

MONEY FOR TENNESSEE HIGH SCHOOL SENIORS GRADUATING IN 2011!

RE: Essay Contest for Tennessee High School Seniors

STUDENTS WILL BE ASKED TO WRITE AN ESSAY ON THE FOLLOWING TOPIC.

Social media use is believed to be a driving force in the blending of technology and social interaction. Social media has been modernized to reach consumers through the Internet and has become appealing to businesses and individuals for a variety of purposes. Businesses are using social media to reach customers and to build or maintain reputation. Individuals use it to share information and experiences. Consequently, social media, including Facebook and Twitter, has grown beyond socializing among relatives and friends and become the new "tool" for exchanging business ideas, opinions and information with and among (potential) customers.

Discuss how social media has influenced you, if at all, in developing the goals and financial plans for your future, and how social media has contributed to your decisions for your financial future.

THERE WILL BE TWO WINNERS FROM EACH DIVISION OF THE STATE, EAST, MIDDLE AND WEST. FIRST PLACE WINNERS WILL RECEIVE A \$2,000.00 SAVINGS BOND WITH SECOND PLACE BEING AWARDED A \$1,000.00 SAVINGS BOND.

Deadline for entries is December 5, 2010. See contest rules, attached, for entry information. We are sending to all high schools throughout the state and will publish the information on our website: www.tn.gov/commerce/securities.

PLEASE POST THE ATTACHED NOTICE AND ALERT YOUR SENIORS OF THIS CONTEST.

The certificates will be presented during the school's senior awards program at the end of the school year 2011 and savings bonds will be mailed.

If you have any questions, or need additional information, please contact me at 800.863.9117 or 615.253.8722, or Securities.5@tn.gov. Thank you for your cooperation and Good Luck to Tennessee High School Seniors.

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