

We are delighted to invite you to participate in an exciting TikTok challenge themed **“#discoverrtc – Your RTC, Your Story.”**

This challenge is more than just a social media trend. It is an opportunity for you to showcase what makes Royal Thimphu College unique through your own voice, creativity, and personal experiences. Whether you are a current student or an alumnus, this is your chance to tell your RTC story in an engaging, authentic, and inspiring way.

What can you create?

The theme is intentionally broad to encourage creativity while ensuring content remains both educational and entertaining. You may create videos featuring:

- A day in the life at RTC
- Hostel life moments
- Club activities and student events
- Academic programmes
- Study abroad opportunities
- International student experiences
- Faculty highlights
- Events and competitions
- Campus facilities
- Alumni journeys
- Personal growth stories and advice for prospective students

The aim is to balance learning with enjoyment. A study tip can be presented creatively and humourously. A classroom concept can be explained through storytelling. A campus event can highlight both excitement and skills gained.

Eligibility

- Open to current RTC students and alumni.
- Participants must have a valid TikTok account.
- By entering, participants confirm that RTC has the right to use all content included in their video for marketing and institutional purposes.

Video Submission Rules

- Post your video on TikTok using the official hashtag **#discoverrtc**.
- Tag RTC's official TikTok account.
- Each participant may submit only one entry.
- Maximum video length: 1 minute.
- Videos must be original, creative, and relevant to the theme.

At the end of your video, include an attractive call to action encouraging viewers to follow and subscribe to RTC's official social media platforms.

Content Guidelines

- Content must positively reflect RTC and its community.
- All material must be respectful, appropriate, and safe. Offensive, harmful, or discriminatory content will be disqualified.
- Ensure that any music, images, or other assets used are copyright-free or properly licensed.
- Obtain consent from anyone appearing in your video.
- All information presented about RTC must be factual. False or misleading information will not be accepted.

Judging Criteria

Winners will be selected based on:

- Creativity and Originality (30%)
- Relevance to RTC (20%)
- Engagement and Impact (40%)
- Video Quality and Presentation (10%)

For any queries regarding the challenge or PR materials, please contact us at **marketing@rtc.bt**.

Disclaimer

Participants are solely responsible for the content they create and publish. Any content posted by individuals that results in negative public opinion, misinterpretation, or reputational concerns shall be the responsibility of the individual creator. Royal Thimphu College shall not be held liable for such content.

We look forward to discovering RTC through your stories and creativity.