

## District Social Media Award

**Timeline:** September – April

**Purpose:** To provide a guideline for clubs to follow in producing an effective means of club communication using the social media channel of Facebook and in particular, a public page (not a group) on Facebook.

**Eligibility Requirements:**

1. Entries will be reviewed by a committee of 3 appointed by the District Award Director and/or District Governor. The winner shall be awarded at District Convention.

2. Entries shall be judged according to content and form. The maximum allowable points for each category will be outlined in the judging criteria below.

Judging Criteria	Max. Points	Points
<b>Content</b>	80	
Club Information		
• Contact Info (email, website address)	2	
• Meeting Info (date, time, location)	2	
• Upcoming Events	4	
Programs		
• Club Projects: Posts with photos	10	
• Club Social Activities: Posts with photos	10	
• TeleMiracle Posts (original and shared, tagged #telemiracle)	15	
• Club TeleMiracle Events & Fundraisers	10	
• CF Info, Zone, District & National news promoted	10	
• Links to National Website, District Website, CF Canada, HREF	4	
• Kin Education	3	
• Mission Statement	2	
• Founders History	2	
• Charter date	1	
• Overall Interest and Appeal to Non-Kin	5	
<b>Form</b>		
• Logo Present (either Kin Canada or approved Club Kin logo)	10	
• Currency of Information	5	
<b>Other</b>		
• Club has other Social media outlets (Twitter, Instagram, Snapchat)	5	
<b>TOTAL POINTS</b>	<b>100</b>	

**Please submit online application form at**

[https://docs.google.com/forms/d/1\\_mGqEcWWJ9rDwD02LJHQc0k7b7wLaFdGbaIPZecCww/edit](https://docs.google.com/forms/d/1_mGqEcWWJ9rDwD02LJHQc0k7b7wLaFdGbaIPZecCww/edit)

**Application Deadline:** April 30,2025

