

You can't win if you don't participate – so here are our top 10 ways to help drive Shorty Award votes for your school:

- 1 Partner up!** Talk to the social media managers on your campus, such as the communications department, to make sure that you're using all your school's social media channels to drive votes.
- 2 Make your case via video.** Grab some of your biggest fans and create a short campaign video on why students, faculty and others should nominate your school.
- 3 Start blogging!** Let everyone know that come January 7, the race is on! Let the most social school win!
- 4 Use whatcha got.** Check out our Digital Toolkit, where you'll find some awesome Facebook and Twitter graphics that will really help your school's social media pages Get Shorty.
- 5 Tweet, post, tweet, post!** After all, this is a social media contest – turn to Facebook and Twitter to get your school's fans voting by posting/tweeting about the Shorty Awards at least once a day.
- 6 Get competitive!** Football team vs. basketball team? Sororities vs. fraternities? See which groups on campus rule the school when it comes to driving Shorty Award nominations.
- 7 Rally...** 100? 1,000? 10,000? Organize a "Shorty Rally" to see how many nomination tweets you can garner in a single time period.
- 8 ...and Tally.** Who's more social: your school, or your rival down the road? Create a tracking device – either virtually or somewhere on campus – to showcase the number of votes for your school, and update it regularly to keep the excitement going.
- 9 Call in the big dogs.** School pride never dies – reach out to alumni and ask them to support their alma matter in your quest to be crowned most social. They'll have a whole new title to brag about.
- 10 Share with us how you're getting nominations!** Tweet us @bncollege.