

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 awarded at District Convention. Entries will be reviewed 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
I. Content	80	
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	
II. Form	15	
Logo Present (either Kin Canada Crest or approved Club Logo)	10	
Currency of information	5	
III. Other	5	
Club has other social media outlets (Twitter, Instagram, Snapchat)	5	
TOTAL POINTS	100	

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, 2022.