The Great Online Marketing Scavenger Hunt

Ancient and Honorable Rules

1. **All items** on the list, except those in the section “Mandatory Challenges” are optional. You do NOT have to do anything (except those challenges labeled mandatory) but you are ENCOURAGED to do as many as you can.

2. **Playing Name.** You must decide on one name to be used throughout the game. This will be the title of your Tumblr (more on this in a moment), who your points will be attributed to, and how you will be referred to in the OFFICIAL TALLY LIST, and OFFICIAL QUESTIONS GOOGLEDOC. You are welcome to use your real name, your business name, or a made up name. For example, Megan might decide that her playing name is “Megan from Firepole Marketing”. Alternatively, Megan could call herself: “The Grand Empress of All That is Good and Kittens.”. Totally up to you. ;-) Yes – you can link it back to your blog!

3. **GoogleDocs.** There are a couple of different GoogleDocs you need to be aware of.
   a. **OFFICIAL QUESTIONS GOOGLEDOC.** This is where you submit any questions – and answer any too!
   b. **Official Tally List.** This is where you enter the scores for the people you’re keeping track of – and check your own! This list will be made available on Monday – we’ll email you the link.

4. **Play Nice!** No cheating. No mis-reporting. No sabotage. No name-calling. No backtalk on decisions made by the GamesMasters. (Of course, this doesn’t really need to be said – we’re all grown-ups and here to have a good time, and learn a bunch of new stuff!)

5. **Questions** are all to be submitted through the OFFICIAL QUESTIONS GOOGLEDOC. We’re not going to be able to respond to questions about the scavenger hunt, because there are hundreds of players – and every question in the Googledoc will be able to help many people at once. If you see a question in the OFFICIAL QUESTIONS GOOGLEDOC that has no answer – and you know how to fix the problem – go for it! If you see that an answer is incorrectly answered, alert Megan, Robyn or Amanda by emailing FirepoleMarketingScavengerHunt@Gmail.com.

6. **Earning Points.** You earn points for every challenge you complete. The point value of each task is included on the Official Challenge List. In order to earn the points for each challenge – you must post the “proof” to your Tumblr. Proof could be a picture, a screenshot, video, audio or text.
7. **Label. Everything.** Label every submission you make, question you ask or email you send with:
   
   a. Your Player Name
   b. The Challenge List Category and Number. (ie: Social Media Mastery #6)
   c. For emails – Put the label in the subject line. On your Tumblr, use the label as either the title, or the caption of the post. So an email subject might look like this: “Megan from Firepole Marketing General #5.” And a post on the Tumblr may look like this: “Megan from Firepole Marketing, In Real Life #4.”
   d. Unlabelled challenges **will not be counted for points.**

8. **Mandatory Challenges.** There are a few challenges that we absolutely, 100% need you to do ASAP in order to be able to effectively run the game. If we notice that a week or two goes by and you have not completed the mandatory challenges – we will be booting you out. No hard feelings. The mandatory challenges are:
   
   a. **Create a Tumblr** titled with your playing name. (This takes about 5 minutes) All of your “proof” will be posted here. The GamesMasters will periodically be going through your Tumblr, choosing excellent challenges and posting them on the Firepole Marketing Tumblr. [http://fpmscavengerhunt.tumblr.com/] GamesMasters and your co-contestants will be checking your proof there.
   b. Submit your playing name and the **link to your Tumblr** to FirepoleMarketingScavengerHunt@gmail.com.
   c. **Screenshots** or it didn’t happen. Screenshots will be your proof of everything. Emails sent (with names blurred for privacy! Use an image editor.) Twitter shares, Facebook likes, comments you left – everything must be captured via screenshot and posted to your Tumblr or it will not be counted.
   d. **Scorekeeping** for 3 co-contestants. Yep, this is a little extra work – but there are some good reasons for it:
      
      i. You’ll get to follow some of your competitors really closely – and that’s a lot of fun.
      
      ii. You’ll learn and practice some nifty organizational skills doing this.
      
      iii. There are hundreds of you enthusiastic folks. Hundreds! We straight up need your help to make this work.
      
      iv. **Scorekeeping Guidelines.** As a scorekeeper, you must periodically (once a week) check in on your three “scorekeepees,” and tally how many points they have accumulated. Once you have done so – you head on over to the OFFICIAL TALLY LIST, find the playing name of the person you’re scorekeeping for and enter their new TOTAL score in the spaces provided for you. Don’t leave us hanging! Remember – if we don’t see any scorekeeping activity on your part – you’re outta here. If you don’t understand how to keep score for your assigned players – write to us at FirepoleMarketingScavengerHunt@gmail.com.
9. **Mistakes** on the part of the GamesMasters. There are probably going to be a couple. If you think a mistake has been made by you or about you, you may send an email outlining, with as much detail and visual proof as possible to FirepoleMarketingScavengerHunt@gmail.com. A Gamesmaster will take a look, and make corrections as necessary.

10. **Bonus Opportunities.** Occasionally there will be a bonus activity or chance to win some points announced on the Firepole Marketing Blog, the Firepole Marketing Tumblr, Megan’s Twitter Account, and Firepole Marketing’s Twitter Account. The only way to win these extra points is to be paying attention and acting fast. GamesMasters will be responsible for counting bonus points. The official Twitter Hashtag for the contest is #FPMScavHunt!