

## AITKEN COLLEGE SOCIAL MEDIA CAMPAIGN

Campaign ran on facebook.com/RACVyoungdriversafety from Monday 31<sup>st</sup> August – Sunday 13<sup>th</sup> September 2015

### Post One – Mash Potato

Facebook copy: **When you're tired, you can fall asleep anywhere. Don't put fatigue to the test. Drive awake. Drive aware.** So we're interested: what's the stupidest place to fall asleep? Comment and/or post an image below of the worst place to fall asleep. The most creative will win. 1<sup>st</sup> prize is \$300 prepaid VISA gift card, 2<sup>nd</sup> prize is \$200 prepaid VISA gift card, 3<sup>rd</sup> prize is \$100 prepaid Visa gift card. There is also a random chance draw to win one of four \$50 prepaid Visa gift cards. (\*terms and conditions apply- <http://bit.ly/1KwAfvC> ).

Creative points for pictures (animals, friends, just nothing from the internet) of stupid sleep!  
Remember, the funnier the better. And make sure to follow the RACV Young Driver Safety Facebook page to find out the winner!



**Post Two – Collage**

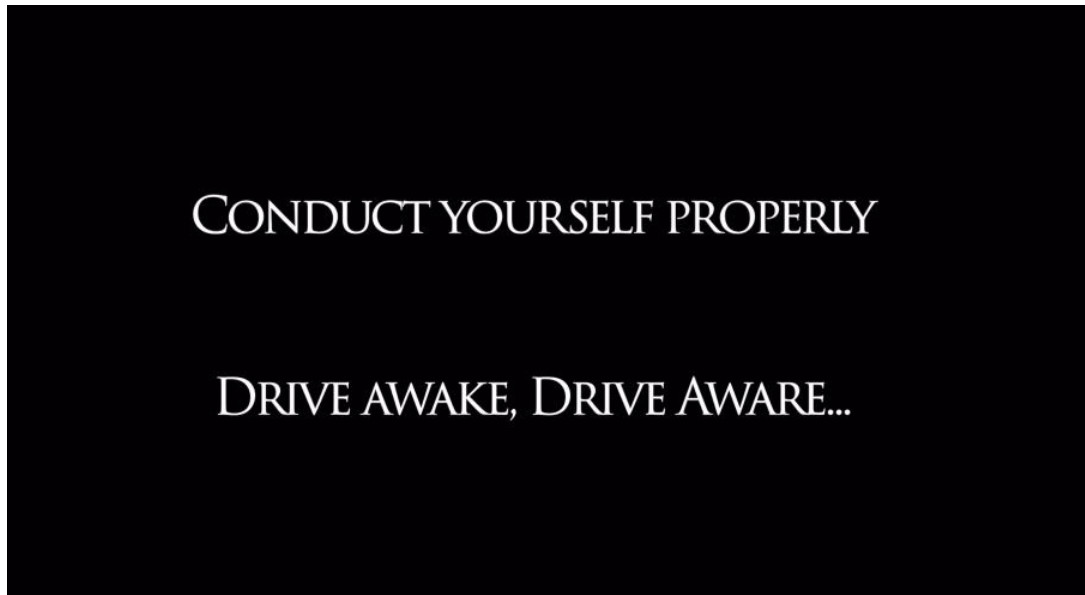
What's the worst place to fall asleep? Tell us today and win a free set of steak knives! Just kidding, first prize is \$300 dollars prepaid VISA gift cards. Comment and/or post an image below of the worst place to fall asleep. Make sure to follow the RACV Young Driver Safety Facebook page to find out the winner! And remember: The funnier the better. . (\*terms and conditions apply - <http://bit.ly/1KwAfvC> )



### Post Three – Video

Facebook Copy: Stumped for ideas on yesterday's competition? (check it out, there's money to be won!)

Here's what our team at Aitken College came up with: a Symphony of Stupid Sleep...



### Post Four - 'Popcorn in cinema' picture

Facebook Copy: Planning on seeing a new release this evening? Maybe with a special someone? Remember: Fatigue waits for no date movie. (Especially romantic comedies) Don't put fatigue to the test. Anywhere. **Don't put fatigue to the test. Drive awake. Drive aware**



### **Post Five – Text Post**

Facebook Copy : It's the end of the week, and that means everyone's pretty tired. Just make sure you're sleeping well, and NOT at the following places:

- waterslide
- swing set
- your uncle's wedding
- ski lift
- your \*other\* uncle's wedding

Think you've got better ideas than us? Comment and/or post an image below of the worst place to fall asleep. First prize is \$300 dollars prepaid VISA gift cards. More details here:

<http://on.fb.me/1N3u73R> **Don't put fatigue to the test. Drive awake. Drive aware**

**Post Six - Reminder post #1:** Collage from video ([Post on Day 8 – Monday 7<sup>th</sup> September at 15:45pm, Audience 15-23 y.o with \\$200 outright](#))

Facebook copy: Fatigue waits for no-one, nowhere. Especially in the worst places you can imagine.

Share with us below what YOU think is the stupidest place to fall asleep. First prize \$300 prepaid Visa gift card! Make sure to follow the RACV Young Driver Safety Facebook page to find out the winner! Cute animal pictures ARE allowed, and the funnier, the better.

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(\*terms and conditions apply- <http://bit.ly/1KwAfvC> ).



### **Post Seven - Classroom picture**

Facebook copy: Wednesday has got to be the worst day of the week. Even Monday, which most of us hate, lets us see friends at school. But Wednesday? The weekend is so long ago, and so far away. Many of us turn to despair in these days. We're all tired, and life is boring.

So make sure fatigue doesn't get the best of you.

**Don't put fatigue to the test. Drive awake. Drive aware**



### **Post Eight - Honourable mention #2**

Facebook copy: End of the week! We've gotten heaps of entries for our competition, shout out to \_\_\_\_\_ for his/her ingenious idea of \_\_\_\_\_, which is one of our current favourites. Think you can do better? Don't worry if you haven't entered yet: There's still time! Just leave a comment/picture with the worst place you can think of to nod off, and First prize \$300 prepaid Visa gift card! Better hurry, entries close midnight tonight!

**Don't put fatigue to the test. Drive awake. Drive aware**

More details on the competition – link to first post

<http://on.fb.me/1UG5Ntr>

[http://www.racv.com.au/wps/wcm/connect/racv/internet/auxiliary/news+\\_+events/competitions/terms+and+conditions/racv+young+drive+safety+facebook+competition+three](http://www.racv.com.au/wps/wcm/connect/racv/internet/auxiliary/news+_+events/competitions/terms+and+conditions/racv+young+drive+safety+facebook+competition+three)