**Outstanding Social Media Presence**

Nominees for this award displayed successful use of at least one social media platform. Nominated organizations posted regular content that promoted engagement through a variety of innovative methods, utilizing branding and strategies that build awareness and recognition.

1. Organization Name
2. Organization Social Media Handles
3. How did your organization promote its upcoming events, campaigns, or initiatives through social media?
4. How did your organization work on expanding your audience/followers or viewership over the academic year?
5. Please provide up to five visual examples of your organization’s use of social media.

***Outstanding Social Media Presence***

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| **Nominee:** |  | **Judge:** |  |

Please rate this submission from 0-5 for each of the following categories. Comments are for the use of the judge but will not be considered for scoring purposes by the Office of Student Engagement. Place a total based on your score on the indicated line below.

|  |  |  |  |
| --- | --- | --- | --- |
| **Categories** | **Indicators** | **Comments** | **Score** |
|  | Organization effectively utilizes a variety of social media platforms |  |  |
|  | Organization’s social media effectively promotes upcoming events, campaigns, or initiatives |  |  |
|  | Organization posts a variety of content (ex. Photos, flyers, videos, text, reposts, etc.) |  |  |
|  | Organization’s social media feeds are active and engaging |  |  |
| **Overall** | Overall opinion of nomination based on all material |  |  |

**Total Score: \_\_\_\_\_\_ / 25**