

Gallipoli 2015

Social Media competition



Frequently Asked Questions

Who is eligible to enter this competition?

The competition is open to young people who meet all of the following criteria:

- be a New Zealand citizen or resident
- be aged 17-19 years old during April 2015
- be a current holder of a Passport or be able to obtain one by 28 February 2015
- be able to travel to Turkey on a New Zealand Passport or required visa if travelling on a different Passport
- be able to access social media platforms
- be able to attend a two day workshop in Wellington during March 2015
- be able to travel to Turkey for three weeks in April 2015
- be able to self-administer any medication they require
- be able to walk over rugged terrain for periods of over 90 minutes and need to be fit enough to offer light assistance to others. Please refer to this website for more details: <http://www.gallipoli2015.govt.nz/at-gallipoli>

How is the competition run?

The competition is run in two stages.

- Applicants will need to fill out the application form. This form asks applicants to answer a series of short questions and provide certain information.
- The Social Media competition is run online. Shortlisted applicants will be asked to take part in the Social Media competition. This is a one week competition which will ask shortlisted applicants to design and run a social media campaign.

How many people will be shortlisted?

Up to 20 applicants will be shortlisted to take part in the social media campaign.

When will the full details be available on the social media campaign?

The dates of the social media campaign have been released and are available below.

The shortlisted applicants will be given information on the social media campaign such as the hashtag, judging criteria and notification that Ministry of Youth Development staff will be monitoring their social media sites.

When will this information be made available?

The shortlisted applicants will be sent an email with all the information they need about the campaign. This will be sent out in enough time to allow the applicants organise their campaign.

How will we know what is part of the campaign?

The shortlisted applicants will have their social media channels monitored by Ministry of Youth Development staff. Shortlisted applicants will be asked to fill out a self assessment form as part of their campaign. All publically available posts will be considered part of the campaign.

Applicants will be asked to use a hashtag in their posts to allow members of the public to see easily follow the competition.

What will not be judged?

Content which is not related to the campaign will not be judged e.g. Personal photos and friends posts.

Content from outside the campaign dates will also not be judged.

Will the competition judge reach, likes, retweets, shares and comments?

Engagement on social media is important and this will form part of the judgement but will not be the only aspect the panel take into account.

How will the campaign be judged?

The social media campaign will be judged by a panel. The shortlisted applicants will be assessed on their:

- ability to use social media techniques and tools
- creativity and originality in their campaign
- ability to engage with their audience
- self-assessment of their campaign.

Will the competition run as individuals or under a corporate name?

Applicants will need to use their own social media presence to run their campaign. When filling out the application form, applicants will need to provide their social media information.

Why a social media competition?

We want as many New Zealanders to experience what it would be like in Gallipoli. We will be using social media to tell the stories from Gallipoli. The three winners will become part of the Youth Ambassadors team travelling to Gallipoli, with special responsibility for social media communications.

What is the role of the Youth Ambassadors?

Part of the Youth Ambassadors role will be to use social media while in Gallipoli to share their stories of the experiences as well as the stories of those travelling with them. The Youth Ambassadors with responsibility for social media will work with other Youth Ambassadors and with the NZDF media team to bring home stories and images from Gallipoli.

Who is running the competition?

The competition is being run by the Ministry of Youth Development (MYD). Veteran's Affairs, New Zealand Defence Force (NZDF) will be making the final selection.

What are the dates for the competition?

Monday 8 September	Applications open
Monday 15 September	Applications close
Monday 22 September	Young people who have applied are notified if they will be involved in the online competition or not
Friday 26 September	Social media competition starts
Friday 3 October	Social media competition finishes
Friday 20 Oct	MYD makes recommendations to NZDF

Remuneration and costs

The role of a Youth Ambassador is a voluntary one. You will need to cover the cost of obtaining a Passport and a travel visa to Turkey if required.

All other costs are covered by the NZDF including:

- internal travel within New Zealand to attend the Wellington event in March and travel to and from your international flight
- travel to Turkey and return travel to New Zealand
- all internal travel within Turkey
- travel insurance
- all accommodation while in Wellington and Turkey
- all accommodation and meals while in Wellington and Turkey.

Remuneration and costs How many young people will be going?

A total of 25 young people will be selected from a range of competitions.

The Ministry of Youth Development is involved in selecting seven young people to attend the commemorations. Three young people will be selected by the Social Media competition. Please refer to this website for more details: <http://www.gallipoli2015.govt.nz/attendance-ballot/youth-ambassadors>