

Social Media Torch Points

Category	Code	Points	Activity	Max Use	Conditions
Leadership	101	10	Serve as a BPA chapter committee chair (identify the committee)	2	If social media is a chapter committee
Leadership	102	10	Participate in or attend a BPA professional growth activity (this does not include a chapter informational session) (identify the topic, presenter, and involvement)	2	if social media is involved
Leadership	114	5	Submit a feasible, detailed, and written plan to a local chapter officer or chapter advisor for a new local chapter project (identify the project)	5	possibly if social media activity is involved
Leadership	115	5	Submit a feasible, detailed, and written plan to a regional officer or regional advisor for a new regional project (identify the project)	1	possibly if social media activity is involved
Leadership	116	5	Submit a feasible, detailed, and written plan to a state officer or state advisor for a new statewide project (identify the project)	2	possibly if social media activity is involved
Leadership	117	5	Submit a feasible, detailed, and written plan to a national officer for a new nationwide project (identify the project)	2	possibly if social media activity is involved
Leadership	118	5	Adoption of plan submitted for Leadership: 114, 115, 116, or 117 (can be used one time only at each level) (identify the project)	4	possibly if social media activity is involved
Leadership	124	15	Present a leadership training session you have prepared yourself (at least 15 minutes in length) to the local BPA chapter (identify the topic and circumstances) (cannot claim in conjunction with Leadership: 138)	2	if social media is involved
Leadership	125	20	Present a leadership training session you have prepared yourself (at least 15 minutes in length) during a BPA Fall, regional, state, or national leadership conference (identify the topic, conference, and circumstances) (cannot claim in conjunction with Leadership: 138)	2	if social media is involved
Leadership	126	5	Participate in a BPA local officer training workshop presented on the local level (identify the topic and presenter)	2	if social media is involved
Leadership	127	10	Participate in a BPA officer training workshop presented on the regional, state, or national level (identify the topic, conference, and speaker)	2	if social media is involved
Leadership	128	10	Design, prepare, and display a bulletin board or exhibit portraying leadership techniques (identify the topic and location)	1	if social media is involved
Leadership	134	10	Lead discussion on a BPA-related webinar.	2	possibly if social media activity is involved
Leadership	138	15	Present a leadership training session you have prepared yourself (at least 15-minutes in length) for any function (identify the function, group, topic, and circumstances) (cannot claim in conjunction with Leadership: 124)	2	possibly if social media activity is involved
Leadership	139	10	Design, prepare, and display a bulletin board or exhibit which portrays safety awareness (identify the topic and location)	1	possibly if social media activity is involved
Leadership	146	5	Reach out to a BPA local, state, regional, or national officer through email or social media to offer support with an initiative or activity (specify the officer position, method of contact, and support offered)	2	if social media is involved
Leadership	147	15	Organize, or assist with organizing, any activity or event for a school, faith-based, or other similar organization (specify the organization and activity or event)	2	if social media is involved
Leadership	148	5	Communicate the leadership opportunities and experiences gained from BPA through social media (specify the topics mentioned, date of communication, and social media platform)	1	
Leadership	149	5	Encourage current members of BPA to run for office on a local, state, regional, or national level through social media or other means of communication (identify the mode and date of communication)	1	if social media is used
Leadership	150	10	Participate in a leadership training presented by BPA or another organization (specify the topic of the presentation, the date of the presentation, and the organization giving the presentation)	1	if social media is involved
Leadership	151	5	Miscellaneous: any BPA leadership activity not specified in the above codes (identify the activity completely)	2	if social media is involved
Service	212	10	Write an article on safety (including drug awareness) for a BPA newsletter, community paper, etc. (it must be published)(identify the topic, publication, and publication date)	1	if social media is involved

