

Social Media Soup-er Star Challenge

Updated October 1, 2021

Purpose

Help us to create buzz around Canstruction Boston and raise awareness for the Merrimack Valley Food Bank as we raise funds and awareness during our design competition this month!

Using the pre-designed can labels we're providing, buy an 10.75 oz. Campbell's soup can, wrap it in our label, and take us with you! Take photos of your can on your adventures, social(ly distanced) events, or even your team meetings..... then tag us wherever you are*! The goal is to help raise the profile of our event and our fundraising campaigns!

*restrictions apply - noted in the regulations section

Rules

- Wrap a can with our label, and bring us with you!
- Take a picture of the can in context, whether in selfies or around town.
- Tag us on Instagram (@canstruction_boston) at events, locations, restaurants, stores, meetings, vacation spots, etc. Get creative!!
- Create a hashtag for your team, preferably one that is not already in use and use it on each of your team's photos to help us track your team's posts!
- Use the following hashtags on each of your posts: #CanstructionBoston #SouperStar. If you'd like to add more that encompasses your team, firm, design, location, and anything related to our theme #ThatsEntertainment, we'd love to see what you come up with!
- If you're using a post to drive donations for our fundraiser – which we encourage – you could also tag the Merrimack Valley Food Bank (@merrimackvalleyfoodbank).
- The team that posts the most using the hashtags (reposts won't count as extra) becomes our Social Media Soup-er Star! The final count on image posts will take place on Wednesday, November 3rd at 12:00 pm (noon).

Regulations

- Keep it clean. No alcohol, cigarettes, or recreational drug use in your pictures.
- Only post photos you do not mind sharing on a public account.
- Only photos utilizing our provided labels will be counted and reposted.
- Posts with multiple photos will only count once.
- Be safe! Use your discretion to ensure your safety before snapping that photo!
- Canstruction Boston retains the right to remove or delete photos that are deemed inappropriate. By participating in this challenge, you are agreeing to remove any photos with Canstruction brand or name upon our request.
- And most importantly, HAVE FUN!

@Canstruction_BOS
<http://canstruction-boston.org>
#CanstructionBoston
#SouperStar



**BSA Space &
Atlantic Wharf**
280 & 290 Congress Street
Boston

October 10 - November 5
free exhibit open to public

label will overlap this area

Label recommended for Campbell's soup 10.75 oz can