



# 30 Days of T.H.I.N.K.

NOVEMBER 1-30, 2014

Experts say it takes 21 days to form a new habit, imagine what can happen in 30 days !

“30 Days of THINK” is a contest for students to promote positive use of social media. The goal is to get students ‘THINKing’ about how they use social media and to be responsible and respectful online.

The 30 Days of T.H.I.N.K. contest runs for 4 weeks during the month of November – coinciding with National Crime Prevention Week, Bullying Awareness Week and Random Act of Kindness Day. Each week reflects a theme related to T.H.I.N.K.:

- Week 1 – THINK FIRST
- Week 2 – THINK KINDNESS
- Week 3 - THINK RESPECT
- Week 4 - THINK SUPPORT

A menu of social media challenges will be issued each week that will encourage students to **think first** (before posting), **think kindness**, **think respect**, **think support** ...all qualities of a **good digital citizen**. Create a meme, post a photo, send a tweet, create a video, make a poster, do a poetry slam, be creative...be positive and inspiring with the messaging.

The goal of the contest is “to create a digital piece in response to a challenge related to crime prevention, kindness, respect and helping others, using social media, that demonstrates good digital citizenship and using social media for good.”

## Who Can Take Part?

This contest is open to all elementary and secondary students or groups (classes) in the Waterloo Region who are interested in exploring and promoting the positive use of Social Media. A submission could be made as an individual, a group (ie WAYVE) or a class. It is expected that all participants will abide by the Terms of Service and age requirements of any of the Social Media sites used in the challenge. (ie a teacher could make a class submission on behalf of a group that is under 13 years of age; or a parent could submit via their account for a younger student)

## How to Enter

Entries will be submitted via Facebook, Twitter, or Instagram. Use #30DaysofTHINK as hashtag.



## **Weekly Prizes**

Weekly winners will be randomly selected from all submitted entries.

Winners will be announced via Social Media each Friday in November.

Prizes will be awarded in both individual and group prize categories:

### **Individual Prizes:**

- iPods
- iPads
- iTunes Gift Cards
- Chromebook

### **Group / Class Prizes:**

- Communitech Hub class trip
- Accelerator Centre & a local tech start up classroom visit
- WRPS Social Media/Hate Crimes Analyst classroom visit
- Creating an Ethical Digital Footprint classroom visit w/ Michael Redfearn
- Poetry Slam artist Holly Painter classroom visit

For more information, please contact:

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