

## District Social Media Award

**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.

### Rules:

1. The best submission shall be determined at District Convention by a committee of 3 appointed by the District Award Director and/or District Governor.
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.

SOCIAL MEDIA JUDGING CRITERIA		Max.	Points
<b>I. Content</b>		<b>80</b>	
1. Club Information:			
Contact Info (email, website address)		2	
Meeting Info (date, time, location)		2	
Upcoming events		4	
2. Programs:			
Club Projects: Posts with photos		10	
Club Social Activities: Posts with photos		5	
TeleMiracle Posts (original and shared, tagged #telemiracle)		15	
Club TeleMiracle Events & Fundraisers		15	
CF info, Zone, District & National news promoted		10	
Links to National Website, District Website, CF Canada, HREF		4	
Kin Education		3	
Mission Statement		2	
Founder's History		2	
Charter Date		1	
Overall Interest to non-Kin		5	
<b>II. Form</b>		<b>15</b>	
Logo Present (either Kin Canada Crest or approved Club Logo)		10	
Currency of information		5	
<b>III. Other</b>		<b>5</b>	
Club has other social media outlets (Twitter, Instagram, Snapchat)		5	
<b>TOTAL POINTS</b>		<b>100</b>	

Submissions consisting of the exact name of your club's Facebook page (as well as Twitter, Instagram, and Snapchat if applicable) must be e-mailed to district3awards@gmail.com with "Social Media Award Submission" in the subject line by **May 1, 2021**.