



CANADIAN ACADEMIC
ENTREPRENEUR
CHALLENGE

CHALLENGE OUTLINE & SOCIAL MEDIA

Toolkit

entrepreneurchallenge.ca

THE CANADIAN ACADEMIC ENTREPRENEUR CHALLENGE

The way consumer's shop is changing – how would you launch a product in today's market? Take the Entrepreneur Challenge.

Launched in September 2021, the Canadian Academic Entrepreneur Challenge engages teams of post-secondary students, by having them imagine a distinctive product and then asking them to outline an entrepreneurial sales model to create market success.

The Entrepreneur Challenge is a platform that celebrates innovative thinking, with the goals of promoting entrepreneurship amongst young Canadians, providing an introduction to the direct-to-consumer and direct selling channels, and building relationships between academia and industry.

Ultimately, Entrepreneur Challenge participants will utilize business, creative and critical-thinking skills, while also applying their research, communication and marketing abilities.

How the Entrepreneur Challenge Works

The Entrepreneur Challenge is open to teams of 2-4 undergraduate and postgraduate students from Canadian universities and colleges.

The Challenge tasks the student teams with answering a series of questions about a product of their choosing. The First Round, which closes on November 12, 2021, comprises six questions that focus on the steps required to launch a product, via an entrepreneurial, direct-to-consumer sales and distribution model.

Top teams, as selected by a judging panel of Canadian academics and industry insiders, will move on to the Final Round, where they must submit further analysis. The overall winning team will be rewarded with prizes, including cash and goods, as well as the opportunity to present their ideas to executives of Entrepreneur Challenge partner organizations.

Support the Challenge

The Entrepreneur Challenge offers students opportunities to:

- Gain recognition and participate in a resumé-building activity
- Develop real-life skills, for use in education and career
- Experience working as part of an entrepreneurial team

It also provides valuable, real-world content for educators and academic programs.

To support the success of the Challenge and of entrepreneurs in Canada, here is how you can help:

- Utilize the Social Media Toolkit to promote the Challenge to your followers
- Encourage student participation, within classes and student organizations
- Visit www.entrepreneurchallenge.ca to read more about registration, FAQs, resources, prizes, judges, rules and more
- Volunteer to become a future judge, academic/student advisor or sponsor

Email info@entrepreneurchallenge.ca with questions.



INSPIRE YOUR NETWORK TO STEP UP TO THE CHALLENGE!

As we encourage future business leaders to participate in the Canadian Academic Entrepreneur Challenge, it's important to get the word out to eligible students. We've created this helpful social media toolkit with examples of social media posts you can use to inform and engage students. We ask that you keep the main message in the example posts but feel free to adapt the content to your audience and put your own personal spin on it!

THIS TOOLKIT INCLUDES

Social media best practice guidelines and two example post options for each campaign (i.e. awareness, register and countdown) with six images that could be used across the following platforms:



Facebook



Instagram



Twitter



LinkedIn

Example Social Media Posts

Hashtags: **#EntrepreneurChallenge** and/or **#TakeTheChallenge**

Website URL: <https://entrepreneurchallenge.ca/>

AWARENESS CAMPAIGN

September 7 to September 21

Body (Character Count: 221)

Hey future business leaders!
Showcase your entrepreneurial skills in the Canadian Academic Entrepreneurial Challenge. Stay tuned for more details!

Alternate Text

Body (Character Count: 234)

Have you ever considered becoming an entrepreneur? Now's your chance! The Canadian Academic Entrepreneur Challenge is coming soon. Stay tuned for more details.



Example Social Media Posts

Hashtags: **#EntrepreneurChallenge** and/or **#TakeTheChallenge**

Website URL: <https://entrepreneurchallenge.ca/>

REGISTER CAMPAIGN

September 22 to October 24

Body (Character Count: 307)

Registration is now open for the Canadian Academic Entrepreneur Challenge. Share your business ideas with the world for a chance to win a cash prize and to present your ideas to top executives. Get your team together and sign up today!

Alternate Text

Body (Character Count: 255)

Put your business skills to the test with the Canadian Academic Entrepreneur Challenge. Register your team to get the competitor's package and start working on your business ideas!



Example Social Media Posts

Hashtags: **#EntrepreneurChallenge** and/or **#TakeTheChallenge**

Website URL: <https://entrepreneurchallenge.ca/>

COUNTDOWN CAMPAIGN

October 25 to November 10

Body (Character Count: 289)

There's still time to register for the Canadian Academic Entrepreneur Challenge! Get your team together and sign up before Nov. 10. You could win a cash prize and present your ideas to top business executives.

Alternate Text

Body (Character Count: 227)

The clock is ticking on the Canadian Academic Entrepreneur Challenge. Have you registered your team? Make sure to sign up before Nov. 10 to participate!





How to Save Images and Text From This PDF

1. Save this PDF to your computer (on your “Desktop” or other location of your choice).
2. Open the file and click on the “Attachment” icon to view the list of images.
3. Shift-click on all the file names and click “Save Attachment”.
4. Choose the location where you want to save the files.
5. Highlight the post text.
6. Right-click on the post text and select “Copy”.
7. Paste the post text directly into the text box of your social media platform or into a Word document to save it for later.



How to Engage Your Audience

In general, it’s a good idea to interact with your followers on social media. If a user comments something positive on your post, you should respond to it or like the comment to acknowledge their engagement. If a user posts a negative comment, you can respond to it to understand their frustration and turn a negative experience into a positive one.



Social Media Best Practices

Need some help managing your social media? We're here for you. Here are some handy tips to help you choose the best channel to use and determine the best time to post.

Overview

Pick the social media platform where you have the most followers and/or engagement so you can inform as many students as possible about this exciting opportunity. Once you've identified the ideal social media platform for you, it's generally best to post on weekday mornings to get the most impressions and engagements. You'll find more specific times for each platform below.



Facebook

The most popular social media platform in the world that's used to connect to friends and businesses.

Audience:

Ages 18-44

Best times to post:

Tuesdays and Thursdays: 8 am to 12 pm

Instagram

A simple visual platform that's mainly used by young people.

Audience:

Ages 35 and under

Best times to post:

Wednesdays: 10 am

Twitter

A micro-blogging platform that lets users post and read short posts of up to 280 characters for each post.

Audience:

Ages 25-49

Best times to post:

Mondays and Thursdays: 8 am

LinkedIn

A business-oriented platform where professionals can network with colleagues within their respective industry.

Audience:

Ages 25-34

Best times to post:

Tuesdays and Wednesdays: 9 am



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