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Service	213	10	Participate in a community or school-sponsored service project; not chapter-related (identify the involvement and project)(cannot be claimed in another activity and/or category)	2	if social media is involved
Service	215	10	Volunteer and/or participate in an activity that promotes the concept of "going green" (identify the activity and involvement)	2	if social media is involved
Service	216	10	Volunteer and/or participate in a local chapter service project that benefits the community (identify the involvement and project)	3	if social media is involved
Service	218	10	Volunteer and/or participate in a local chapter in-school service project which benefits the school (identify the involvement and project)	3	if social media is involved
Service	219	10	Volunteer and/or participate in a local chapter recruiting activity promoting continuing business education (identify the activity and involvement)	1	if social media is involved
Service	220	15	Volunteer and/or participate in a service project sponsored by the BPA state or national organization (identify the involvement and project)	1	if social media is involved
Service	235	15	Volunteer and/or participate in a social media campaign, workshop, conference, or other educational event to educate others on social justice issues	2	
Service	236	15	Organize and plan a social media campaign, workshop, conference, or other educational event to educate others on social justice issues	2	
Service	237	10	Participate in a community or school-sponsored online action, parade, or event that advocates for a social justice- related issue	1	if social media is involved
Service	250	5	Miscellaneous: any BPA service activity not specified in the above codes (identify the activity completely)	2	if social media is involved
Cooperation	311	10	Participate in a local BPA chapter activity which promotes BPA Week (identify involvement and activity)	2	if social media is involved
Cooperation	312	10	Participate in a BPA local, regional, state, or national safety project (identify involvement, project, and level)(cannot be claimed in conjunction with Love, Hope, & Faith: 621)	1	if social media is involved
Cooperation	314	5	Help promote a BPA activity for another division or alumni chapter (identify the involvement, division, and activity)	1	if social media is involved
Cooperation	316	10	Participate in a local BPA chapter activity to recognize community leaders (identify the involvement and activity)	2	if social media is involved
Cooperation	318	10	Participate in a local BPA chapter membership recruitment activity (identify involvement and activity)	2	if social media is involved
Cooperation	320	5	Serve as a committee member in BPA (identify the committee)	3	if chapter has a social media committee
Cooperation	322	10	Organize a BPA Week activity/event (identify the involvement and activity)	2	if social media is involved
Cooperation	325	5	Click the "Follow" button on BPA's official Instagram page: @bpanational	1	
Cooperation	326	5	Participate in a BPA Tweet-A-Thon or Twitter chat hosted by @National_BPA on twitter and use "#BPAAllDay" or corresponding hashtag or participate in a BPA Instagram Live hosted by @BPANational	2	
Cooperation	327	5	Click the "Connect" button on BPA's official LinkedIn page	1	
Cooperation	328	5	Add BPA's official Snapchat account: @national_bpa	1	
Cooperation	329	5	Participate in BPA Week and post a picture on Twitter, Instagram, and/or Facebook using #BPAWeek (identify which challenge day and the activity)	2	
Cooperation	335	5	Click the "Like" button on BPA 's official Facebook page https://www.facebook.com/businessprofessionalsofamerica	1	

