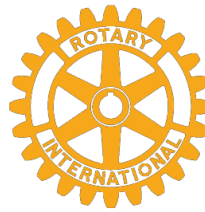


Rotary

District 7120

Club Facebook Award



APPLICATION DEADLINE: April 1

To submit your club Facebook Page for this contest, visit: <https://rotary7120.org/sitepage/awards-contests> page and select “**Club Facebook Page Contest**”

This award will be presented at the upcoming [District 7120 Conference](#).

CRITERIA FOR AWARD

Clubs Facebook pages should be up-to-date and ready for judging by April 1 as judging will begin April 2 and will conclude on April 15. This will allow ample time for the judges to review the club’s Facebook presence and get the results to the Awards Committee in time to have the awards prepared for presentation at the District Conference. If you have any questions about this contest please contact the chairperson, Robert Mellen (rgmellen@verizon.net).

Your club Facebook Page will be judged based on the following:

Initial View (30 points)

- Page or Group vs Profile
- Cover Image
- Profile Picture
- Meeting Information
- Recent post within last 30 days
- Vanity URL?

About Section (30 points)

- Club Description / Mission Statement
- Contact Info (Phone/email)
- Details of Club Projects / Events
- Call-to-Action
- Category (Community Org)
- Website URL (if exists)
- Links to other Social (if exists)

Miscellaneous

- Pictures-Do posted pictures have descriptions? **(10 points)**
- Is the FB Page verified? **(5 points)**
- Engagement (Likes, comments, shares, etc.) **(5 points)**

Reviews (10 points)

- Turned On?
- Average score?
- Club responses to reviews?

Apps – If installed, are they actively being used? **(10 points)** Examples include:

- Videos
- Events
- Notes
- Custom Apps