

DISCOVER HONG KONG:

Language & Communication Competition 2025

Instagram Content Creation

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Objectives

1. Empower students to showcase Hong Kong Disneyland's magic and the city's cultural wonders.
2. Enhance students' skills in creating engaging bilingual content inspired by Disney.
3. Equip students to produce creative and consistent content across social media platforms.

Option A:

4 Thematic Posts + 2 Video Reels

- 4 thematic instagram posts with 3 to 4 photos attached (at least two sets filmed in Disneyland) and a 150-word English description along with its Chinese translation
- 2 One-minute reel videos introducing Hong Kong (at least one filmed in Disneyland)

Option B:

8 Thematic Posts + 1 Video Reel

- 8 thematic instagram posts with 3 to 4 photos attached (at least one sets filmed in Disneyland) and a 150-word English description along with its Chinese translation
- 1 One-minute reel video filmed in Disneyland

All participants will receive a complimentary ticket to Hong Kong Disneyland.

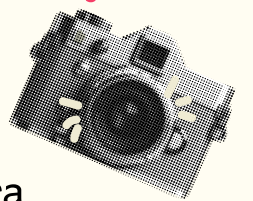
Prizes

Champion: Trophy + Certificate + Fujifilm Instax Mini EVO

1st Runner Up: Trophy + Certificate + Lomomatic 110 Film Camera

2nd Runner Up: Trophy + Certificate + Lomo'Instant

*An official commendation letter from PolyU will be issued to awardees



Application

Participant: S.2-S.5 secondary school students, in teams of 3 to 6

Application Deadline: 13th June, 2025, Friday (23:59)

*First come, first served

Application Form: <https://forms.cloud.microsoft/r/2Ra755ZiHX>

Application QR Code:



Ceremony

Date: 13th July, 2025

Time: TBC

Venue: Lam Chik Ho Lecture Theatre (Rm Z209), 2/F, Block Z, PolyU Campus

*The complimentary Hong Kong Disneyland ticket is subject to change without notice.

*There will be 2-3 mandatory workshops for participants on June 21, 2025 (Saturday). Further details will be announced via email soon.

*Official commendation letters will be issued by PolyU.

Enquiry: lcc2025.hk@polyu.edu.hk

