

2025 LSPA SOCIAL MEDIA CONTEST CATEGORIES

Be sure to let us know which entries you wish to be considered for which categories below (each school is limited to TWO entries)

- Single Post: A single post entry must demonstrate clear audience interaction and include insight data for engagement. A single post entry must show audience interaction and include insight data of audience engagement. Posts should be easily understandable and straightforward. Posts with accompanying engagement data can be screenshotted or submitted as a URL link (compiled PDF).
- Social Video: Videos should be audience appropriate, well-edited and the viewpoint expressed should be easily understandable. Video post max length is 1 minute. Video posts can be submitted as URL links (compiled PDF).
- Page/Channel Organization: Overall usability, cleanliness and page/channel layout will be evaluated in this category. Page/channels can be submitted as URL links.

Please refer to the above category descriptions so that you'll know how the LSPA defines categories and the elements judges will use to determine winning submissions. Remember to let us know which TWO entries you would like considered for each category.

Questions? Contact Kyrin Lewis at lspamanship@lsu.edu.