

Win Cash Prizes with our #NewsEngagementDay Social Media Video Competition



News Engagement Day is Tuesday, October 1.

The theme for the 2024 #NewsEngagementDay Social Media Video Competition, our 4th NED video competition, is the presidential election. The suggested topics for the short (1 minute or under) video competition were inspired by “A Guide for New & Experienced Voters: Get Smarter about Engaging with News & Information about the 2024 Presidential Election,” which you can read [here](#).

Suggested topics for short videos:

- Share why it’s important for you and your peers to vote in the 2024 Presidential Election.
- After emphasizing the importance of getting informed from credible news prior to voting, explain how an election news engagement routine can help achieve that goal.
- Highlight that it’s important to watch out for and not fall for disinformation, intentionally inaccurate information that pretends to be news in order to influence your vote.
- Share some of the best Gen Z advice for new voters included in “A Guide for New & Experienced Voters.” Don’t forget to credit the Guide as your source.

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.

Cash Prizes:

First-Place winner will receive a cash prize of \$500.

Each of the Four Honorable Mention Participants will receive a cash prize of \$200.

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.