

## 2019 SOCIAL MEDIA CHALLENGES FOR BOTF SEMIFINALISTS

Now that you have been named a semifinalist, we want to know more about you and how you operate. The purpose of these social media challenges is to let us “inside” your student section for two weeks. The three finalists will be determined based on the initial application video and the fulfillment and quality of completion in 10 BOTF Challenges.

### YOUR ASSIGNMENT

Complete the five mandatory challenges and five elective challenges from the list below. You must document your completion of each challenge on social media. Not all challenges need to be completed during this two-week challenge window (earlier this school year you may have coincidentally completed one of the challenges). Our judges know that some challenges are more difficult than others, so factor that in while making your challenge decisions. On Jan. 26 send us an email with links to each of the completed challenges.

We are expecting a lot of social media activity from the nine semifinalists throughout the two weeks. Spread out your postings over multiple days, and watch and see what the other student sections are doing. We will be promoting and sharing the best posts on a daily basis, and this should be a great time to celebrate all the great things student sections are doing in our state. **REMEMBER:** We are using these challenges to learn more about you. Let us see what you are all about. Most importantly, have fun with these challenges. And be sure to use the #BOTF hashtag when posting your challenges to social media.

### SUBMITTING YOUR CHALLENGES...

- Select one person from your student section to email us the list of completed challenges.
- Within the email, give us the name of the challenge and a link that documents the completed challenge. We will give you an email template to clear up any confusion on the format.
- **SUBMIT ONLY 10 CHALLENGES.** We know you may do more, but only send us your best 10. Points will be deducted if you send more than 10.
- You may use Twitter, Instagram, Snapchat, Facebook and YouTube for this assignment. You can send us links from your student section’s official account, or you can use posts documented on other accounts.
- Email your list to [BOTF@mhsaa.com](mailto:BOTF@mhsaa.com). Feel free to ask questions before sending the email!
- **The deadline is 11 p.m. on Saturday, January 26.**

### Complete ALL FIVE of these MANDATORY challenges

**#1 NUMBERS:** We are excited to visit the three finalist schools, but we want to make sure students come to games when we aren’t there. Show us photos or videos from at least THREE games. We want to see how much of your student body is part of the student section.

**#2 ROAD-TRIP:** It’s easy to get students to a home game, but can you get your student body to an away game? We want to see it.

**#3 ADMIN:** The best student sections leaders continually work with the athletic director and school administrators. Show us that your administrators have been part of your planning process.

**#4 PREPARE:** Many student sections have regular meetings to help plan the group’s activities. Organization and communication with the student body is also key. Show us how your leaders prepare for game night.

**#5 TAKEOVER:** Snapchat and Instagram stories are a great way to capture the fun and excitement of a game night. We invite you to take over the MHSAA Snapchat or Instagram account for 20-30 minutes. Student Section leader must contact us in order to reserve a block of time – first come, first served.

**In addition, complete FIVE of these ELECTIVE challenges**

**#6 UNIQUE:** All great student sections are loud and crazy and positive and big, but the best ones do something to differentiate themselves from the others. What makes your student section unique? Why would someone want to be part of your student section?

**#7 ORIGIN:** Some student sections are brand new, born from an idea at an MHSAA Sportsmanship Summit. Some student sections, though, have been around for a while and have a storied history. What is the origin story of your student section? If you are new, how did this start? If you have been around for a while, why do students continue the tradition?

**#8 ADVERSITY:** Growing a student section isn't easy. It takes a lot of pregame work, support from administrators and buy-in from your student body, not to mention other issues that might pop up along the way. Tell us about a challenge you have faced, and how you were able to face that adversity.

**#9 SUPPORT:** Great student sections cheer for more than just the boys basketball team. Show us how you have supported other teams at the school.

**#10 TRAINING:** Teaching the student body how to behave at games is important. Show us how you train or instruct other student section members on the appropriate behaviors of the student section.

**#11 LIVE:** Another way to take us "live" into your student section is via apps like Facebook Live, Periscope or others. Show us what it's like, LIVE on social media.

**#12 CHEER:** Nearly every student section has favorite chants or cheers. Show us a favorite, or even a bunch of your favorites.

**#13 TIP:** What can other student sections learn from your group? Share a tip that could help other student sections.

**#14 FOCUS:** It's important to keep cheers positive during games, especially if a call goes against you or if the other student section is chanting at you or your team. Show us how you keep the focus on your team at a time when others may get negative.

**#15 BREAK:** When there is a break in game action and teams aren't on the floor, it can be fun to take the spotlight. Show us a halftime or quarter-break activity. Or show us how you incorporate music, bands and/or dancing this into a game night.

**#16 CONGRATS:** Sportsmanship is always important, and it's especially important among competing student sections. Send a message to at least one other semifinalist student section.

**#17 FRIENDS:** The competition on game night should be between the two teams on the court/field, not between the two student sections. Find a way to work WITH the other student section to make the atmosphere more positive and FUN.

**#18 PROMOTION:** How are you promoting your status as a BOTF semifinalist? Do you have posters or signage encouraging more students to come to games to help your BOTF chances? Are you debuting any new cheers or activities? Show us how you are stepping up your game for the Challenge Round.

**#19 FRESHMEN:** It is important to involve the entire student body in the student section. How do you involve underclassmen?

**#20 YOUTH:** Younger students in the community look up to the high school students in the student section. How are you teaching the youth in your community about positive sportsmanship?