

District Social Media Contest

Requirements for Purpose, Rules, & Protocol

Purpose: To foster use of social media within our District as well as learn and share information between clubs, to the benefit of all clubs. In addition, to promote and support the various projects and fundraisers throughout the district and encourage greater public awareness of Lions. Assistance is available from the District to set up social media if none exists for a Lions Club.

Contest Period: The Social Media Contest shall run from July 1, 2020 to March 31, 2021.

Criteria for Points:

WEBSITE:	POINTS
Club has a website.....	200
Club officers listed with contact information.....	25
Club meeting place, date, and time listed.....	25
Club Logo or LCI logo shown.....	25
Upcoming Club events listed.....	25
Link to LCI website.....	25
Link to District 4-L4 website.....	25
Photos of projects etc.	25
Neatness and ease of navigating.....	25
Archive of past events.....	25

FACEBOOK:	
Club has a Facebook page.....	200
Club posts upcoming events.....	25 per event (Max 300)
Cover photo reflects the club.....	25
Club posts photos past events within one week.....	25
Club recognizes new members in posts.....	25



TWITTER:	
Club has a Twitter account.....	100



INSTAGRAM:	
Club maintains as Instagram account.....	100



REPORTING:

To receive credit, the club secretary or media chairperson must report the Club's participation in Social media and send the report to the District Social Media Chairperson, 1st VDG John Schroeder at johnandsilvias@gmail.com.