2019-2020 Ohio District Kiwanis PR
Social Media Contest

Name: ______________________________
Club: _______________________________
Email: ______________________________

This new 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:

Required Minimum Criteria:

_____ Correct Kiwanis logo & use of Kiwanis International brand guidelines
_____ Current club contact info for current President, President-Elect, Secretary & PR Chair
_____ Formal social media policy for the club (OK if brand new for this contest)
_____ Club Web address: ____________________________________________
_____ Club Facebook page: __________________________________________ 
_____ Net increase in new likes on Facebook from Oct. 1, 2019 - Sept. 30, 2020
_____ Average of 2 posts per month on Facebook. This can be done by members of the club.
_____ Create a minimum of ONE club event (fundraisers, community events) on Facebook

Recommended Criteria: Used for tie-breaker situations

_____ 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 name(s): _________________________
_____ Attendance by a club member at District Mid Year PR forum or any District PR webinar.
   List event & attendee: __________________________________________________
_____ Promotion of K-Family month and/or Kiwanis One Day _______________________

(3) Prizes: Winning Clubs will be awarded $100 and a certificate from Ohio District Kiwanis PR.

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 PR@OhioKiwanis.org 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, 2020.

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