



Award Judging Criteria – Best Use of Social Media

Content

- Relevant to audience
- Adds value to the conversation
- Interesting with clear purpose
- Authentic and trustworthy
- Engagement rather than sales

Engagement

- Interaction levels from followers
- Club reaction to follower engagement
- Fosters meaningful conversations
- Proactive outreach to followers
- Balance between engaging and promotional content

Use of Features

- Are events used on the page?
- Is the profile image and cover photos clear and eye-catching
- Are there organized photo albums?
- Does the club upload videos?
- Is there a use of live video?
- Is all the business information complete?

Museum Promotion

- Does the club regularly promote the Museum
- Does the club share photos, posts and news from the Museum