



# District 19N Social Media Contest Rules

**A. Promote your club and Lionism** - Lions club social media should be managed to make a bigger impact by connecting with other community organizations, leaders and the general public to spread the word about your club. To be considered for the Social Media contest, your social media platform must:

Contain information about your club so visitors know who you are and how to reach you.

1. Show your local and global community how you serve with posts about current (recently past, present, and upcoming) service projects and fundraisers
2. Ensure proper branding and usage of Lions emblems, colors, and logos
3. Be open to the public to view and have followers from the public (can't be kept an internal secret)

Base points .....50 points

**B. Keep an eye on algorithms** - Social Media platforms give priority to visually engaging content over less visual content, such as plain text. The mere act of adding a photo to your posts can make a huge difference to how many people see it. That's why you see a lot more videos on your Facebook newsfeed than weird status updates from your estranged aunt.

Extra points for posting with Photos ..... 10 points

Extra points for posting with Videos .....5 points

**C. Keep it fresh** – Posts should be frequent (monthly, weekly, or a couple times per week), but not overwhelming to the point people get annoyed or stop paying attention (daily is too much).

Up to 10 extra points for the right amount of posts .....up to 10 points

**D. Jump on the bandwagons** – We've all seen trending hashtags on Social Media and companies jumping on them to endorse their products. While in some instances it can be cringe, it's actually a fantastic opportunity to join a global conversation and a chance to show off your club's personality. It's also a brilliant way to get your name out to new followers who may be interested in things your club is doing. Consider using popular, specific hashtags to expose yourself to a particular audience like, #CityST (e.g. #PuyallupWA), #CelebrateCommunity, #CharityTuesday or #WorldDiabetesDay. Be cautious of making up hashtags or using the wrong ones. Not only will you not reach the right audience, it can make you look a bit out of the loop.

Tag people for extra points ..... 5 points

Use hashtags for extra points ..... 5 points

Use Stories and Reels for extra points ..... 5 points

**E. Interact with your audience** - The clue is in the name: 'social' media. Don't be a faceless profile seemingly talking to an anonymous hoard of people. Not only should your content create conversations and be engaging, it's okay to interact directly with your audience. Responding positively to comments, answering messages, encouraging conversation; all of these are ways to let your audience know who your club is and make them feel like you care about them. If they feel like you're thinking about them, they are more likely to continue interacting and possibly even encouraging their friends to do so too. Or better yet, join your club!

Extra points for engaging with your audience ..... up to 10 points