

TERMS AND CONDITIONS: ACADEMIC SOCIAL MEDIA CHALLENGE

1. Organizer

The organizer of the Academic Social Media Challenge is Dewesoft d.o.o., Gabrsko 11a, 1420 Trbovlje, Slovenia.

2. Purpose of the Challenge

The purpose of the challenge is to increase the visibility of real student projects using Dewesoft solutions and to strengthen engagement within the academic community.

3. Eligibility

The challenge is open to student teams enrolled at universities, colleges, or other higher education or technical institutions.

Participation is permitted only through the team's official Instagram profile. Individual student entries are not eligible.

All participating students must be at least 18 years of age at the time of entry.

Employees of Dewesoft d.o.o. and their immediate family members are not eligible to participate.

4. Submission Period

The challenge runs from 6 March 2026 at 10:00 CET to 10 April 2026 at 10:00 CET.

Posts published outside this period will not be considered.

5. How to Participate

To participate, student teams must:

- Publish a public post on Instagram from their official team profile.
- Clearly show Dewesoft hardware and/or software in use within the project.
- Include in the caption a brief explanation of:
 - What they built, tested, or researched
 - How Dewesoft was used
 - What they learned
- Tag the official Dewesoft Instagram profile in the caption and directly on the image or video.
- Use the official campaign hashtag: #DewesoftAcademyChallenge.
- Keep the post publicly visible until winners are officially announced.

Entries that do not meet all requirements may be disqualified.

6. Evaluation and Selection of Winners

Entries will be evaluated using a hybrid model consisting of:

- 50 percent engagement score
- 50 percent internal jury evaluation

6.1 Engagement Score

The engagement score will be calculated based on interactions on the original Instagram post published by the participating team during the submission period.

Scoring formula:

- Like (heart icon) = 1 point
- Comment (speech bubble) = 2 points
- Repost (double/reverse arrow) = 3 points
- Share or send (paper airplane icon) = 2 points

Only authentic interactions will be counted. Dewesoft reserves the right to exclude spam, automated activity, coordinated engagement groups, or other forms of artificial interaction.

Engagement will be measured as of 10 April 2026 at 10:00 CET.

6.2 Internal Jury Evaluation

An internal Dewesoft jury will evaluate eligible entries based on:

- Technical relevance of the project
- Demonstrated and meaningful use of Dewesoft hardware or software
- Clarity and quality of explanation
- Creativity of the presentation
- Educational value

Each of the above categories can be scored as 1-5 rating.

In the event of a tie, the higher jury score will determine the ranking.

The decisions of the organizer and the jury are final.

7. Prizes

7.1 Top Five Posts

The five highest-ranked teams, determined by the combined score, will each receive a Dewesoft d.o.o. gadget pack.

Prizes are non-transferable and cannot be exchanged for cash.

8. Intellectual Property and Usage Rights

By participating in the challenge, teams confirm that:

- They are the authors of the submitted content or have obtained all necessary permissions.
- The content does not infringe upon any third-party rights.
- They grant Dewesoft d.o.o. a non-exclusive, worldwide, royalty-free right to repost, share, and use the submitted content for marketing and promotional purposes, with appropriate credit to the team.

9. Data Protection

If personal data, such as contact details of team representatives, are collected for the purpose of prize delivery, Dewesoft d.o.o. will process such data only for this purpose for the administration of this challenge.

Personal data will be handled in accordance with applicable data protection laws, including the General Data Protection Regulation (EU) 2016/679.

10. Platform Disclaimer

This challenge is in no way sponsored, endorsed, administered by, or associated with Instagram or any other social media platform.

Participants provide their information to Dewesoft d.o.o., not to Instagram.

11. Liability

Dewesoft d.o.o. reserves the right to disqualify entries that violate these Terms and Conditions, applicable laws, or Instagram rules.

Dewesoft d.o.o. is not responsible for technical issues, platform outages, or other circumstances beyond its control that may affect participation.

12. Amendments and Early Termination

The organizer reserves the right to amend these Terms and Conditions or to suspend or terminate the challenge if required due to unforeseen circumstances.