



North Carolina Synod
ELCA

"Tell It!" Contest Guidelines—2024

General Rules

Sponsored by the NC Synod's Engage the Bible Ministry Team (ETB), this contest challenges youth groups to re-tell a Bible story via TikTok*—no more than 2 minutes—and submit by Monday, February 12, 2024. This year, the LYO Assembly Planning Team offers this challenge: *tell a story from Scripture that highlights the themes of welcome, hospitality, and/or inclusion. With Christ, y'all means all!*

Creativity is a plus! The top five submissions will be shown at the 2023 LYO Assembly and voted on by youth groups in attendance. Winning youth groups will receive cash prizes.

Who Can Participate?

Any youth group of any NC Synod congregation with youth in 6th through 12th grades.

Deadline

Deadline for submission is Monday, February 12, 2024. at 11:59 p.m. Eastern time.

Prizes

First place: \$1000

Second place: \$750

Third place: \$500

Groups may use the money for the ELCA Youth Gathering, a mission trip, or another project. Checks will be mailed to the winning youth groups within three weeks of LYO.

Winner Selection

Following the submission deadline, the Engage the Bible Ministry Team will be joined by an LYO Board member and advisor of the LYO Board to identify the top five submissions to be shown at the 2024 LYO Assembly (LYO) for final voting. Each youth group in attendance at LYO will have one vote. Thus, the youth groups in attendance at LYO will choose the three winners. *[The ETB team along with the LYO Board member and advisor retain the right to identify fewer than five submissions for viewing at LYO, if necessary.]*

Social Network Disclaimer

A TikTok account is required to enter this contest. If you don't already have a TikTok account, visit <http://www.tiktok.com> to create one. It is free to create an account. This contest is in no way sponsored, endorsed, administered by, or associated with TikTok. The information you provide in your TikTok Entry Form is being gathered by the NC Synod and not by TikTok. By participating via the TikTok platform, participants are subject to TikTok data policy and terms of use—<http://www.tiktok.com/legal/terms-of-service>—and TikTok community guidelines—www.tiktok.com/community-guidelines.

2024 Contest Rules

- Video* must be less than 2 minutes and posted on TikTok, Facebook, Instagram, or YouTube. Facebook and Instagram both preference Reels (which are 90 seconds or less) and you might consider that when creating your content.
- Tell a story from Scripture that highlights the themes of welcome, hospitality, and/or inclusion. With Christ, *y'all means all!*
- Deadline for submission is Monday, February 12. The video must be posted AND the entry form must be submitted by the end of that day.
- Youth should be the primary on-camera participants. Youth are encouraged to work together; adults are encouraged to be behind the scenes.
- Image permission must be obtained. Because completed videos may be shared on the synod's social media channels and during synod events, permission must be granted. Each youth shown on-camera must complete a permission form stating that both your congregation and the synod may share the video featuring their image. Completed forms must be kept on file by the congregation or sent to the synod office to be kept on file there. You may upload a copy of each photo release when you complete the Entry Form OR a church representative may sign that the congregation will keep each release on file and produce it to the synod office upon request. *Any participant that fails to produce a release should take an off-camera role in the production of the video.*
[Use this release](#) (or one that your congregation uses amended to include the synod release language).
- Avoid copyright infringement.
 Original content is preferred.
 Images: Do not use any images without permission. If using any AI-Generated content, please follow necessary citation guidelines. [Canva for Nonprofits](#) gives you access to copyright-free images and video.
 Sounds: NC Synod social media accounts are business accounts, so *the use of any privately-owned commercial music is prohibited*. This is your chance to get creative! All sounds must be original, exist in the public domain, or be used with express permission (permission must be included in submission and extend to the NC Synod). Learn more about [TikTok Commercial Sounds](#) and [Instagram Audio](#). Also, [Canva for Nonprofits](#) gives you copyright-free access to free sounds. The use of any hymns should be cited with proper licensing and reported to the license holder. Do not use vulgar or profane music/audio.
- Youth groups and advisors must comply with the [Terms of Service of TikTok](#), which include: (1) in order to access or use the services the person posting must be 13 years or older, (2) users cannot make available material which is defamatory to any person, obscene, offensive, pornographic, hateful, racist, discriminatory, or inflammatory, (3) the use of copyrighted music/audio except what is available through their platform. (Other platforms' terms will likely be similar; be sure to comply.)

