



Kiwaniis
OHIO DISTRICT

ohiokiwaniis.org



2017-18 Ohio District Kiwanis PR
Social Media Contest Criteria

This contest is designed to encourage clubs to have an active and dynamic social media presence for the community to engage with. Entries will be judged based on the following criteria:

Name: _____ Club: _____
Email: _____

Required Minimum Criteria:

- _____ Correct Kiwanis logo & use of Kiwanis International brand guidelines
- _____ Current club contact info (email & phone for at least one point of contact)
- _____ Formal social media policy for the club
- _____ Facebook page. Web address: _____
- _____ Net increase in new likes on Facebook from Oct. 1, 2017-Sept. 30, 2018
- _____ Average of 2 posts per month on Facebook.
- _____ Create club events (fundraisers, community events) on Facebook

Recommended Criteria:

- _____ Active Google+ page with current club contact info and correct Kiwanis logo
- _____ Active Pinterest account/board with current club contact info and correct Kiwanis logo
- _____ Active Twitter handle with current club contact info and correct Kiwanis logo
- _____ Active LinkedIn page with current club contact info and correct Kiwanis logo
- _____ Club Webmaster or Communications/PR Chair. Name: _____
- _____ Attendance by a club member at District Mid Year PR forum or any District webinar. List event & 1 attendee: _____
- _____ Promotion of K-Family month and/or Kiwanis One Day

Other judging criteria will include: overall design elements of social media pages, engaging and relative content, inviting to visitors. Please furnish additional links to other social media accounts with this form.

Email completed form to ODKI.PR@gmail.com or mail to: Ohio District Kiwanis - PR Contest, 941 Chatham Lane, Suite 326, Columbus, OH 43221. Deadline for all entries to be received is September 30, 2018.

Kiwanis International is a global organization of volunteers dedicated to improving the world one child and one community at a time.