



SCOUTS
Maldives



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THE SCOUT ASSOCIATION OF MALDIVES

Uniform Challenge 2024 National Scout Day Celebrations

Overview:

The Uniform Challenge is a social media campaign initiated by the Scout Association of Maldives in celebration of National Scout Day 2024. This challenge aims to unite youth members and scout leaders across the nation by encouraging them to proudly showcase their scout uniforms on various social media platforms. By participating in this challenge, individuals will not only celebrate the spirit of scouting but also promote unity and camaraderie within the scouting community.

Objective:

The primary objective of the Uniform Challenge is to commemorate National Scout Day 2024 by engaging scouts and scout leaders in a fun and interactive social media activity. Through this challenge, we aim to:

1. Celebrate the values and principles of scouting.
2. Foster a sense of unity and pride within the scouting community.
3. Promote the visibility of the Scout Association of Maldives on social media platforms.
4. Encourage participation and engagement among scouts and scout leaders nationwide.

How it Works:

1. Youth members and scout leaders from the Maldives are invited to participate in the Uniform Challenge.
2. Participants are required to take a photo of themselves wearing their scout uniform or their Scout scarf
3. Participants must tag two other scouts or scout leaders in their post, challenging them to continue the chain.
1. Participants should use the following hashtags in their posts and tag @scoutsmaldives: #nationalscoutday2024 #uniformchallenge #scoutsmaldives #scoutmv
2. Participants are encouraged to share their posts on various social media platforms such as Instagram, Twitter and Facebook, to reach a wider audience and promote the challenge.

Duration:

The Uniform Challenge will commence on 29th May 2024 and conclude on 1st June 2024. Participants are encouraged to share their posts throughout the duration of the challenge to maximize engagement and participation.