

#CYC CHALLENGE YOUR CORE VALUES SOCIAL MEDIA CHALLENGE

WHAT IS #CYC?

Our California HOSA State Officers wanted to return focus to the **HOSA core values of learn, lead, serve, and innovate**. We hope that this challenge will promote community service, leadership skills, learning, and innovation. Chapters will earn **ribbons for participating** and receive them for **all registered members that go to SLC**. For more information, check out the informational video by using <https://tinyurl.com/cycinfohosa>.



HOW TO PARTICIPATE:

- 1) Post a combination of **3 photos/videos** per post having at **least 20%** of your chapter included.
- 2) Short description (**2-4 sentences**) that correlates to the targeted core value.
- 3) Include **chapter name AND hashtag** with the correlating core value (e.g. #CYCLearn). Don't forget to tag **@californiahosa**.
- 4) **Advisor MUST complete** the require **Google form** that will be sent to them.
- 5) You will receive a **comment** acknowledging completion of each core value.
- 6) All submissions for CYC are due **March 15th**.

#CYC RULES

Each of the different core values requires a **separate** post, tagging the designated hashtag and a separate caption.

After each post, please wait for **@californiahosa** to comment on your post and fill out the **Advisor Attestation Form**.

The form can be found using the <https://tinyurl.com/advisorsform>, or linked in an email. It must be filled out after each **core value post**.

EXAMPLE CAPTION: #CYCSERVE

Our Cal-HOSA State Leadership Team is participating in the **#CYCServe** core value challenge by **@californiahosa**. We chose to highlight the core value "serve" by serving our communities by participating in the Guatemala Service Project, creating first aid kits that we will be donating to Guatemalan Villages! We reached out to our local businesses to collect supplies and plan on donating our final first aid kits at SLC.

