

“Social Media: The Good, the Bad, and the Ugly”

Essay Contest Rules, Terms and Conditions

1. NO PURCHASE NECESSARY

“Social Media: The Good, the Bad, and the Ugly” undergraduate essay contest (the “**Contest**”) is sponsored by the Calgary Institute for the Humanities (the “**Sponsor**”). The Contest is open to entries from January 13, 2019 to February 22, 2019, inclusive (the “**Contest Period**”).

2. ELIGIBILITY:

To be eligible to win, a person must (a) be a resident of Canada (excluding Québec), (b) who has reached the age of majority in their province or territory of residence, (c) who is a registered student of the University of Calgary enrolled in a full-time undergraduate program in the Winter 2019 term; (d) who is not an employee of the Sponsor.

This paragraph shall apply to the extent that any social media services are used in connection with the Contest. The Contest is in no way sponsored, endorsed or administered by, or associated with, Weebly, Medium, Hootsuite, Facebook, Twitter, Instagram or other social media companies (“**Social Media Companies**”). Each entrant in the Contest agrees to completely release the Social Media Companies of all liability in relation to the Contest. Any questions, comments or complaints regarding the Contest must be directed to the Sponsor and not to the Social Media Companies. Entrants must comply with the terms of use of any applicable Social Media Company.

3. HOW TO ENTER:

No purchase necessary. By entering the Contest, entrants accept and agree to be bound by the Contest Rules set out herein, and accept the decisions of the Sponsor, or those acting on behalf of the Sponsor, as final and binding, without right of appeal, in all respects, including, without limitation, as to eligibility and/or disqualification of entries. Entries that are incomplete, irregular, have been submitted through illicit means, or do not conform to or satisfy any condition of these Contest Rules shall be disqualified.

Requirements: Essays must be 1,500 to 3,000 words in length, written in the English language, in op-ed style (meaning that academic citations or footnotes are optional). The submission must be the original writing of the author and free of plagiarism.

Entry: To participate in the Contest, entrants must follow the following steps:

1. Write and publish their essay in the form of a publicly available Medium.com post.
2. Complete the online submission form located at <https://bit.ly/2T5ldsa>

Limit: one entry per person.

4. PRIZING:

PRIZE(S): There are three prizes available to be won (“**Prize**”), consisting of \$500.00 CAD for the first place winner, \$300.00 CAD for the second place winner, and 200.00 CAD for the

third place winner. Depending on the quality and quantity of entries, second and third place winners may not be chosen or awarded.

GENERAL: Prizes must be accepted as awarded and are not transferable or refundable. No substitutions except at Sponsor's option. Sponsor reserves the right, in its sole and absolute discretion, to substitute the Prizes or a component thereof with a prize of equal or greater value, including, without limitation, but at Sponsor's sole discretion, a cash award or a non-monetary prize. Non-monetary Prizes may not be sold to, bartered with, purchased by or utilized by a third party.

5. WINNER SELECTION PROCESS:

PRIZE: Winner selection will proceed in two rounds: In round one, all submitted essays will be evaluated by a panel of at least two reviewers consisting of faculty members or doctoral students affiliated with the Calgary Institute for the Humanities Interdisciplinary Working Group on the Ethics and Politics of Social Media. In round two, the essays receiving the highest reviewer evaluations from round one will be reviewed by a panel of at least three judges who will decide the first place, second place, and third place winners by consensus. The judges in round two will be selected volunteers from among the reviewers in round one. The Sponsor may reject any entry if, in its absolute discretion, it considers the entry to contain inappropriate content.

The selected potential winners will be contacted by approximately February 27, 2019. Prizes will be delivered to winners by approximately April 30, 2019 at latest. An award ceremony event for this contest is planned for March 1, 2019, 4pm-7pm in the Taylor Institute Forum, University of Calgary.

