognitive (mind not focused on driving), and auditory (ears not alert).
- At least 1 in 4 car collisions involves phone use.
- Parents are the number one influencer of teens driving attitudes and behaviors.
- Graduated Driver Licensing laws have decreased teen fatalities by about 40%.
- 50% of teens killed in car crashes caused by teen drivers were passengers in the car.
- The risk of crash doubles with two passengers under 21 years of age.
- The risk of crash quadruples with three or more passengers under 21 years of age.
- 94% of teens think that teen passengers are a distraction while driving.
- Driving at night increases a teen's risk of a chance of a crash by 400%, or teens are four times more likely to get into a crash.
- 90% of teens say they would stop texting while driving if a friend in the car asked them to.
- 84% of teens say they would speak up if the driver was texting.
- Over 60% of teens say they don't text or email while driving.

If your students do additional research, please make sure they are using and citing reputable sources, such as government agencies like national and state transportation departments.

Required Components for Submission Upload to Google Drive Folder:

- File for the social media campaign highlight video: 3 minutes or less
 - This is in addition to posting on YouTube and providing the YouTube link in an email to CreateRealImpact@ImpactTeenDrivers.org
- File for the 30-second PSA featured in the highlight video
- Files of any additional PSAs, social media videos, and/or social media graphics that demonstrate the strength of the campaign
- Screenshots of a minimum of 5 social media posts from the campaign
 - Uploaded as individual images or included on a Google Doc
- Copy of press release that was distributed

- Documentation of community participation
 - Uploaded as individual images or PDFs or included on a Google Doc
 - Examples:
 - Inclusion of the campaign in a district newsletter, local newspaper, or other local media outlet
 - Reposts of campaign components by local community service organizations, such as first responder agencies, health organizations, city or county departments, etc.
 - Photos and/or video clips of local community service organizations participating in Create Real Impact Contest-related activities, such as local police, sheriff, fire, health, or other similar organizations

Entering Your Submission:

- Post your social media campaign highlight video to YouTube, publicly viewable
- Create a Google Drive Folder, publicly viewable
 - Share > General Access > “Anyone with the link can view”
 - Include the file of your social media campaign highlight video, 30-second PSA, and additional components as described below
- Send your social media campaign highlight video YouTube link and your Google Drive Folder link to CreateRealImpact@ImpactTeenDrivers.org by April 27, 2023, 5:00PM Eastern.

Scoring Rubric

- Technical, Content, and Components Requirements: 20%
 - The Submission meets the *Technical and Content Requirements* and includes the *Required Components for Submission Upload to Google Drive Folder*.
- Creativity and Cohesiveness: 40%
 - The highlight video demonstrates the creativity and cohesiveness of the social media campaign as a whole.
 - The social media campaign is compelling and interesting to the viewer.
 - The social media campaign is appealing, based on current culture, trends, and a strong safety message.
- Effectiveness of Message: 40%
 - The safe driving messaging is clear and obvious.
 - Concrete steps, strategies, or tips for stopping reckless and distracted driving are provided.
 - The safe driving messaging is positive and provides a clear social benefit for the community.

Questions? Contact Impact Teen Drivers at JustDrive@ImpactTeenDrivers.org