

Florida League of Cities

Photography or Video Competition for High School Students



Photography or Video Competition for High School Students

OVERVIEW

A photography or video competition is a great way to showcase your city and shine a spotlight on what makes your community special. These competitions can be held as annual events or to promote a specific milestone, project or initiative. By utilizing a theme and categories, you can make the competition accessible to all members of the community.

YOUR ROLE

High school students and other youth groups are good candidates for hosting photography or video competitions. Share the information below with students and youth organizations to help get them started.

PREPARATION

- Theme and categories for entry – “Best of” is a common theme that can be paired with content categories (nature, architecture, people, etc.), type of photograph or video (smartphone, drone) or skill level (amateur, youth, professional).
- Timeframe – This includes launch date, deadline for entries and date to announce winner(s).
- Platform – This could be an email account, a website or a social media outlet. Submissions can be accepted via email, through online submission (form or other portal) or using a hashtag (for social platforms).
- Judging and prizes – Choose judges that will be fair and unbiased. Decide on a prize (or prizes) appropriate for your budget and audience.

PROCEDURE

- Launch and promote – Announce the competition prior to the launch date. Generate fanfare around the launch, and continue promoting throughout the entry period.
- Last-minute reminders – As the entry deadline approaches, be sure to send reminders to maximize participation.
- Announce the winner(s) – Be sure to announce the winners on the established date. Post on your website, share on social media, submit press releases to local news outlets, etc.
- Award prize(s) – Prize presentations are great ways to generate goodwill and provide excellent promotional photo opportunities. Make the award presentation at a public event or make it coincide with a holiday, milestone or celebration, such as Florida City Government Week.

ADDITIONAL OPTIONS/VARIATIONS

- Calendar competition – Winning photos are included in a calendar, which can be distributed for free or sold as a fundraiser.
- Selfie competition – All entries must be “selfies.” This format works well with online or social platforms.
- Caption competition – This works best on social platforms. Post an action/funny/unusual photo, and ask for captions.

CONSIDERATIONS

1. If students will be showcased within a photo or video, ask for parental/guardian permission to share on communication platforms.
2. For videos that include music, ensure the video creator has permission to use music.