

#EastBayGives Influencer Contest

IMPORTANT CHANGE TO EAST BAY GIVES INFLUENCER CONTEST

In order to create the most buzz on social media possible we are making the Influencer Contest Twitter exclusive.

Overview: With just a few weeks to go until East Bay Gives, we are excited to announce the second and last **#EastBayGives social media contest – The East Bay Gives Influencer Contest!** The Influencer contest was hugely popular last year. Through this contest, your organization will not only have an opportunity to win \$5,000 in prize money, we will also be drawing attention to East Bay Gives and all of your organizations that provide vital support to the Bay Area.

Details:

This is your chance to showcase your social media savvy on **Twitter**. Organizations and their supporters have **TWO WEEKS** to tweet as many photos with #eastbaygives as possible. The organization with the most photos tweeted with #eastbaygives starting April 17th through the end of April 28th wins the contest.

On April 17th at 10am, the template for the Influencer Sign will be e-mailed and made available at eastbaygives.org under Prizes and Contests.

A) The template must be printed out on an 8.5/11 sheet.

B) The template must include the organization's name and a message about the organization to be counted as an Influencer Sign. (For example: for organization named ABC NPO, message can be: **We love ABC NPO! or ABC NPO thanks their volunteers!**)

For a tweeted photo to be counted:

1. A person must be holding the Influencer Sign complete with organization name and message. (Multiple photos of the same individual counts as one. A person can be in multiple photos, but another individual must be in the photo to be counted as a different photo. A photo with a group of people counts as one.)
2. The organization name must be legible in the photo or text of tweet has to identify organization.
3. All tweets must include the hashtag #EastBayGives in the text of the original tweet.
4. The tweet must be public. They must be searchable by #eastbaygives
5. Photos posted to Facebook will not count towards the contest

Contest ends 11:59:59 pm on April 28th. The nonprofit organization with the most tweeted qualifying photos with the hashtag #EastBayGives wins the contest.

In the event of a tie, the prize money would be split evenly amongst the organizations. For example, if 4 organizations tied with 200 photos each, they would win \$1,250.00 each.

Remember:

- **This contest is on Twitter only.** We will only be considering tweets on Twitter as eligible. Facebook, Instagram, or other social media posts will **NOT** be considered as part of this contest.
- Tweets must include the hashtag #EastBayGives in the original text of the tweet. #eastbaygives in the photo does not qualify.
- Any photos posted after April 28th will not be counted.
- Decision on if a tweeted photo qualifies to be counted is at the discretion of the East Bay Gives Team.

Timeline:

- April 10: Contest is announced.
- April 17: Contest begins.
- April 17: Template will be emailed out as well as posted in the Prizes and Contests tab on eastbaygives.org
- April 28 11:59:59 pm: Contest closes.