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Cooperation	336	5	Click the "Follow" button on BPA 's official Twitter page: @national_bpa	1	
Cooperation	339	10	Communicate with a BPA National Officer on a BPA-related topic (identify the officer contacted, the topic, and the method of communication)	2	if social media is involved
Cooperation	342	5	Subscribe to the National BPA YouTube Channel	1	
Cooperation	345	5	Click the "Follow" button on all of the BPA Post-secondary National Officer's official Twitter pages: @BPAPSPres, @BPAPSVicePres, @BPASecTreas, and @BPAPSParli	1	
Cooperation	346	5	Click the "Follow" button on all of the BPA Secondary National Officer's official Twitter pages: @BPAPresident, @BPAVicePres, @BPASecretary, @BPATreasurer, @BPAHistorian, and @BPAParli	1	
Cooperation	347	5	Interact with National BPA Social Media accounts, including those of National Officers and/or National Staff (identify the interaction and the accounts interacted with)	2	
Cooperation	348	5	Click the "Follow" button on all of the BPA Post-secondary National Officer's official Instagram pages: @BPAPSPresident, @BPAPSVicePres, @BPAPSSecTreas, and @BPAPSParli	1	
Cooperation	349	5	Click the "Follow" button on all of the BPA Secondary National Officer's official Instagram pages: @BPAPresident, @BPAVicePres, @BPASecretary, @BPATreasurer, @BPAHistorian, and @BPAParli	1	
Cooperation	350	5	Miscellaneous: any BPA cooperation activity not specified in the above codes (identify the activity completely)	2	if social media is involved
Knowledge	414	5	Attend a workshop at a BPA leadership conference (identify the workshop, presenter, and conference)	4	if it is a social media workshop
Knowledge	420	10	Give a presentation on any topic using computer or multimedia (electronic) technology (identify your topic, the technology used, the group you presented to, and the place where the presentation was given)	1	if social media is involved
Knowledge	428	10	Write an article for the BPA regional or state publication or newsletter (must be submitted but need not be published) (identify the topic and publication)	1	if social media is involved
Knowledge	429	15	Write and get published an article about your chapter for the bpa.org website submitted through the National Center staff or State Advisor (identify the article and date of publication)	2	if social media is involved
Knowledge	432	10	Speak about BPA at a non-chapter meeting (such as a civic organization)(this may include one presentation to a school-related organization)(identify the topic and circumstances)	2	if social media is involved
Knowledge	433	10	Attend a professional webinar (identify the topic)(same activity cannot be used in conjunction with Knowledge: 441)	1	if social media is involved
Knowledge	441	10	Attend a BPA professional webinar (identify the topic) (same activity cannot be used in conjunction with Knowledge: 433)	2	if social media is involved
Knowledge	450	5	Miscellaneous: any BPA knowledge activity not specified in the above codes (identify the activity completely)	2	if social media is involved
Friendship	501	5	Participate in a BPA orientation activity for new chapter members (this does not include recruitment activities)(identify the involvement, activity, and audience)	2	if social media is involved
Friendship	512	10	Participate in a BPA recognition activity for school personnel (identify involvement and activity)	1	if social media is involved
Friendship	513	5	Participate in a special activity you have planned for your parents/guardian/spouse (identify the involvement, activity, and persons)	1	if social media is involved

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Friendship	515	5	Submit a story and photo to the BPA official Instagram (@bpanational), Facebook (facebook.com/businessprofessionalsofamerica), or Twitter page (@National_BPA) promoting BPA	2	
Friendship	530	5	Participate in Chapter Social Week and post a picture on Twitter, Instagram, or Facebook using #BPASocialWeek (identify the social activity)	2	
Friendship	531	10	Selected as a spotlight member on National BPA social media (Twitter, Instagram, or Facebook)	1	
Friendship	533	5	Submit a spotlight feature about your "BPA story" or your chapter's BPA involvement including a photo and at least a 100 word write-up emailed to photos@bpa.org for social media or website recognition	2	
Friendship	534	5	Take action to spread kindness and joy in your school or local community (e.g., create sidewalk chalk art, window messages, paint kindness rocks, send cookies to your BPA chapter members)	2	if social media is involved
Friendship	550	5	Miscellaneous: any BPA friendship activity not specified in the above codes (identify the activity completely)	2	if social media is involved
Love, Hope, Faith	601	10	Work to promote community goodwill through a BPA local chapter activity involving a shut-in, elderly person, hospital, children's home, etc. (identify your involvement, activity, and persons)	3	if social media is involved
Love, Hope, Faith	608	10	Participate in a community service project; does not need to be BPA related (identify involvement, activity, and circumstances)	2	if social media is involved
Love, Hope, Faith	609	10	Participate in a BPA local chapter project designed specifically to raise money for Special Olympics or any similar organization at any level (identify involvement, activity, organization, and circumstances)	3	if social media is involved
Love, Hope, Faith	611	10	Participate in an event promoting acceptance of all individuals regardless of race, creed, gender or orientation (identify the activity and involvement)	2	if social media is involved
Love, Hope, Faith	615	10	Participate in an activity that honors local teachers within your district	2	if social media is involved
Love, Hope, Faith	621	10	Participate in a local chapter safety program (including drug awareness) or project (identify the project and your involvement)(cannot be claimed in conjunction with Cooperation 312)	2	if social media is involved
Love, Hope, Faith	622	20	Work with a community member on an individual basis to provide skills training; does not need to be BPA-related (make sure the involvement warrants the point allotment, such as teaching a Microsoft Office workshop, etc.) (identify your involvement and person helped)	1	if social media is involved
Love, Hope, Faith	627	10	Create and organize an initiative for school, BPA, a faith- based organization, or other organization that focuses on helping people feel happiness and hope (identify the initiative and the organization)	2	if social media is involved
Love, Hope, Faith	650	5	Miscellaneous: any BPA love, hope, or faith activity not specified in the above codes (identify the activity completely)	2	if social media is involved
Patriotism	724	10	Participate in an activity that supports US Military or US Military families	2	if social media is involved
Patriotism	726	15	Present at a school board meeting (cannot be used in conjunction with Patriotism: 708)	1	if social media is involved
Patriotism	727	15	Present at a city council meeting (cannot be used in conjunction with Patriotism: 707)	1	if social media is involved
Patriotism	737	5	Post appropriate content on social media highlighting a political or social justice topic (quote the social media post content and identify the social media platform)(the post must be an original post; no retweets or reposts)	2	