BEFORE BEING DECLARED A WINNER, each potential winner must sign and return within five (5) business days of notification a declaration and release prepared by the Sponsor, which, among other things: (i) confirms compliance with these Contest Rules; (ii) acknowledges acceptance of the Prize as awarded; (iii) agrees to release the Releasees from any and all loss, harm, claims, cost, expense (including legal and other professional expenses), demands, damages, actions or causes of action whatsoever which the potential winner, his/her heirs, executors or administrators may or thereafter have against any of the Releasees in respect of or relating to participation in the Contest, participation in any contest-related activity or the acceptance, use or misuse of the Prize. If the eligible winner: (a) declines the Prize; or (b) fails to return the properly executed Contest documents within the specified time, then he/she will be disqualified (and will forfeit all rights to the Prize) and the Sponsor reserves the right, in its sole and absolute discretion, to select an alternate eligible entry. If a selected potential winner fails to receive a Prize in accordance with these Contest Rules, an alternate potential winner will be drawn. Any such alternate potential winner will be required to comply with these Contest Rules, including the above requirements related to the declaration and release.

6. GENERAL CONDITIONS:

By participating in the Contest, each selected entrant agrees to abide by these Contest Rules and the decisions of the Sponsor and judges with respect to all aspects of the Contest. All photographs and related text entered in the Contest shall remain the property of the respective entrants. In consideration of the opportunity to enter the Contest, each entrant, by entering the Contest, grants the Releasees a paid-up, perpetual, irrevocable, non-exclusive, worldwide licence to use his or her entries (including but not limited to photographs, video and text) entered into the Contest in marketing and promotion related to the University of Calgary; and each entrant, by entering the Contest, confirms that he or she holds the exclusive rights to all intellectual property in his or her entries, other than the right of the Releasees to use such property by the Releasees as set forth above, and that all moral rights in the intellectual property in his or her entries have been waived. The Contest Sponsor reserves the right, at its sole discretion, to disqualify any individual (and all of his or her entries) who tampers with the entry process.

The Sponsor accepts no responsibility for loss, damage or claims caused by or resulting from the Contest or a Prize. By participating and accepting a Prize, a winner consents to the use of his/her name, address (city and province/territory), photograph and entry without further remuneration or notice, in connection with any publicity carried out by or on behalf of the Sponsor with respect to the Contest.

The Sponsor and the Contest judges will not be liable for any failure of any mail system, courier, website or social media application and do not assume any responsibility for incorrect or inaccurate capture of entry information, technical malfunctions, human or technical error, printing errors, lost, delayed or garbled data or transmissions, omission, interruption, deletion, defect or failures of any telephone or computer lines or networks, computer equipment, software or any combination thereof. The Sponsor, its licensees, affiliates, related companies, representatives, advertising and promotional agencies and their respective governors, shareholders, directors, officers, employees, agents, representatives, successors and assigns (collectively, the "Releasees") are not liable for (a) late, lost, delayed, not received, damaged, misdirected, incomplete, stolen, fraudulent or illegible entries (all of which shall be automatically void and not eligible for the Prizes); (b) failure to receive entries due to transmission failures, busy signals, traffic congestion on the internet or at any website or technical failures of any kind, including, without limitation, malfunctioning of any network, servers, access providers, hardware or software, whether originating with sender or recipient; or (c) any injury or damage to entrant's or any other person's computer related to or resulting from participation or downloading any materials in this Contest and breaches of privacy due to interference by third party computer "hackers". Entries are subject to verification by the Sponsor. Entry materials/data not satisfying the entry requirements or that have been tampered with or altered are void.

The Sponsor reserves the right to terminate or amend this Contest at any time and in any way, without prior notice. The Sponsor and the independent contest organization, if applicable, shall not be held responsible for any problems, errors or negligence that may arise or occur in connection with the Contest.

No correspondence will be entered into except with the selected entrant(s). The Contest is subject to all applicable federal, provincial and municipal laws.

The Sponsor respects your right to privacy. Personal information collected from entrants will only be used by the Sponsor to administer the Contest and, only if consent is given at the time of entry, to provide entrants with information regarding upcoming promotions and/or events from the Sponsor. For more information regarding the manner of collection, use and disclosure of personal information by the Sponsor, please visit the Sponsor's Privacy Policy at www.ucalgary.ca.