



Outstanding Social Media Campaign

Official Awards Application

Completed application accepted
no later than *December 1*.
Mail to:
Civitan International
Awards Program
One Civitan Place, P.O. Box 130744
Birmingham, AL 35213-0744

Club Name: _____ Club Number: _____

City: _____ State/Province: _____

District Name: _____ District Number: _____

Website Address: _____

Club President for Award Year: _____

Telephone # B _____ R _____ E-mail _____

Application completed by: _____

Telephone # B _____ R _____ E-mail _____

As of the end of the Civitan award year, our club acknowledges that it is considered a club in good standing including all officers trained and all dues and fees paid up-to-date. YES NO

Complete this form and forward it to Civitan International by **December 1**. Award applications are to be submitted individually. Do not combine multiple applications into one binder. It is recommended that a copy be sent to the Immediate Past Governor.

This award is based on a single Social Media campaign or promotion to publicize club activities, meetings and club events, and to share information about the club. Social Media used can include Facebook, LinkedIn, Twitter, Instagram, YouTube, Google+, Pinterest, etc. Additional sources may also be used as long as it complies with the award objective and criteria. Award nominations should include a narrative which addresses the criteria and screenshots to illustrate campaign and results achieved. Only one award will be presented for the most outstanding use of Social Media.

Judging Criteria:

Engagement: How was the Social Media used to engage and connect members? Example: meeting notifications, event dates/details, etc. 20%

Outreach: How was the Social Media used to encourage guests and new member prospects to attend club events, projects or other activities? (provide specific details)..... 20%

Involvement: What percentage of club members are posting comments and other content? (provide specific details for each type of social media that is in use: Facebook, Instagram, etc.) 20%

Marketing: How was Social Media used to market your club? (provide specific details) 10%

Complementary: How was Social Media used to complement other communication and information sources? Example: social media reminders, supplement monthly newsletters, etc. (provide specific details) 10%

Results: What tangible results were achieved through the use of Social Media? Example: "X" number of new guests attended "Y" project, "Z" number of members attended a club meeting which is "M" percentage higher than normal attendance. (Give specific details in your narrative) 20%