Promote the 2016-17 Contest on Your Campus!

Big Ideas' promotional materials are accessible on [our website's promotion page](#) , and divided into UC Berkeley, UC System, and Higher Education Solutions Network (HESN) sections. Since each category has different eligibility requirements depending on the school, it is important that you only use the promotional materials according to each academic network your school belongs to.

UC Berkeley	UC System	HESN
UC Berkeley	UC Davis UC Irvine UC Los Angeles UC Merced UC Riverside UC San Diego UC San Francisco UC Santa Barbara UC Santa Cruz	College of William and Mary Duke University Makerere University Massachusetts Institute of Technology Michigan State University Texas A&M University

These materials can either be shared physically (printed and distributed around campus) or electronically (via email or social media).

Posters & Informational Materials

Promoting General Contest Participation
Ideal for encouraging students to participate in and learn more about the contest.
- Multi-Category Poster
- Info Session Posters
- Big Ideas Brochure and Timeline Poster - covers rules and deadlines for participation

Promoting Contest Participation in a Specific Category
Ideal for specific centers, departments, or student networks that have a topical focus.
- Individual Category Overviews

Social Media Strategy

If you are interested in promoting Big Ideas on your social media platform, we have a few templates that you can use:

Facebook

We will be posting updates on https://www.facebook.com/BigIdeasCAL/, so please feel free to share any of our content.

- **Launch (Sep - Oct):** (with multi-category poster) The 2016-17 Big Ideas Contest is open to [SCHOOL]'s students! Win up to $18K in awards; Big Ideas challenges graduate and undergraduate students to put their ideas to the test! For more information on contest rules and eligibility, check out bigideas.berkeley.edu.
- Launch (Sep-Oct)**:** (with respective multi-category poster) Win up to $18K for your social innovation idea! The Big Ideas Contest has launched and is open [SCHOOL]'s students! Attend an online info session (Sep 27 - 6pm PT or Oct 12 3pm PT) at bit.do/ideaslive. For contest information, visit our website at bigideas.berkeley.edu.
- **Launch (Sep-Oct):** (with info session poster) Have a creative solution for a pressing social problem? Tune into our online information session (Sep 27 - 6pm PT or Oct 12 3pm PT) to learn more about the Big Ideas contest at bit.do/ideaslive. Your 3-page proposal is due on Nov16!!
- **Writing Workshops (Oct):** (with writing workshop poster) Need help crafting your 3-page Big Ideas pre-proposal (due Nov 16)? Check out our writing and advising workshops at bit.do/ideaslive or send an email to bigideas@berkeley.edu to set up an advising appointment with our team!
- **Deadline (Nov):** The Big Ideas deadline is coming up on Nov 16, 12pm PT! Email us for a last minute advising session (bigideas@berkeley.edu) and submit your pre-proposal to the Big Ideas website bigideas.berkeley.edu!

Twitter

@BigIdeasCAL will also be tweeting contest information regularly, so feel free to retweet any of our posts!

- Launch (Sep-Oct): (with respective multi-category poster) Win up to $18K from the @BigIdeasCAL contest, now open to students! Check out bigideas.berkeley.edu for more info!
- Launch (Sep-Oct): (with respective multi-category poster) Have a 'Big Idea' to solve a social problem? Learn about the @BigIdeasCAL innovation contest at bigideas.berkeley.edu!
- **Online Info Session (Sep-Oct):** (with info session poster) Learn how to win up to $18K for your social innovation by tuning into the @BigIdeasCAL info session 9/27 6pm PT at bit.do/ideaslive!
- **Online Info Session (Sep-Oct):** (with info session poster) Learn how to win up to $18K for your social innovation by tuning into the @BigIdeasCAL info session 10/12 3pm PT at bit.do/ideaslive!
- Deadline (Nov): The @BigIdeasCAL deadline is on Nov 16 12pm PT ! Sign up for advising or submit your pre-proposal to bigideas.berkeley.edu by then!