

## ***Social Media:***

### Criteria-

- Quality of content
  - Content is clearly written and uses an appropriate tone based on the type of post.
  - Content is free of spelling and grammatical errors.
  - If a member of the public looked at your page, they would come away with a better impression of DeMolay than they had before.
  - The members look like they are having fun in pictures you post.
- Amount of content
  - There is content posted frequently on your page
- Relevancy
  - Content is posted on your page(s) in a timely manner (e.g. you post about how well an event went the day after it happened rather than two weeks later)
- Reach
  - People are consistently seeing your posts.
  - You are reaching a wide audience of people.
  - People are interacting with your Pages posts.
  - Preference is given to organic reach rather than reach achieved through paid advertising
- How well you're using different platforms
  - The page has a presence on multiple social media platforms.
  - The pages posts on different platforms are tailored to the audience that tends to be on each different platform, rather than being the exact same post on different sites.

Submission Process: Send an email with the subject line "Social Media Submission" and the following to [Communications@DeMolay.org](mailto:Communications@DeMolay.org):

- A breakdown of your number of posts each month to each site
- Information about how many people like/follow your page(s)
  - If your chapter uses Facebook ads or similar programs, attach an explanation of how much money was used on that project, as well as a breakdown of how much of your reach came organically, and how much from paid advertising
- Screenshots from at least 5 posts on each social media platform you use
- A brief statement about anything else you feel the judges should know about your social media use to be able to judge it properly

## *Newsletter:*

### Criteria:

- Design
  - The newsletter looks crisp and professionally made.
  - The newsletter's format is not distracting and makes it easier to read, rather than harder.
  - The newsletter's design is interesting enough to catch someone's attention.
- Quality of content
  - The content is well written and maintains an appropriate tone throughout.
  - The content is interesting to read.
- Amount of content
  - The newsletter contains an appropriate amount of content and is neither too long or too short.
- Reach

Submission Process: Send an email with the subject line "Newsletter Submission" and the following to [Communications@DeMolay.org](mailto:Communications@DeMolay.org):

- PDFs of every edition produced throughout the year (note: do this in one email)
- Information about the size of your mailing list
- Information about who contributes to the production of your newsletter
- A brief statement about anything else you feel the judges should know about your newsletter to be able to judge it properly

## **Website:**

### **Criteria:**

- Design
  - The website looks crisp and professional
  - The website is easy to navigate for a visitor who doesn't know much about DeMolay
  - The website gets the attention of a visitor
- Quality of content
  - Content is well written
  - Content is up to date
  - Content is interesting
- Appropriateness of content
  - Your page has appropriate content for a wide range of visitors (e.g. Prospective Members, Active DeMolays, Parents, Advisors, etc.)
- How frequently it's updated
- Reach

**Submission Process:** Send an email with the subject line "Website Submission" and the following to [Communications@DeMolay.org](mailto:Communications@DeMolay.org):

- The link to your website
- Information about how many unique pageviews your website is getting per month
- A brief statement about anything else you feel the judges should know about your website to be able to judge it properly

## *Videos:*

### Criteria:

- Production quality
  - The video looks well recorded
  - The video does not have any glaring editing mistakes
  - The video flows smoothly
- Is it interesting?
  - The video is not too long (e.g. it is roughly 3-5 minutes)
  - A person watching the video takes something good away from it
- Does it accomplish its purpose?
  - If your video is intended to be a membership video: would a young man want to join DeMolay after watching it? Would a parent want their son to join DeMolay?
  - If it's a promotional video: would someone want to go to the event you're promoting after watching your video?
  - Was there a different purpose in mind?
- Reach
  - How many people saw your video
  - How you attempted to distribute the video
  - How many people liked/shared/retweeted your video

Submission Process: Send an email with the subject line "Video Submission" and the following to [Communications@DeMolay.org](mailto:Communications@DeMolay.org):

- Information about how your chapter distributed/utilized your video
- The number of people who viewed/shared/liked your video
- A copy of your video (Note: if the file is too large to send in an email, please send the YouTube link instead.)
- A brief statement about anything else you feel the judges should know about your video to be able to judge it properly

## **Promotional Materials/Giveaways:**

### Criteria:

- Design
  - Promotional material/ giveaway looks professional and well done
  - Promotional material/giveaway captures a viewer's attention
- Quality of content
  - A young man who looked at it would be more likely to join
  - A parent who looked at it would be more likely to want their son to join
  - Any information included is accurate
- Reach (How well did you use it? How many people saw it? Where did you use it?)
  - The material was used well, and reached a large, appropriate audience during its use

Additional Notes: This category can include a variety of things, such as banners, flyers, promotional giveaways, t-shirts, etc. Anything you submit must be a material used to promote DeMolay to the general public. A chapter may enter more than one promotional material into this category, so long as all submissions are different types of materials (e.g. you cannot make two different submissions of banner designs).

Submission Process: Send an email with the subject line "Promotional Material/Giveaway Submission" and the following to [Communications@DeMolay.org](mailto:Communications@DeMolay.org):

- Files used in production of the promotional materials/ giveaway (if any)
- Pictures of the finished product
- A detailed explanation of where, when, and how the promotional materials were used throughout the year
- A brief statement about anything else you feel the judges should know about your promotional material/giveaway to be able to judge it properly