



# **Twitter for Safety Contest**

Supported By



California Operation Lifesaver



Southern California Rail Safety

## HOW CAN YOU HELP?

By helping your school promote safe behavior around railroad tracks by Tweeting safety messages on Twitter. The school with the most Tweets promoting the “See Tracks? Think Train!” (ST3) safety campaign and earning extra credit points for other activities, will be awarded a donation of \$15,000 in grand prize money from the BNSF Railway. Everyone is a winner! All participating schools will receive \$2,000 for participating, excluding the grand prize winner. (Arlington, King, North, Poly, and Ramona High Schools)

## HOW THE CONTEST WILL WORK:

The contest will begin on September 1 and end on September 30, 2014. Students/school faculty/staff/members/community can participate by Tweeting. The only requirement is to have a personal Twitter account.

The Hashtags # for Twitter will be #stayoffthetracks, #BNSF, and #ST3ArlingtonLions, or #ST3KingWolves, #ST3NorthHuskies, #ST3PolyBears, #ST3RamonaRams, and below are some examples of safety message to Tweet:

*Look, Listen and Live*

*Stay Off Stay Away Stay Alive*

*I pledge to stay safe around railroad tracks*

*See Tracks? Think Train!*

**@ tracksafeinCA.**

## EXTRA CREDIT POINTS AND PRIZES:

You may take a picture holding up any piece of Operation Lifesaver educational material, i.e., poster, bookmark, brochure, etc. and Instagram to the same Hashtags above @BNSF. (NO RAILROAD TRACK PHOTOS OR VIDEOS MAY BE USED FOR THE CONTEST). Points could be deducted for railroad tracks photos or videos.

Additional prizes may be awarded at various events and activities, such as, an iPhone, Kindle Fire, Sony PSP, Garmin Nuvi or similar device.

Extra bonus points include: promoting rail safety at sporting events, a rail safety exhibit booth, morning announcements/newscasts, school newspapers, 2-minute videos, a skit performed at school, pep rallies and assemblies.

## COACHES, PROMOTION, AND PUBLICITY:

Each high school will be assigned a coach who is an Authorized Operation Lifesaver Facilitator. The coaches will facilitate and monitor all school activities. They will provide your school with resources/tools to help your team be successful in the contest. Additionally, the local media will be notified of the Twitter Social Media Contest and associated activities. They will be asked to announce the winners as well.

## RULES:

Refer to your ASB Director for the Point System and Rules.

9/1/2014



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## **COACHES/ASSISTANT COACHES' GUIDELINES:**

- August 1 coaches may make contact with the schools to start scheduling activities.
- Coaches must do an OL presentation/overview with the ASB Director/Students prior to their first activity and share the background, history, and materials OL has to offer.
- Coaches must log activity in coaches log book.
- Coaches must share all activities scheduled with other coaches so they may attend for support.
- Coaches may only utilize the following resources/tools available on the OL website:
  1. OL Approved Videos
  2. OL Approved Posters
  3. OL Approved Educational Materials
  4. OL Tablecloths/Cloth Banners
  5. OL Retractable Banners
- The only authorized coach to contact the media is Lena Kent
- Coaches will receive a checklist of items available to them
- A conference call with coaches will be conducted every Wednesday at 9:00 a.m. to touch base

## **EXTRA CREDIT POINTS:**

Schools will receive the following points for the activities listed below:

1. Pep Rally = 100 points for promoting rail safety (maximum of 200 points)
  2. One-two-minute Video = 200 points (maximum of 200 points)
  3. School morning announcement = 10 points per day (maximum 200 points) - must document daily safety message
  4. School media board = 100 points a week (maximum 400 points) —safety message is to be observed by coaches
  5. Sporting events = 100 points for each game (maximum 600 points) - safety message must be announced and educational materials handed out.
  6. Skit performed during lunch or at an assembly = 100 points (maximum 100 points)
  7. Safety booth/table on campus during lunch time = 100 points (maximum 200 points)
  8. Safety booth/table at a sporting event = 100 points (maximum 200 points)
  9. Safety booth/table in the community = 500 points (maximum 500 points)
  10. Creative Safety Poster on butcher block displayed at school or an event = 100 points (maximum 1,000 points)
  11. Safety posters created on poster board = 100 points (maximum 100 points)
- (Posters will be judged by the city council's office, the winning poster will receive an extra 500 points) TOTAL 4,200.

## **INSTAGRAM PHOTOS:**

For each Instagram Photo sent to Hashtags #stayoffthetracks, #BNSF, your school hashtag @tracksafeinCA will receive a Twitter point.

## **TWITTER PRIZES WILL BE AWARDED TO RANDOM TWEETERS:**

Prizes may include: I-Phone, Kindle Fire, Sony PSP, Garmin Nuvi, or similar technology.

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