

FACEBOOK/WEBSITE CONTEST

2020-2021



As of 2019, the annual website contest now also includes a club Facebook page. Each club entering the contest must submit both a website AND a club Facebook page for judging.

Judging Criteria is now split between the club Facebook page and club website. If your club does not have either a website or a Facebook page, contact your marketing director, Marshall Kregel at mkregel@hotmail.com and we will get you set up.

**DEADLINE FOR
ENTRIES:
JUNE 30TH, 2021**

Judging Criteria – Main Categories (10 points each)

- 1. Facebook:** Facebook pages up to date? Have at least 1 new post per week for 3 months prior to the contest entry. You can find plenty of great posts on the district Facebook page to share to your club page if you go through a week without any projects or programs to brag about! The point here is that consistent content creates audience interest.
- 2. Facebook:** Is the “About Us” page filled in? You should have a contact email and show the location and time and day of your club meetings so someone could make the effort to visit your club.
- 3. Facebook:** Have a link to a video either on the KI YouTube page, your own club’s YouTube page, or the District YouTube page. Video is important in attracting attention to a page or just a story.
- 4. Facebook:** Have a proper “Branded” header for your page? (no old “birdcage” Kiwanis logos) Contact Marshall at mkregel@hotmail.com if you need help here, or go to www.Kiwanis.org/Brand to see header options for your Facebook page.
- 5. Facebook:** Pictures of your club’s service programs are very important for people to see. You get these points if I can find pictures and descriptions of your club members doing cool projects in the community.
- 6. Website:** Good “success” story about how one of the club programs benefitted the local community? Include some pictures or a bit of video.
- 7. Website:** Links to Kiwanis International and to T-O District website AND Facebook pages? www.txokkiwanis.org and <https://www.facebook.com/texasoklahomakiwanis/>
- 8. Website:** Must have the Kiwanis mission statement on the home page or ‘about’ us page.
- 9. Website:** Is there a “Contact Us” page or page listing email and postal address for the club along with a meeting location, time and day?
- 10. Website:** Information for new members: How to join and what is expected of members in the club?

Judging Criteria – Bonus Categories (5 points each)

1. **Facebook:** Have a minimum of 40 “likes” for your club Facebook page.
2. **Website OR Facebook:** A link to a local news story (TV or Newspaper) about one of your club's projects in the community. Or...just about how cool your club is!
3. **Website OR Facebook:** A video of a few of your Key Clubbers talking about how great Key Club is and how it has changed their lives. You can use CKI or Aktion Club members also.
4. **Website:** An email link inviting folks to join the Club Email List.
5. **Website:** An “Honor” page on your club website that lists all your club sponsors or partners and mentions how much they have helped your club. Every club should have a page like this.

Contest Categories

Clubs will be categorized into the following categories.

White: 35 members or less

Blue: 36 - 64 members

Gold: 65 or more

Awards

Awards will be presented to 1st and 2nd place in each Club category. If there is a tie, both winners will receive the prize.

First Place winners in each category will receive a \$100.00 Visa Gift Card.

Second Place in each category will get a \$75.00 Visa Gift Card.

Winners will be announced at the Texas-Oklahoma District Convention in August 2021 and in Ki-Notes!

Submission

Notify the District Office (txokdist@swbell.net) of your club's website and Facebook entry into the competition by June 30th, 2021. Any notification received after that date WILL NOT BE CONSIDERED FOR CONTEST PURPOSES.

- Include club name and division number.
- Include the URL addresses of club website and club Facebook pages.
- Include the webmaster and contact information and the names of those who work with the webmaster on the page, if any.
- Awards will be given out at the August DCON convention in Edmond, 2021.

If you have questions, contact the Marketing Director at 972-741-1551 or email: mkregel@hotmail.com.



Kiwanis[®]
TEXAS-OKLAHOMA DISTRICT