



USO@75: Seventy-Five Sparks

Small moments. Lasting impact. A legacy of learning.



Spark # 26

INTERNATIONAL WOMEN'S DAY ONLINE CAPTION CHALLENGE

CATEGORY:
School Engagement

OBJECTIVE: To celebrate International Women's Day by recognising the creativity of women educators through an engaging digital caption challenge. It aimed to encourage creative expression and strengthen interaction among educators through a light-hearted activity.

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INTERNATIONAL WOMEN'S DAY

As part of USO@75 Sparks, two AI-generated images will be shared on our Facebook Account.

We invite women educators to submit a humorous caption for each image using the word 'women.'

Timings:

- Image 1 – 10:00 AM
- Image 2 – 2:00 PM

2-hours response window

To Participate:

- ✓ Follow USO on Facebook
- ✓ Like Any 10 Recent Posts
- ✓ Submit a Humorous Caption
- ✓ WhatsApp Your Caption: 9810046619

Answer Format:

- Your Name
- School Name & State
- Screenshot of Liked Posts
- Your Facebook Profile URL

Participation Rules:

- Only Women School Educators Eligible
- Caption must be in English
- Only one entry per image
- Edited/deleted messages not accepted
- First valid response will be considered
- Previous winners cannot participate again

First 5 most creative humorous captions, will receive special USO goodie

USO@75 Sparks: Where Extracurriculars Create Impact

TIMELINE & SCOPE

When: March 8
(International Women's Day)
Scope: Digital participation
via FB and WhatsApp

STAKEHOLDERS & FORMAT

Who: Women educators
Format: Caption challenge
on Facebook; response
submission via WhatsApp

NATURE OF THE SPARK

Digital engagement and
creative participation
initiative for women
educators

HIGHLIGHTS & IMPACT

- Conducted two caption challenges at 10:00 AM and 2:00 PM.
- AI-generated images shared through USO's Facebook account.
- Participants required to follow USO and like 10 recent posts for eligibility.
- Humorous captions including the word 'women' submitted via WhatsApp.
- Five most creative captions selected to receive a special USO goodie.
- Strengthened engagement with USO's Facebook and WhatsApp platforms.
- Increased subscriber base on USO's Facebook page and account.

ENDURING VALUE

The initiative celebrated the creativity and voice of women educators through an engaging digital activity. It strengthened interaction with USO's social media platforms and encouraged creative participation among educators. The Spark demonstrated how simple online engagements can build community participation and recognition for educators.

"Celebrating women means recognising strength, resilience, and the power of education to create equal futures."

USO@75: Seventy-Five Sparks

Seventy-Five celebrations by the United Schools Organisation of India (USO) highlighting milestones, moments, and initiatives shaping the future of education.