

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) with original content (not shared from other pages) 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.
1. 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	MAXIMUM	POINTS
<i>I. Content</i>	80	
<i>1. Club Information</i>		
Contact Info (email, website address)	2	
Meeting Info (date, time, location)	2	
Upcoming events	4	
<i>2. Programs:</i>		
Club Projects: Posts with photos	15	
Club Social Activities: Posts with photos	15	
Club Telemiracle Posts with Photos (while at TM)	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	
<i>II. Form</i>	15	
Logo Present (either Kin Canada Crest or approved Club Logo)	10	
Currency of information	5	
<i>III. Other</i>	5	
Club has other social media outlets (Twitter, Instagram, Snapchat)	5	
TOTAL POINTS	100	