Entry Form: Best Social Media

Do your members build connections with each other, their community, and even the world thanks to your great social media? This award recognizes the lodge with the best overall content in one or more social media channels (Facebook, Instagram, LinkedIn, Twitter, Pinterest, Tumblr, YouTube, etc.).

What we’re looking for:

* Friendly, relevant, and grammatically accurate messaging, appropriate for both lodge members and the community
* A variety of posting formats to encourage engagement and participation
* Postings are appropriate for members and the general public
* Demonstrated engagement (likes, comments, member posts, etc.)
* Lodges that demonstrate excellence on a single platform are welcome to apply. Entries will be judged on overall mastery of social media strategy.

**Submission guidelines**

* All entries must be received by August 20, 2019.
* Entries must have been published between October 31, 2018 and July 31, 2019.
* If your lodge is submitting entries in more than one category, each entry must be submitted separately, with its own fully completed entry form.
* Each lodge may submit only one entry per category. Please coordinate with your brethren prior to submitting. Multiple entries received from the same lodge may be subject to forfeit.
* Email your completed entry form to communications@freemason.org with the subject: Lodge Communications Award.

Please contact communications@freemason.org with any questions.

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**Please edit and save this Word doc, providing all of the requested information below. Incomplete entries may be disqualified.**

1. **Contact Information**
* Lodge Name and No.:
* Name of submitting member/s (up to two contacts):
* Email address of submitting member/s:
* Phone number of submitting member/s:
1. **Please list the overall goals for your lodge’s social media efforts.**
2. **Briefly describe your audience (size of lodge, age of members, etc.).**
3. **On which platform/s does your lodge currently have a social media presence? Please list and provide a link to each platform** (ex. Facebook: facebook.com/MasonsofCalifornia).
4. **Has your lodge experienced increased engagement with prospects, candidates, members, or the community because of your social media efforts? If so, please explain.**