



2027 Calgary Stampede Princess Contest

Social Media Assignment #1

Purpose in the Contest:

To assess the ability of the contestants to tell a story using a Social Media platform.

We aren't looking for someone with the star quality and professionalism of a content influencer, but rather someone who gets the technical elements enough, and has an authenticity and ease on camera who can be coached. Storytelling ability is paramount.

The First Assignment

Create one stand-alone Instagram Reel (30-90 seconds) that introduces you to the Stampede community.

Judges will be looking to understand your 'Who, What, When, Where, Why' – who you are, what makes you you (what are your interests, goals, passions), when did you decide you wanted this role, where are you from, and why you want this position. Please use both the content of the reel and the caption copy to tell this story.

The Rubric for Social Content – How the judges will be scoring you

Technical Skill

- Was the content captured professionally? (Clear images, well-compositioned, with applicable graphics, with proper spelling)
- Was the content tailored to the channel/outlet?
- Was the contestant able to capture without being intrusive, and distracted from official duties?

Storytelling Ability

- Did they draw in the viewer with interesting, compelling content?
- Were they comfortable 'on camera' and delivering first-person narrative?
- Did they make an impact: teach something new, share something previously unseen, provide personal insight?
- Did they use captions effectively to match the content, provide extra context, direct viewers to resources, etc.?

Brand Awareness

- Did they acknowledge who they are, what brand they represent, and explain how they align with the activity?
- Did they properly tag, hashtag, or credit where necessary?
- Was their post on-brand for the Stampede and appropriate for the occasion?