

## **DISTRICT 5170 FACEBOOK PAGE COMPETITION 2015-2016**

District 5170 is having a club Facebook page competition this year. Recognition will be awarded to club Facebook pages according to the criteria listed below. Awards will be given for each club size category. Awards for the best club Facebook page will be made at the District Conference (April 29-May 1, 2016). The Facebook page to be judged will be the page open to the general public.

To submit your club Facebook page for consideration, use the Club Facebook page Submission Form for judging prior to the District Conference in April 2016. **Entry deadline is April 1, 2016.**

Judges will visit your open Facebook page. Judging will be done by Rotarian representatives from District 5170.

Entries will be divided into club size categories:

1. Small clubs -- 25 or fewer members
2. Medium size clubs – 26 – 99 members
3. Large clubs – 100 + members

### **CLUB FACEBOOK PAGE – JUDGING CRITERIA**

- Does your Facebook page appeal to an external audience looking to learn more and who might want to join or donate to your club? (10 points)
- Is the page relevant? (10 points)
- Images/photos:  
Does the page use images that make the club look great? Are there photos of fun, exciting club events? Are there photos of the club making a difference? Do the photos showcase your club's achievements? Do photos recognize the success of our club and its members? (10 points)  
  
Are the photos good; are they clear? Do they tell a story. (5 points)
- Is the Profile picture easily identifiable as Rotary and your club? Does it look good as a small square? (5 points)
- Do the Cover photos showcase the club? (5 points)
- Does the About section tab provide relevant information about your club, where located, when and where it meets. Is your club's web address included? (5 points)
- Are events included, with relevant information, including the ability to sign up or buy tickets? (5 points)

- Are there videos that would be of interest to non Rotarians as well as club members? (5 points)
- Does the Page engage the visitor by having a relevant message? (10 points)
- Are Rotary International images and local Rotary logos used attractively? (5 points)
- Does the page look active? (5 points)

**MAXIMUM SCORE: 80 POINTS**