

Social Media Posting Guide

Pick a graphic, copy a caption, add your name and post. You'll find the graphics, captions and your ambassador badge in the Social Media Pack on the Ambassador Resources page.

Which size to use

Portrait 4:5

Instagram, Facebook and LinkedIn feed posts. It takes up the most space in the feed.

Square 1:1

X, group chats and anywhere else.

Story 9:16

Instagram and Facebook Stories, WhatsApp Status, Snapchat and TikTok photo posts.

Every post needs three things

- 1 The link:** blueoceancompetition.org in the caption, or a link sticker on stories. It's on every graphic too.
- 2 The tag and hashtag:** @blueoceancompetition and #blueoceancompetition.
- 3 Your name for referrals:** Ask people to add your name under "referred by an ambassador" when they register, spelled the way you registered it. It's the only way we can match them to you.

Make it your own

The captions are starting points. Add a line about why you joined or what you're working on. Posts in your own words get more replies than copied ones.

How often

- Aim for around one feed post a week, with a story or two in between. If you want to post more often, go for it.
- Rotate the graphics so your feed doesn't repeat itself. You can also create your own graphics.
- Post more when students are deciding: at the start of the school year and in the weeks before the submission deadline. The current dates are on the ambassadors page.
- Share at the times your friends are online, usually after school and in the evening.

Where to post and where the link goes

WHERE	SIZE	WHERE THE LINK GOES
Instagram feed	Portrait or square	Write blueoceancompetition.org in the caption. Adding it to your bio helps, but it's optional.
Instagram Stories	Story	Add a link sticker to blueoceancompetition.org.
TikTok	Story, as a photo post	Write the link in the caption.
WhatsApp	Story for Status, square for chats	Paste the link in your message.
Snapchat	Story	Add the link with the paperclip tool.
Facebook, LinkedIn and X	Portrait or square	Paste the link in the post.

The Ask me anything story

- Post the story and add a question sticker in the open space in the middle.
- Use a prompt like "Ask me anything about the competition" or "What's stopping you from entering?"
- Answer the questions you get by sharing them as new stories, so everyone sees the answers.
- If you're not sure of an answer, point people to blueoceancompetition.org.

Reposting

Reposting our posts is the easiest way to help. Share posts from @blueoceancompetition to your story and add #blueoceancompetition. When we share your ambassador video, repost it too.

Your ambassador badge

Add the badge to your stories, use it as a Highlight cover for your competition stories, or put it in your email signature.

Keep your evidence

Screenshot each post with the date showing, and save the link. You'll need both for your Ambassador Submission Template.

Not on social media?

Share the square graphics in class group chats, send one to a teacher with a short note, or ask for a mention in your school newsletter. These count as ambassador activities too.

Do's and don'ts

Do

- ✓ Link to blueoceancompetition.org in every post
- ✓ Tag @blueoceancompetition and use #blueoceancompetition
- ✓ Say in your own words why you joined
- ✓ Answer questions, and point to the website when you're not sure
- ✓ Follow up, because most people need to hear it more than once
- ✓ Screenshot your posts for your activity log

Don't

- ✗ Make up facts or numbers about the competition
- ✗ Promise prizes, placements or results
- ✗ Post other students' names, photos or contact details without their permission
- ✗ Spam group chats or keep messaging people who've said no
- ✗ Make your own logos or accounts that look official
- ✗ Say you speak for the competition team or the judges