

2016 – 2017 Club Outstanding Social Media Award Application

NAME:

EMAIL:

CLUB:

DISTRICT:

BACKGROUND

This award was designed to recognize clubs with the highest standards of excellence in the development and management of a social media account and or accounts.

SECTION A. GENERAL INFORMATION – 35 points possible (A club will receive 2.5 points for each **criteria met** in this section).

1. Does the club have a Facebook page? If yes, please give the name

2. Does the club have an Instagram page? If yes, please give the name

3. Does the club have a YouTube channel? If yes, please give the name

4. Does the club make use of any online publishing platforms such as Issuu? If yes, please give the name

5. Does the club make use of any other social media platform? If yes, please give the name

6. Does the social media page /account(s) give the name and contact information for the webmaster/admin/club? Please answer by stating Yes or No

7. Does the social media page /account(s) contain the names and or likeness (photograph) for club officers? Please answer by stating Yes or No

8. Does the social media page /account(s) provide the location and time of club meetings? Please answer by stating Yes or No

9. Does the social media page /account(s) contain general Circle K information, such as the pledge? Please answer by stating Yes or No

10. Does the social media page /account(s) contain a list of activities performed by the Circle K Club? Please answer by stating Yes or No

11. Does the social media page /account(s) have upcoming events? Please answer by stating Yes or No

12. Does the social media page /account(s) contain information or images of local Kiwanis Family Clubs? Please answer by stating Yes or No

13. Does the social media page /account(s) provide links or information to the District and International websites? Please answer by stating Yes or No

14. Does the social media page /account(s) contain updated information and or photographs or video for the club, district or International Office? Please answer by stating Yes or No

SECTION B. CONTENT AND FEATURES – 30 points

On a separate sheet of paper list up to three of the social media site's best features. Explain why each one is important and their relevance to Circle K. Social media site contain information valuable to the viewer? Is the general content easy to understand? How effective is the information contained on the site? Features will be judged on your descriptions.

SECTION C. MULTIMEDIA AND INFORMATION (JUDGES ONLY) – 35 points

You do not need to answer these questions unless you are a judge.

1. Was information clearly presented?
2. Were graphics and images used in conjunction with text?
3. Does the page or account(s) contain multimedia such as sounds, videos, or graphics?
4. Is the multimedia useful to the social media page /account?
5. Does the social media page use any special layout tactics such as grid images on Instagram and themed cover photos on Facebook?
6. Was the social media page /account(s) properly maintained?
7. Is there any incorrect information?

Mark Sheet

Section A:	/35 Points
Section B:	/30 Points
Section C:	/ 35 Points

TOTAL: /100 Points