



#NoParesSigue TikTok Challenge Instructions

Are you a Latino college student who is graduating in 2020? Then this *Excelencia* in Education challenge is for you! Whether you are a TikTok novice or a TikTok expert, it's time to show your creativity and ingenuity by creating a TikTok video for the **#NoParesSigueChallenge**.

This challenge will run from May 29th to June 4th. It will give Latino graduates the opportunity to showcase their accomplishments and tell the world that despite the Corona virus or any obstacles that may arise, they won't give up. They'll use everything they have learned in school and life to propel themselves forward. *No pares, Latino Grad. ¡Sigue! -- Don't stop, Latino Grad. Keep Going!*

What you need to do:

1. Record a TikTok video of yourself that covers one of the themes below. First things first. Have fun, but please be safe! If you want, you may include your family, pets, and/or friends.
 - **What are some of your biggest accomplishments thus far?**
 - *Ex: Were you the recipient of any special awards?*
 - *Did you start your own student organization?*
 - *Did you juggle a job, extra-curriculars, and still manage to make it to your classes on time?*
 - **What are your plans after graduation?**
 - *Ex. What is your dream job?*
 - *How do you plan to take what you have learned in the classroom to the outside world?*
 - **How will you be celebrating your graduation and the class of 2020?**
 - *Ex. Will you be spending your time with family or significant other?*
 - *Is there a special dish you make to commemorate milestones?*
 - *Will you be walking across your own version of a graduation stage?*
2. When editing the video on the app, be sure the video is no longer than 30 seconds.
3. All submissions must be public posts. Adjust your privacy settings to allow the video to be seen by the public and be eligible to download.
4. The video must include these three (3) hashtags: #NoParesSigueChallenge, #Excelencia, and #GreaterThanGraduation.
 - *Optional: Challenge your friends to do the challenge by tagging them on your post.*
5. Share your video on all of your social platforms, so your friends and family can see your work and show their support.

Following the challenge, *Excelencia* in Education will host a digital graduation event on June 5th. On that day, a selected number of users who posted a TikTok video for the #NoParesSigueChallenge will have the opportunity to meet an influential leader (as chosen by *Excelencia*) during an interactive video chat. Event details, including how to attend, will be announced on May 29 at www.EdExcelencia.org