

2016-17 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, 2016-Sept. 30, 2017
- ___ 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.
- ___ Promotion of K-Family month and/or Kiwanis One Day

List event & 1 attendee: _____

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, 2017.