

2018
UNCHARTED VETERINARY CONFERENCE
Social Media Scavenger Hunt

We're social here at Uncharted, and you know what that means:

SOCIAL MEDIA CONTEST!

We want to see Uncharted through your eyes, so we're launching a social media scavenger hunt. It's optional, but you should totally participate.

One, it'll help you get the most out of the conference.

Two: prizes. Awesome ones.

Participating is easy - all you need is an Instagram account on your mobile device.

- 1 Follow @unchartedvet.** There will be a series of photo options for each day of the conference, plus one bonus photo op each morning on the official UVC instagram page.
- 2 Use the official UVC hashtag, #UVC2018.** We'll be sharing our favorites across the Uncharted channels.
- 3 Comment and share!** Search #UVC2018 to see what the other attendees are up to. This is a great way to expand your social network and make new friends.
- 4 Share your #UVC2018 photos across channels.** If you are on Facebook, you can share them publicly on your page as well as to the Uncharted Veterinary Conference page. You can also share your Instagram posts on Twitter too!
- 5 Finally, have fun! Be creative and don't worry if you miss a photo. We won't punish you, promise.**

Members who complete the entire scavenger hunt will be entered to win the grand prize!



@unchartedvet

Social Scavenger Hunt



PRE-CONFERENCE

- 1 Y'all Ready For This?:** Share a photo of your adventure as you travel to UVC, and don't forget to tell everyone where you're headed!
- 2 We Are Family:** Snap a shot with a fellow UVC-er that you cross paths with on your way to Greenville.
- 3 We Are Family:** Document the extra activities you're enjoying with your UVC fam before the conference even begins!

THURSDAY

- 1 The Bigger Picture:** Capture a wide view of the scene at UVC. It could be the crowd at registration, the ballroom during dinner, or maybe the hotel itself – get creative!
- 2 Share Your Flair:** Post a picture of your conference badge.
- 3 The Icebreaker:** Take a picture with someone you've just met.
- 4 It's All Fun and Games:** Take a picture with someone who participated in the Alchemy Improv Comedy show. Better yet, take a picture of the show itself!

FRIDAY

- 1 Early Bird Gets the Yoga:** Document your morning yoga class with Dana!
- 2 Work It:** Snap a shot of one of the workshops you're attending. Take a selfie in front of the workshop sign, make a video telling us something you learned, or even coordinate a group photo at the end of the session!
- 3 Fan Favorite:** We are all “fangirls” or “fanguys” once in a while. Take a picture with the person you've been most excited to meet at UVC!
- 4 Dream Team:** Find a UVC team member and capture them telling you their favorite Dad Joke.
- 5 Movie Star:** Film a quick video with Aaron, our superstar videographer. Got stage fright? Bring a friend! Share one of your goals, something you've learned, one of the connections you've made with another tribe member – it's your show and it's up to you!
- 6 Wheels on the Bus:** Show us who you're riding with to dinner.

Social Scavenger Hunt



SATURDAY

- 1 You're Headed to Bollywood:** Show us who you worked up a sweat with in Katie's class.
- 2 Breakfast of Champions:** Share a photo of the new friends you ate breakfast with this morning.
- 3 Talk It Up:** Take a picture of a speaker, a workshop leader, or a Mic Drop feature in action and tag them in it!
- 4 So Much Swag:** Snap a pic of the new UVC swag you're gathering.
- 5 Sponsor Love:** Take a pic with a sponsor during the evening festivities and make sure to tag their company in it!
- 6 Night Out On the Town:** Snap a shot of your favorite part of Greenville.
- 7 Party People:** Capture your favorite drink or favorite venue of the evening!
- 8 One of Us:** Take a pic with a staff member at your favorite venue and tag the business in your post!

SUNDAY

- 1 Calorie Counting:** Take this opportunity to brag about the goat fudge. C'mon. You know you want to.
- 2 But First, Coffee:** Show us what's keeping you awake this morning after last night's festivities.
- 3 The Influencers:** Take a picture with the person who has been the most influential in your time here at UVC.
- 4 Group Huddle:** Pose with your focus group, and don't forget to include your team name.
- 5 Winding Down:** Capture the closing ceremony!
- 6 Goal Getters:** Share the goal you've set for yourself.

POST-CONFERENCE

(The prizes have already been given out, but that doesn't mean the fun has to stop!)

- 1 Homeward Bound:** Show us how you're getting home. Plane? Train? Automobile?
- 2 Criss Cross Applesauce:** Selfie it up with a fellow UVC'er if you cross paths at the same security check or even the same gate!
- 3 Nailed It:** Once you accomplish the goal you set at the conference, SHARE the heck out of it! You've worked hard, and your UVC tribe wants to hear about the great things you're doing!