FACEBOOK / WEBSITE CONTEST 2021-2022

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.

**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.

1. **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.
2. **Facebook:** Have a link to a video either on the Kl 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.
3. **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.

1. **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.
2. **Website:** Good "success" story about how one of the club programs benefitted the local community? Include some pictures or a bit of video.
3. **Website:** Links to Kiwanis International and to T-O District website AND Facebook pages? www.txokkiwanis.org and https://www.facebook.com/texasoklahomakiwanis/
4. **Website:** Must have the Kiwanis mission statement on the home page or 'about' us page.
5. **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?
6. **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 (lubbers 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:**

A

"Sponsors" page

on your club website that lists all your club

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

1

st and 2nd

place in

each Club category.

If there is

a tie,

both winners will

recieve 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 202

2

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

30

th,

202

2

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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

2022

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*If*

*you have questions, contact the Marketing Director at*

*email: mkregel@hotmail.com.*