#NewsEngagementDay Social Media Video Competition

News Engagement Day is Tuesday, October 3.

Create a short video, 1 minute or under, that shows why engaging with the news is important and essential.

Here are a few ideas:
- Explain to Gen Z why a robust press and an informed public are essential to a healthy democracy.
- News Engagement Day Advice: Share credible news; delete disinformation, sometimes called misinformation, which is false information deliberately spread to obscure the truth and mislead the public.
- Share tips for finding trustworthy news on social media.
- Take a current social media trend and adapt it to promote News Engagement Day.

Tip – Make your videos and social postings accessible by adding captions to videos, ALT Text to images & putting your hashtags in camel case (capitalizing the first letter of each word) – #NewsEngagementDay

Tip – Master the art of TikTok and other short-form videos from Maggie Matella, Texas Tech Journalism and Creative Media Industries instructor.

Don’t forget to follow the rules:
- You MUST be a student
- Familiarize yourself with New Engagement Day
- Use #NewsEngagementDay on your social media post
- Students should post their videos on social media using #NewsEngagementDay
- If possible, tag @AEJMC
- To finish your submission, send an email to samantha@aejmc.org with your name, your professor’s name, your school name and your video. This step will ensure you are entered into the contest.

Winners will receive:
The five best NED videos will each receive a cash prize of $200!

and

A Newspaper gift subscription for one year to one of the following:
1. Their local newspaper
2. USA Today
3. New York Times
4. Washington Post

Share with #NewsEngagementDay to qualify for “Best NED Video” Student Competition and cash prizes.

Contact Paula Poindexter, University of Texas at Austin, News Engagement Day Committee Chair paula.poindexter@austin.utexas.edu with questions.