- Use recommended safety guidelines while filming. Filming should follow your congregation’s social media and/or child protection policy(ies). The North Carolina Synod follows guidelines provided by Safe Gatherings.
 - Two adults should be present.
 - At least two adults should have access to social media passwords. If a person under the age of 18 has access to managing the church social media account (including short-term knowledge of the password), it is advisable that at least two adults and the child’s parent/guardian also have access to the account.
 - Details about featured children should not be identifiable. Make sure that legal names are not included without express permission from parents/guardians. Filmed participants should avoid wearing clothing that might include any identifiable information about the child like the name of the child’s schools or location of sports or hobbies.
 - Content on social media and editing applications like TikTok and CapCut is user-generated (i.e. uploaded by everybody and anybody), so it’s important to take necessary supervisory precautions with youth users.
- Keep in mind the importance of accessibility. While not required, if your video contains speech, consider including closed captioning (subtitles). Captions can be added to videos created within the Instagram or TikTok app by using the automated caption tools available in the app. [CapCut](#) is a good online editing tool that includes the ability to add automated captions.

How to Enter

Step One: Create your video

[Note: These instructions are for creating a video on the TikTok platform. Other platforms’ video creation instructions may vary.]

- Create or log into the congregation’s (or adult leader’s) TikTok account.
- If you wish to include music in your video, search for the audio you’d like to use. *[Read “Avoid copyright infringement” under 2024 Contest Rules above.]*
- Click on the song next to the music icon to open the template, then select “Add sound” at the top of the screen. Note: the use of available explicit (profane) lyrics may result in disqualification; be careful.
- Record your video.
- The editing tool options are on the right-hand side.
- Use the “Text” button at the right to add your text bubbles to the video. To adjust the timing of the text, click on the text bubble you’ve created, select “Edit” and drag the clip to the chosen length. Be sure to proof automated text for accuracy.
- Caption your video and use the hashtags: #NCsynod #NClutheran #tiktoktellit and tag LYO: @ncsynodlyo.
- Once the video is complete, click the red “Post” button.

- Videos recorded on the personal account of a youth member (i.e. displaying the handle/name of a youth member) will not be accepted.

Note: You may choose to create and/or post your video on a different platform (Facebook, Instagram, YouTube). Consider these tips:

- Videos should be recorded in portrait mode (9X16 or 1080X1920).
- If your video contains speech, consider including closed captioning (subtitles). [CapCut](#) is a good online editing tool that includes the ability to add automated captions. Be sure to proof automated text for accuracy.
- Caption your video and use the hashtags: #NCsynod #NClutheran #tiktoktellit and tag LYO: @ncsynodlyo.
- Congregations are encouraged to publish the video to one or more of their congregation's social media accounts (Facebook, Instagram, or YouTube). Tag @nclutheran or @ncsynod and @ncsynodlyo.

Step Two: Complete the Entry Form for your group

- Open the form: <https://form.jotform.com/223384179528162>
- A copy of your completed video should be uploaded to the Entry Form.
- Include the names of each of your participating youth group members. Every person should be named.
- Ensure that you have a completed Image Release form for each of the *on-camera* youth group members. [See "Image permission must be obtained" under 2024 Contest Rules above.]
- Choose an adult to be the contact person for any entry submission questions. Provide contact information for that person.

Questions?

If you have general questions about the contest, please direct those to [Catherine Fink](#), synod staff liaison to the ETB team.

If you have TikTok (or other platform) questions of a technical nature, please direct those to [Angel Owens](#), synod staff communications associate and social media strategist.