**Facebook Social Media Contest**

Goal – Get at least 40 “Likes” AND 40 “Shares” on any 1 NEW post on your Kiwanis Club’s Facebook Page. The post must be created and posted after Dec. 10th. No prior posts (or reposts) accepted for the contest. You must use a fresh image and message for this contest.

Prizes – 10 prizes of 60.00 each in the form of a visa gift card for each club that achieves the goal. One card / club awarded. Therefore, 10 clubs can win a gift card. No time limit on the contest but some clubs will be able to achieve the goal in a few days. Funds can go either to your Service account or to your Administrative account.

Rules –

1. Must use a picture or short video to attract attention to the post. The picture **MUST** include some sort of Kiwanis service activity (as opposed to an award ceremony or a dinner meeting).
2. The text accompanying the post must invite people to join your club, or invite them to one of your club meetings.
3. You must use the hashtag #KidsNeedKiwanis somewhere either in the picture or in the text under the image.
4. Once you have achieved the minimum 40 Likes and 40 Shares, send a link of your winning post to Marshall Kregel. His email address is mkregel@hotmail.com. His Facebook address is: <https://www.facebook.com/marshall.kregel>
5. You can use an upcoming Event as your post, such as announcing that your club is serving Christmas Dinner at a homeless shelter, or planning a Christmas event. Just include an image in your post.

What are good ways to help us win?

Get your local Key Club or CKI members to “Like” your post and share it and you might finish this contest in a couple of hours! You could tell them that the kids that participate will be invited to an evening Pizza Party and then your club can use the 60.00 gift card to purchase pizza for the evening. What a great way to get the kids together with the Kiwanis Club.

IF you have a large club, then ask every single member of the club to “Like” and “Share” the post and you might finish the contest pretty quickly.

Or…We will let you make the post on your club’s Facebook Page and on one other Facebook page, like your community Facebook page and then combine the shares and likes. What a deal!! Once you have achieved a total of 40 shares and likes between the 2 pages, send links of both and to Marshall.

What does this contest achieve? It shows clubs how easy it can actually be to make your important club post go “viral”. Plus, with 40 shares, your post could be seen by thousands of people and this is a great way to introduce Kiwanis into the community. Who knows, you might get 1 or 2 (or more) new members if your post reaches enough people.

Hint:

1. Which image do you think will attract the most shares? A picture of a few people standing in a yard holding a rake or a picture of one of your Key Clubbers helping out at the local Kennel and holding an armful of puppies? (Spoiler alert – puppies win out every time)
2. Don’t overload your audience with text. Make your picture exciting and your message short and sweet. Be sure to invite people to visit your club.
3. You can boost your post if you wish but that takes some funds. Try to do this with club members and your friends on Facebook.

Good luck to all!

Marshall’s email address is mkregel@hotmail.com