Kiwanis
TEXAS-OKLAHOMA DISTRICT

FACEBOOK / WEBSITE CONTEST 2023

For 2023, 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.
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 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. Prizes will be Visa gift cards that can be used for either Administrative or Service programs.

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 2023 and in Ki-Notes!

Submission

Notify the District Office (txokdist@swbell.net) of your club's entries by July 1st, 2023.

Any notification received after that date WILL NOT BECONSIDERED 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 Lake Granbury DCON Convention in August 2023

*If you have questions, contact the Marketing Director at email: **mkregel@hotmail.com**.*

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