



Influencer Contest 3.0 – FAQ

About the Contest

The Influencer Contest 3.0 is aimed at Instagram influencers who wish to carry out a social action benefiting their community. The theme of this edition is "Mwen Se Chanjman!" ("I Am the Change!").

Objectives

When young influencers decide to set an example, their impact can be significant and inspiring. With this in mind, the Digicel Foundation is launching its Influencer Contest for the third time. The goal is to give one influencer the opportunity to prove their commitment and desire to contribute positively to their community, hence the theme "Mwen Se Chanjman!"

Participation Requirements

- The participant must be a Haitian citizen residing in Haiti;
- They must have at least 5,000 followers on their personal Instagram account;
- Their Instagram account must have existing posts;
- The participant must submit a video of less than 60 seconds to fondation.projet@digicelgroup.com by September 30, 2024.

Prize

The winner will receive a prize of USD 5,000 to carry out their project, in partnership with the Digicel Foundation.

Documents to Submit with the Video

- A valid ID;
- Instagram handle;
- A description of the activity.

Jury Selection and Public Voting

The jury will consist of members of the Digicel Foundation staff and board. The selection of the best videos will be based on the following criteria:

- Feasibility of the project;
- Relevance of the project to the community;
- Video duration (maximum of 60 seconds);
- Adherence to the USD 5,000 budget;
- Video quality.
- The public will then be invited to vote for the activity they find the most relevant;
- The Foundation will share statistics on each video posted, such as the number of people reached, interactions, and impressions;
- The 3 influencers with the best performance will be named finalists;
- The public will be able to vote for their preferred finalist via the Digicel Foundation's Instagram story. After 24 hours, the influencer with the most votes will be declared the winner.

Contest Timeline

- September 13: Contest launch;
- September 30: Deadline to submit video;
- October 3 to 20: Videos posted on the Digicel Foundation's Instagram account and public voting;
- October 21: Announcement of the 3 finalists;
- October 22-23: Final voting via the Foundation's Instagram story;
- October 23: Winner announcement.