**SECTION 401: TOP LEADING CHANGE SOCIAL MEDIA PORTFOLIOS**

**First Place:**

* **Tyler Alnutt:  Dream Jobs- Working for Titleist- Very nice example of showing knowledge/information and power in a way that is influential.**
	+ *- Post 1: Great opening photo- both personal and conversational. Users can connect to person in this photo; effective use of “you” in the caption.*

*- Post 2: The pic pulls at heartstrings a bit…very nice. Short but sweet message, which is well done, and I like that this directs uses to link in bio—great way to get in the info you need without writing paragraphs.*

*- Post 3: I would absolutely click on link—very well-done photo that incorporates brand, cute animal and clever tagline. Excellent CTA here!*

**Second Place:**

* **Joshua Klepp-Egge - Lung Cancer STILL Kills**
	+ *Post 1: Excellent and vivid image choice! Like the brevity of the text—and yet it’s still powerful. Clear CTA.*

Post 2: Another great image—really jumps out at you with this particular message. Great first sentence. Love that you capitalized WRONG.

*Post 3: Effective use of image/caption interaction. I like how they play off of one another. Message is clear and concise and really drives your point home.*

**Third Place - Tied**

* **Zoanna Wilson - Transforming Lashes and My Business**
	+ *Post 1; The before and after works really well. Definitely drawn into the woman’s eyes. Excellent emphasis on “you” in the caption.*

*Post 2: Chart is super clean and easy to follow. Love the “this or that” heading. Great hashtag integration—works seamlessly.*

*Post 3: Excellent image choice; fun and effective word bubbles. Makes a clear point and the caption ties in really well.*

* **John Wills - Opening a Vintage Clothing Store**
	+ *Post 1: Love the inclusion of brand names behind the” image—very colorful and eye-catching.*

*Post 2: Nice use of before and after and the “realness” of it truly does invite people in. Like the personalization with the use of “my basement” phrase.*

*Post 3: Excellent use of an illustration and makes an important point.  Some good facts in caption*

***Honorable Mentions:*** *Dr. Valentino was so impressed with the work - she has awarded Honorable Mentions to the following:*

* **Joseph Johns: Working for the NSA**
	+ *One of my favorite individual posts was about you with your dad. Very clever. Love the personality of this post in terms of image and caption. Great use of hashtags as well. Added some heart-warming humor which makes it even more engaging.*
* **Adam Schubert - Inspiring Leadership Change Dementia Program**
	+ *Tip jar post is very clever. I love the use of this image. Overall, the messaging is inspirational and motivating.*
* **Vicki Howard - What about the Minority Professors?**
	+ *The infographics are incredibly well done and eye-catching. So even though there is a lot going on, it doesn’t turn the user off but rather given the color palettes, soothing tones and rounded, soft images, actually makes you want to follow the flow of the graphic. Very eye opening and provokes thought.*

**SECTION 400: TOP LEADING CHANGE SOCIAL MEDIA PORTFOLIOS**

**First Place - TIED:**

* **Khira Harris: #HelpingTheHomeless to work with Baltimore City House Authority to repurpose  15,000 abandoned homes to help Baltimore City homeless.**
	+ *"The pictures used tell a compelling story. The sequence is very well done and the emotional value here outstanding. While the captions do run a bit long on occasion, they are well written overall. And the CTAs are definitive and convincing. The use of questions in your captions really gets people thinking. Excellent job!"*
* **Sean Seigel: Step Up Your Game - Reassessing Commitment to a Dying Planet (Walmart, CVS, Coca Cola)**
	+ *"Very creative use of images with text superimposed on top within the photo part of the posts. Gives your posts almost a ‘serious meme’ quality which works well.  I love that you take more popular images and post styles and utilize them to make a significant point about carbon footprints. The repeated use of “Step up your game” and then tagging the actual companies makes this a cohesive and clever campaign. Overall, really good!"*

**Second Place -**

* **Kero Lozado: The Sustainable Alternative - Transforming the Textile Industry- Petition to Motivate textile industry to stop pollution/waste in landfills -#sustainablechangemaker**
	+ *"All of your images are quite vivid and serve your posts well. I really like the first image as it is powerful and dramatic, especially with the question written across the photo. And then the final image (in post 3) breaks up the series and offers a different feel which serves this particular campaign well. You have great hashtag usage throughout. Very good job!*

**Third Place:**

* **Paris Carter - Neurodiversity in the Workplace**
	+ "*Nice images in posts. Professional pitch. Inspirational messaging that captured emotion and the mind."*

***Honorable Mentions:*** *Dr. Valentino was so impressed with the work - she has awarded Honorable Mentions to the following:*

* **Jake Guid**: **Life Is a Trip - Take Care of Your Vehicle (Health/Wellness)***2nd post- the overall post is a call to action that is well laid out – text and images together will capture the eye.*
* **Brianna rosso: Raising the Standard of Employee Motivation** - *Twitter Post – Clever use of the dead battery image. I would definitely stop to read it. And I love integration of a poll here. Great job!*
* **Craig Harvey**: **“Are any of these recyclable?**" *Terrific use of an interactive style here. I would absolutely take this ‘quiz.’ I really like this one!*
* **Scott Franiak: Philadelphia Eagles-  Becoming a Social Media Coordinator** *Post #1 offers a terrific blend of the personal and professional. Love that you used your own photo and I really like the Thank You Professors slide. Very creative!*
* **Hanna Arefeayne: Motivating systemic change for Metronome with interactive remote/engaged meeting**s - *Post #1 is very creative. The ugly sweater images work quite well here and the concept you are promoting is terrific! Great caption writing—good use of emojis.*
* **Kyle Rimmel**: **Collegiate Health Program** - *Post #1 think works all the way around. The image is one that users would stop at. And that you open your caption with a question is very effective here. I love the “asleep in library” title—adds a bit of humor and quirkiness. Good job!*
* **Joshua Malcom: Justice for All?** Instagram Post 2 and Twitter Post are excellent. Very powerful and they definitely captured my attention as any good post should. You evoke emotion and really get people thinking and thus bring attention to something that is so important!
* **Tamara Jackson - Turn Your Dream into a Reality**: Post #3 is very simple and so it really brings attention to the message which you’ve done a terrific job with here. The “you come highly recommended” opening is very effective!
* **Taylor Wagner- PepsiCo- Working in Sales**: Post #1 is super simple, yet the way you’ve done it is very effective. You combine promotion, interaction and touch of humor to a compelling end. Love the P.S.!