



## Student Affairs Social Media Giveaways

Purpose: To increase awareness and digital engagement for the division, student affairs departments, and their corresponding programs. To grow followership for each department, particularly to engage previously unreached and unengaged students. To foster positive relationships with the UGA student community, to promote our national ranking for student life, and to bolster the UGA institutional image. Through this initiative, we not only align with our mission, “for the students,” but further enrich the meaning of positive digital relations with our target demographic.

To qualify, all those who enter must:

- Be a current student at the University of Georgia
- They must be in good standing with the University of Georgia
- They must not have won a prior Student Affairs giveaway

To enter, students must:

- Follow each account, including Student Affairs, in that specific giveaway
- Comment on the giveaway post, tagging a friend

Winners will be selected by staff by:

- Random drawing
- Checking to see that they are students at the University of Georgia and are in good standing
- Checking that they followed the rules properly (followed and commented)

To collect giveaway, the winner must:

- Present their ID to staff member
- They must sign/date acknowledging they collected their prize
- Provide contact information (email, number, address) in case there is any additional follow-up necessary
- If a student forgoes any of this, or does not collect within 30 days, they automatically forfeit and a new winner will be selected

Post giveaway, staff will:

- Track what items they received and their monetary value
- As needed, staff will report to Financial Aid a student’s winnings
- With student consent, post onto social media about the winner