



## **2025 NJ TSA ON DEMAND VIDEO DESIGN PROBLEM**

### *Be an Influencer- SMM: Social Media Marketing of NJ TSA*

Social media marketing (also known as digital marketing and e-marketing) is the use of social media—the platforms on which users build social networks and share information—to build a company's brand, increase sales, and drive website traffic. It is a way to engage existing customers/members and reach new ones. The rapid growth of SMM took social media to levels that excel past the marketing on television and radio. At the start of 2023, there were 4.76 billion social media users globally—over 59% of the world's population.

As a Social Media Marketer, one can be known as an "influencer." An “influencer” is someone who has established credibility and expertise in a specific area, usually online, and uses their platform to share information and opinions that significantly influence the thoughts and behaviors of a large audience who follow them. This is often due to their perceived authenticity and relatability. Therefore, they are considered an expert in their field with a dedicated following who trusts their recommendations.

**Task:** Your challenge is to produce a 60-second *max* video that will influence middle and high school students, as well as teachers and administrators, to get involved in NJ TSA. Your video should not be chapter specific and should not include any visuals that would target a specific school, but should promote TSA as a whole.

### **Required Props:**

- TSA or NJ TSA flag, poster, or printed TSA logo .
- Official TSA attire shown somewhere in the video.

### **Required Line of Dialogue:**

“Participation in TSA is valuable because ...”

### **SUBMISSION DIRECTIONS:**

Teams must upload a HYPERLINK of their completed video, and their Student Copyright Checklist as a PDF attachment by 5pm on Tuesday, March 25, 2025.

To upload entries, students will go to <https://judgepro.registtermychapter.com/org/jpni-hsstate/conf/jpni-hsstate/student#>

To log in, students will enter their NJ TSA State Conference ID# and password. The password (same for all students) is available in your advisor’s conference registration, in the tab that says Export Judges System Student Submission Information: (see screenshot below)



Conference Registration

Final Results

Help

Log Out

Information

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### Registration for Frelinghuysen Middle School

(Click the above link to edit your Chapter information)

ID	Name	Status	Events	
		A	0	<a href="#">Edit</a> <a href="#">Delete</a>

[Add Advisor](#) [Add Student](#) [Add Guest/Other](#)

[Export Judges System Student Submission Information](#) Right-click [here](#) and select Save Target As to download the data if it does not start automatically.

[View Registration](#) [Submit](#)

[Save and Finish Later](#)

A few reminders before submitting your entry:

1. Students must be registered for the State Conference BEFORE they upload projects. Students must have their State Conference ID# in order to access the online submission system.
2. Team Captains will need to submit entries for team events.
5. It would be helpful if file names included the name of the event, and the student or team ID# (e.g. OnDemandVideo2345-1.pdf)

Please contact [goeke2@tcnj.edu](mailto:goeke2@tcnj.edu) or [turner25@tcnj.edu](mailto:turner25@tcnj.edu) with any questions.