

W!se Social Media Video Contest FAQ:

Who is W!se?

Working in Support of Education (“W!se”) is a leading U.S. non-profit dedicated to improving the lives of young people through programs that develop financial literacy and readiness for college and career. We are spearheading a national effort to empower people to lead lives of financial well-being, succeed in college and excel in an increasingly competitive global workplace.

Who can enter the contest?

High school students attending a New York City high school.

Who is a Contestant?

A Contestant is the lead creator of the video. The Contestants will provide the video to the teacher to be uploaded. Only Contestants are eligible for prizes.

Who is a Participant?

A Participant is someone who partakes in the video with the Contestant. Participants are not eligible for prizes.

Do I need to be enrolled in the W!se Financial Literacy Certification program to participate?

No, students do not have to attend a school participating in the W!se Financial Literacy Certification program to join the Contest.

When will the contest take place?

The contest will take place from February 5- March 11.

Do I need to answer all three questions in my video?

No, students should only answer one of the three questions.

When will the winners be announced?

Winners will be announced early April, 2024.

What are the different prizes up for grabs?

1st place - \$2500

2nd place - \$1500

3rd place - \$1000

Teachers representing the 1st, 2nd, and 3rd place students will receive \$1,000, \$750, and \$500 respectively.

Can teachers receive multiple prizes if more than one student from their class wins?

No, teachers will receive only ONE prize even if several of their students win. The teacher prize will be associated with the highest placed student in their class.

Where do I submit my video entry?

Contestants will submit their videos to their teachers. Teachers are then responsible for uploading videos on behalf of Contestants via the Submission Link on the official W!se Video Contest Event Page (<https://my.reviewr.com/site/wisevideocontest>). Before submitting the video, Teachers will be required to accept the Contest Rules on the same page by clicking on "I agree."

How long can my video entry be?

Videos submitted by Contestants must be between 45 seconds and 2 minutes long. Any video shorter than the minimum or greater than the maximum length will not be judged.

How will my video be judged?

Videos will be evaluated by a panel of judges who will use a scoring rubric to assess how well the video meets specific criteria such as length of video, appropriate content, clear and articulate response to one of the three questions, and demonstration of creativity.

Can a Contestant submit more than one video?

Contestants may only submit one video to be judged.

Can teachers submit more than one video?

Teachers can submit entries for multiple students (contestants) in their class.

Can teachers complete the Parental Consent Form on behalf of their students?

No, students are responsible for completing the Parental Consent Form with their parent/legal guardian. Failure to complete and submit the Parental Consent Form to the teacher will result in disqualification. Teachers will upload the Parental Consent Form.

Where can I find the Parental Consent Form?

The Form is available here: <https://wise-ny.org/blog/wse-financial-literacy-video-contest/>
Students and their parents/guardians must complete and turn in the Parental Consent Form to the teacher along with their video submission. The teacher will upload the Forms and video.

Can I use TikTok filters, reels or other tools to improve my video?

Yes, students are encouraged to utilize social media to create their videos. We encourage the use of reels or other tools to make a video unique.

Can there be multiple students in the same video?

Yes, there can be multiple students in the same video, but the entry must be made under one student who would be the Contestant for W!se.

Can I submit a video in a language other than English?

No, only videos in English will be accepted for the Contest. Videos submitted in a language other than English will not be judged.

What happens to my video if I win?

Winners will receive a cash prize. Your video will be featured on the W!se social channels throughout the month of April which is Financial Literacy Month and will be shown at our annual 100 Best W!se High Schools Teaching Personal Finance Ceremony. This is a celebration we hold each year to honor the top performing schools in our national network. Video contest winners and their teachers will be invited to attend the ceremony in April.

How will I be notified if I win?

Teachers will be notified via email in early April.