

06 June 2017

# **SOCIAL MEDIA CONTEST: GLOBAL ENVIRONMENT MONTH 2017**

# SOCIAL MEDIA CONTEST



## LET'S SAVE BIODIVERSITY FOR OUR BLUE PLANET



### TOYOTA ENVIRONMENT MONTH 2017

June, 2017

- TAKE A PHOTO THAT REPRESENT BIODIVERSITY CONSERVATION
- GIVE SIMPLE TIPS ABOUT HOW TO SAVE BIODIVERSITY TO INSPIRE OTHERS
- PUT ALL THE **#HASHTAG** ON
- POST IT ON **FACEBOOK** & SET **"Share with Public"**

# hashtag

#ToyotaEnvironmentMonth2017

#CompanyName\_EnvironmentMonth2017

Ex : #TDEM\_EnvironmentMonth2017

#LetsSaveBiodiversityForOurBluePlanet

#WorldEnvironmentDay2017

## WINNING!

[HIGHEST NUMBER OF SHARE OR LIKE]



2 iPad mini4

8 Toyota Eco Set



### CAMPAIGN PERIOD : JUNE 1<sup>st</sup> - 14<sup>th</sup>, 2017

affiliates around the world and implemented every June as it commemorates with International Environment Day on 5 June.

On this occasion, TDEM as Environment Management Promotion Office (EN), invites TMMIN team members to join the contest in social media with the theme "Let's Save Biodiversity for Our Blue Planet" that held on 1-14 June 2017.

To participate in this contest, you can follow these steps:

1. Take a photo that representing biodiversity conservation.
2. Create caption / photo caption that contains:
  - Simple tips on how to protect biodiversity, or
  - Phrases that increase people's awareness of environmental issues and biodiversity
3. Use hashtag: #ToyotaEnvironmentMonth2017 #TMMIN\_EnvironmentMonth2017 #LetsSaveBiodiversityforOurBluePlanet #WorldEnvironmentDay2017
4. Upload to your Facebook and do not forget to set to share to the public.

As for the contest terms and conditions these are the requirement:

1. Photos should be taken by the original team members themselves.
2. Photos must be uploaded to Facebook with the hashtags already mentioned and shared publicly.
3. Caption / caption photo needs to be made as attractive as possible in English.
4. Photos and descriptions should be related and easy to understand.
5. Photos and descriptions can raise people's awareness of the environment and biodiversity.
6. This contest may only be participated by team member of Toyota Indonesia (TAM / TMMIN).
7. Upload photos done on 1-14 June 2017, passing from it is not counted.
8. The calculation of like & share is done on June 21, 2017.

Winners will be announced at the end of June 2017 based on the largest number of shares & likes (eg 50 likes + 10 share = 50 points) and will earn:

- iPad Mini 4 & Certificate for 2 winners
- Toyota Eco Set & Certificate for 8 winners

Not only that, the winning photos will also be covered in the AP Environmental FY Report 2017.

Let's upload your photos now and win the prizes!