



## **35th National Statistics Month (NSM) STATikTok Mechanics and Guidelines**

### **I. Introduction**

Pursuant to Presidential Proclamation No. 647, “Declaring the Month of October of Every Year as the National Statistics Month,” the NSM, organized by the Philippine Statistical System (PSS) and spearheaded by the Philippine Statistics Authority (PSA), is observed annually to: 1) promote, enhance, and instill nationwide awareness and appreciation of the importance and value of statistics to the different sectors of society; and 2) elicit the cooperation and support of the general public in upgrading the quality and standard of statistics in the country.

In October 2024, the PSS will celebrate the 35th NSM with the theme, “Advancing Data and Statistics Through Digital Transformation: A Road to an Empowered Nation.” One of the NSM interagency activities that will be conducted during the celebration of the 35th NSM is the STATikTok. STATikTok is an infomercial-making contest that aims to advocate the statistics/statistical activities produced/undertaken by PSS agencies or their mandate to advocate the use and importance of statistics to the public. The goal is to create short and creative statistical infomercial.

The winning entry will be used by the PSA for NSM advocacy, promotions, and other related activities.

### **II. Who May Join**

STATikTok is open to all PSS member agencies. An agency can submit more than one entry including those from its attached agencies or bureaus.

### **III. Guidelines**

1. The STATikTok video must be an infomercial on statistics/statistical activity being produced/undertaken by the agency. It can be about interesting topics revolving around statistics.
2. The agency may use parts of existing materials for the TikTok entry. The STATikTok video must not have been used as an entry to any other contest or as a publicity material.
3. The entry must be aligned with or at least related to the 35th NSM theme “Advancing Data and Statistics Through Digital Transformation: A Road to an Empowered Nation.”
4. The infomercial can have creative elements such as voice overs, texts, and photos, and it may also feature individuals or group who have given their consent on their exposure. Entries with improper or indecent content will be outright excluded.



5. Entries must be created in a resource-efficient manner.
6. Entries can be in Filipino, English, or a combination of both. Entries may also use any dialect but should include subtitles.
7. The infomercial must be at least 3 minutes and not more than 5 minutes.
8. The entry must be uploaded by the participant in Google Drive and the link should be provided in the submission form.
9. Entries submitted through the Google Form will be screened by the NSM Secretariat.
10. The participants will be notified through email whether the submitted entries passed or failed the initial screening.
11. The entries which passed the initial screening will be uploaded by the NSM Secretariat on the NSM Official Facebook page and NSM TikTok account. Once the selected entries are uploaded on the NSM Facebook page and NSM TikTok account, the NSM Secretariat will notify the submitting entities for them to share their entries to gain likes, reactions, and shares.
12. The aggregated number of likes, reactions, and shares gained from both Facebook and TikTok will be the basis for the “Engagement” criteria.
13. Submission of an entry to the NSM Secretariat shall be deemed as consent for the PSA to use such entry for advocacy purposes and/or any other uses as it may deem appropriate.
14. Failure to follow the set mechanics will result in disqualification. Hence, will not be evaluated.

#### **IV. Submission of Entries**

Interested participants may submit entries through the link:

<https://forms.gle/hPG5AndvRdojFs6q6>

Please note that the Google Drive link should be provided by the participant in the submission form.

Upon successful submission of entry/ies, an email confirmation will be received.

#### **V. Criteria for Judging**

The TikTok entries will be evaluated based on the following criteria:

1. *Clarity of Message.* The infomercial has provided an effective explanation and demonstration that will aid the audience to know the topic/concept better.
2. *Concept.* The infomercial can be about interesting topics revolving around statistics, e.g., practical use of statistics. The entry must be aligned with or

at least related to the 35th NSM theme “Advancing Data and Statistics Through Digital Transformation: A Road to an Empowered Nation.”

3. *Creativity*. The infomercial showed creative standards such as originality, storytelling, visual impact, entertainment value, and retention which effectively engage the viewers to convey the message and leave a lasting impression.
4. *Engagement*. The infomercial has made its impact by promoting statistics/statistical activities to the general public through the use of TikTok and Facebook reactions and shares. The aggregated number of likes, reactions, and shares gained from both Facebook and TikTok will be the basis for this criterion.

Criteria	Points
Clarity of Message	30%
Creativity	30%
Concept	20%
Engagement	20%
<b>TOTAL</b>	<b>100%</b>

The decision of the Board of Judges is final and irrevocable.

#### **VI. Timetable of Activities/Timeline**

Timetable of Activities	
Call for submission	June 2024
Submission period	June to 30 August 2024
Initial screening	June to 04 September 2024
Posting of entries on TikTok and Facebook (gaining of reactions)	05 to 13 September 2024
Evaluation	13 to 20 September 2024
Announcement of winner	01 October 2024