**SUBMISSION REQUIREMENTS**

**Social Media**


2. Submit a proposal by of not more than 500 words to describe the strategy for a social media campaign designed to reduce stigma and discrimination related to mental health issues. Anything over 500 words will be cut; judges will see only the first 500 words.

1. The proposal should include the following sections:
   a. Goals/objectives – What are the desired outcomes?
   b. Priority audience(s) – Whom do you want to engage through your campaign? Be as specific as possible. Please note that your campaign can focus on the broad spectrum of mental health, or as it relates to specific groups such as transition-aged youth between K thru 12 or young adults 17 to 25, or underserved populations, such as rural residents and seniors, members of ethnic groups (African-American, Hispanic, Asian, Pacific Islander and Native American), and LGBTQ individuals.
   c. Key messages/communication strategy – What is the takeaway message and how will you communicate it?
   d. Tools/tactics – How will you use social media to spread and amplify your messages? Which tools will you use and how will you use them in an integrated way to achieve your objectives?
   e. Monitoring/evaluation – How will you track the effectiveness of your campaign and use that information to modify and improve the campaign?

2. Your proposal may include a project already in development, but it MUST NOT have been previously implemented online.

3. Please include a list of at least three possible sources from which you will draw any mental health facts, information or stories that will be used in the campaign to ensure accuracy.

4. Your proposal must include a written, one-page rough draft of your project.

Final projects are due **April 7, 2015**. When submitting your projects, please use a free FTP Server e.g. Dropbox, Hightail, WeTransfer, YouSendIt, etc, and then send the project to [sbscott@eiconline.org](mailto:sbscott@eiconline.org) and [mward@eiconline.org](mailto:mward@eiconline.org).