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Patriotism	738	10	Contact a state or national elected official regarding a political or social justice issue (identify the method of contact, individual, and the topic)	2	if social media is involved
Patriotism	739	10	Participate and/or volunteer for a candidate in a local election (identify involvement and the candidate) (cannot be used in conjunction with Patriotism: 704 and 711)	1	if social media is involved
Patriotism	740	15	Participate and/or volunteer for a candidate in a state election (identify involvement and the candidate) (cannot be used in conjunction with Patriotism: 704 and 712)	1	if social media is involved
Patriotism	741	20	Participate and/or volunteer for a candidate in a national election (identify involvement and the candidate) (cannot be used in conjunction with Patriotism: 704 and 715)	1	if social media is involved
Patriotism	750	5	Miscellaneous: any patriotic, cultural, or historical activity not specified in the above codes (identify activity completely)	2	if social media is involved

***several items that reference "if social media is involved" could potentially count towards the Social Media and the BPA Marketing & PR awards depending on the activity.**

Per BPA Cares Handbook (Aug., 2021) - Social Media Award is designed "To encourage local chapters to become actively involved in the National Officer Team Social Media Challenges; and to encourage local chapters to publicize their local activities and events.

These challenges are (must complete 3):

- **Join your National Officer Team as they host an Instagram or Facebook Live stream and comment #BPAAllDay.**
- **BPA will be conducting a "Chapter Social Week Challenge". Members are encouraged to participate in social events together as a chapter. These challenges will count toward Torch Award points. Multiple challenge activities will be announced on the BPA national social media sites. Chapters will complete multiple challenges which will then be documented through photography or videography and can be submitted to the National Facebook Page or Twitter account using "#BPASocial".**
- **BPA will be conducting a "BPA Week Challenge", which will consist of different "challenges" each day of the week beginning the second full week in February, coinciding with BPA Week. Members will document completion of challenges through either photography or videography submitted to the National Facebook Page or Twitter account using the hashtag "#BPAWeekChallenge".**
- **In an effort to enhance your digital citizenship, establish a committee and work together to develop and implement your own chapter social media policy to support or enhance what is currently in place through the national policy. This committee should lead a presentation that covers, but is not limited to, general etiquette of social media, being mindful of social media's impact, how to maintain a professional image on social media, etc.**
- **Secondary Chapters Only: 25% or more of chapter members register and compete in the BPA Social Media Marketing Challenge sponsored by National BPA partner Stukent. The challenge runs October 1- 31, 2020. Registration and participation is free. <https://www.stukent.com/bpa-challenge/>**

Per BPA Cares Handbook (Aug., 2021) - BPA Marketing & Public Relations Award is designed to "To promote the image of Business Professionals of America and its members; to inform the public of the meaning and objectives of BPA; to encourage the creation of media promotions, especially chapter newsletters and Websites promoting BPA; and to encourage organized local chapter membership recruiting efforts/activities.

Activities may include but are not limited to:

- **any activity that promotes BPA in the school or community**
- **any activity that builds good public relations and is reported in the media (document media release)**
- **any chapter newsletter that is distributed to school or community members (outside the chapter membership, include document distribution)**