

Terms of Reference (ToR) for Reel Making Competition

Global Media and Information Literacy Week 2026

Competition period: 24–30 October 2026

Organisers: Bhutan Media Foundation (BMF) and YUMRA

Supported by: Department of Media, Creative Industry and Intellectual Property, Ministry of Industry, Commerce and Employment; and the Bhutan InfoComm and Media Authority

1. Introduction

Global Media and Information Literacy (MIL) Week is an annual global initiative led by UNESCO to promote media and information literacy and to highlight its importance in an increasingly digital and interconnected world.

To celebrate Global MIL Week 2026, the Bhutan Media Foundation (BMF) and YUMRA, with support from partner organisations, will organise a Reel Making Competition for youth in Bhutan. The competition encourages young people to explore media and information literacy through creative digital storytelling, to engage responsibly with media and digital platforms, and to raise awareness of key issues affecting the digital information environment. It gives students an opportunity to express their ideas, showcase their creativity, and use social media to promote informed, ethical and responsible digital citizenship.

2. Objectives

The competition aims to:

- raise awareness of media and information literacy among youth, school and college students;
- encourage critical thinking, creativity and responsible digital citizenship;
- promote awareness of misinformation, disinformation, online safety, privacy and ethical media use;
- empower young people to use social media positively to communicate ideas and inspire change;
- encourage students to create engaging digital content that reaches and influences wider audiences; and
- celebrate Global MIL Week 2026 by promoting youth participation and creative expression.

3. Competition Topics

Participants may choose any topic related to media and information literacy. Suggested topics include:

- *We All Play a Part*
- *A Minute of Misinformation*
- *Behind Your Feed*
- *Behind the 60-Second Video*
- *Think Before You Click*
- *AI, Deepfakes and What You See Online*

4. Eligibility and Participation

- The competition is open to all youth, school and college students in Bhutan.
- Participants may enter individually or as a group.

5. Competition Guidelines

Participants must comply with the following requirements:

- *Format*: Each entry must be a reel of no more than 60 seconds.
- *Language*: Reels may be produced in English or Dzongkha.
- *Content*: Entries must address a media & information literacy topic, as listed in Section 3.
- *Platforms*: Reels must be uploaded to the participant's own public Facebook, Instagram or TikTok account.
- *Publication period*: Reels must be published between 24 and 30 October 2026 (any date and time).
- *Originality*: All entries must be original. Plagiarism and unauthorised use of copyrighted material are prohibited.
- *Appropriate content*: Reels must not contain hate speech, discriminatory content, harassment, or material that violates the rights or privacy of others.
- *Consent and permissions*: Participants must obtain consent from any identifiable individuals featured in their reels, and permission for any third-party material used.
- *Results*: Results will be announced on 1 November 2026.

Entries that do not meet these requirements may be disqualified.

6. Submission, Tagging and Verification

- Participants must publish their reels on an eligible public social media account within the competition period. All uploads must be public, and the published post serves as the official submission.
- Participants must tag @BhutanMediaFoundation and @YUMRA in their public posts. Please make sure you tag the correct accounts, whose details are as under:

Bhutan Media Foundation

- Facebook: <https://www.facebook.com/bhutanmedia>
- Instagram: https://www.instagram.com/bhutan_media_foundation
- TikTok: www.tiktok.com/@bhutanmediafoundation

YUMRA

- Facebook: <https://www.facebook.com/profile.php?id=61589162556295>
 - Instagram: <https://www.instagram.com/yumra2026/?hl=en>
 - TikTok: https://www.tiktok.com/@yumra_26
- Reels must remain publicly accessible until the engagement measurement cut-off: 31 October 2026, 2:00 PM.
 - Participants must submit the link to their published reel to BMF/YUMRA through this form:
https://docs.google.com/forms/d/1yY_ELPL3jF-os5_fP3z6dqU9i8Y6-0isZXaWeYp_buQ/edit?ts=6ad776a1
 - The organisers may verify participants' eligibility, the originality of entries, and reported social media engagement and reach. Participants must provide accurate information and must not artificially inflate engagement through purchased views, likes, shares or other deceptive practices.

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7. Judging Criteria

 Media and Information Literacy (MIL) Video Making Competition 				
No.	Judging Criteria		Indicators	Marks
1		Impact and Message	Clarity and relevance of the message to Media and Information Literacy (MIL)	10
			Accuracy and educational value of the content	10
			Ability to raise awareness, encourage critical thinking, and promote responsible media use	10
			Subtotal	30
2		Creativity and Engagement	Originality and creative approach	10
			Storytelling, structure, and flow of the video	10
			Ability to capture attention within the first 3 seconds and sustain interest	10
			Subtotal	30
3		Technical Quality	Audio clarity	3
			Visual clarity, readability of text, and captions where needed	3
			Editing, transitions, and overall technical execution	2
			Compliance with the required video duration of 30–60 seconds	2
			Subtotal	10
4		Punctuality and Submission Compliance	Publishing the video on the participant's own Facebook, TikTok, or Instagram account before the deadline	2
			Correctly tagging the official BMF and YUMRA social media accounts	5
			Submitting the published video link through the designated submission channel before the deadline	3
			Subtotal	10
5		Content Outreach and Public Engagement	Views: Audience reach and the number of views received	8
			Overall engagement: Audience interaction through likes and shares	12
			Subtotal	20
TOTAL				100

8. Prizes

The following prizes will be awarded to the top three entries:

- **First Prize:** Nu. 5,000
- **Second Prize:** Nu. 3,000
- **Third Prize:** Nu. 1,500

For group entries, the prize will be awarded to the group as a whole, and group members are responsible for agreeing how the prize money is shared. The organisers may contact winners to verify their identity, eligibility and submission details before announcing the results.

9. Intellectual Property and Use of Entries

Participants retain ownership of their original work. By entering, participants grant BMF and YUMRA permission to share, repost, display and use their submitted reels for non-commercial educational, promotional and awareness-raising purposes related to media and information literacy, with appropriate credit to the creators.

Participants must ensure they have obtained the necessary permissions for any third-party material used in their entries. The organisers will make reasonable efforts to acknowledge creators when using their work.

10. Disqualification and Final Decisions

The organisers reserve the right to disqualify entries that violate the competition guidelines, contain plagiarised or unauthorised material, provide false information, manipulate engagement figures, or fail to meet the eligibility and submission requirements.

The organisers also reserve the right to resolve any circumstances not covered in these terms of reference, to ensure fairness, transparency and the integrity of the competition.

11. Enquiries

For further information, please contact:

Bhutan Media Foundation (BMF)

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