Florida State University vs. Auburn University

**SCOPE:** In the competitive spirit of the BCS National Championship Game, a social media competition between Florida State University and Auburn University emergency management programs will be conducted. The underlying goal of the competition is to promote the culture of preparedness on our respective campuses. The overall competition is divided into several different criteria, each with its own victor. Then, based upon overall number of criterion won, a single Champion will be crowned.

**START:** Monday, December 16, 2013 at 9AM ET / 8AM CT / 6AM PT

**END:** Monday, January 6, 2014 at 8PM ET / 7PM CT / 5PM PT

**HOW YOU CAN HELP**

**Facebook:**

- Like [Auburn University Emergency Management](http://www.facebook.com/AUEmergencyMgmt). Encourage your friends and family to do so, too!

**Twitter:**

- Follow [Auburn University Emergency Management](http://www.twitter.com/AUEmergencyMgmt). Encourage your friends and family to do so, too!

**Klout:**


**Enter the Photo Contest:**

- **Step 1:** Make a sign that says "I #KeepAUSafe" or "We #KeepAUSafe". Decorate it as best you can.
- **Step 2:** Gather lots of family and friends. The more the merrier!
- **Step 3:** Dress up in your best Auburn gear. Show your Auburn spirit! Don’t forget your props (shakers, etc.).
- **Step 4:** Find a noteworthy location for your backdrop. Ideas include: local landmarks, natural scenery, holiday décor.
Step 5: Take your best photo showing your awesome Auburn spirit. Don’t forget the #KeepAUSafe sign!

Step 6: Submit your photo one of the following ways:
  - Use the following entry form using your Facebook account: http://woobox.com/fyhrfh
  - Post to Twitter using the hashtag #KeepAUSafe and tagging @AUEmergencyMgmt.
  - Post to Instagram using the hashtag #KeepAUSafe and tagging @AUEmergencyMgmt.

DEADLINE: 12PM ET / 11AM CT on Monday, January 6, 2014.

PRIZE: The photo submission with the greatest number of votes will win an Ambient Weather Emergency Solar Hand Crank AM/FM/NOAA Digital Radio, Flashlight, Cell Phone Charger.

Vote in the Photo Contest:

Starting at 12PM ET / 11AM CT on Monday, January 6, 2014, go to http://woobox.com/fyhrfh and vote for your favorite photo submissions. Voting ends at 8PM ET / 7PM CT on Monday, January 6, 2014, just before the football game. The photo submission with the most votes wins the prize listed above!

PARTICIPATING ACCOUNTS

<table>
<thead>
<tr>
<th>Auburn University</th>
<th>Florida State University</th>
</tr>
</thead>
<tbody>
<tr>
<td>Twitter</td>
<td>@AUEmergencyMgmt</td>
</tr>
<tr>
<td>Hashtag</td>
<td>#KeepAUSafe</td>
</tr>
<tr>
<td>Photo Contest</td>
<td><a href="http://woobox.com/fyhrfh">http://woobox.com/fyhrfh</a></td>
</tr>
</tbody>
</table>

See the next page for more information on the #SMEM Challenge and how AU Emergency Management and FSU Emergency Management will compete in the challenge.
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CRITERION FOR EVALUATION

- Criteria #1: Pure number increase of Facebook likes.
- Criteria #2: % increase in Facebook likes.
- Criteria #3: Pure number increase in Twitter followers.
- Criteria #4: % increase in Twitter followers.
- Criteria #5: Cumulative number of engagements on Facebook (post likes, shares, comments, hashtag use).
- Criteria #6: Cumulative number of engagements on Twitter (favorites, mentions, retweets, hashtag use).
- Criteria #7: Greatest increase in Klout score. (http://www.klout.com)
- Criteria #8: Greatest number of submissions to photo contest.
- Criteria #9: Greatest number of votes in the photo contest.