



Soroptimist International Sierra Nevada Region

Public Awareness Star Awards

The Sierra Nevada Region Public Awareness Awards Program recognizes clubs in four areas:

- ★ Newsletter Star Award
- ★ Website Star Award
- ★ Social Media Star Award
- ★ Innovative Public Awareness Star Award

Clubs can provide entries in any or all of the above areas. Awards will be given for first and second place in each of the above categories. In addition, the club that most successfully uses all of the four areas in promoting awareness of Soroptimist and club activities will be awarded the:

★★★★★ **Five Star Award for Best Overall Public Awareness** ★★★★★

Submission Process

For simplicity and to encourage clubs to enter in many different areas, all entries for all awards are to be sent to:

Tracey Edwards, Five Star Award Chair

4000 Babson Drive
Elk Grove, CA 95758
916-826-9325

fivestar@soroptimistsnr.org

Entries will then be forwarded to the appropriate coordinator for the award:

Newsletter Star Award: Tracey Edwards blastsnr@soroptimistsnr.org.

Website Star Award: Danielle Kennedy, webmistress@soroptimistsnr.org.

Social Media Star Award: Babette Maiss, socialmedia@soroptimistsnr.org.

Innovative Public Awareness Award: Tracey Edwards, fivestar@soroptimistsnr.org .

Any questions about the awards should be directed to the above advisors, but all submissions go to the Five Star Award Chair.

Deadline for submission is March 1 for all awards (entries must be received by that date.) The time frame covered in all areas will be from March 1 to February 28, so that events covered that occur after the March 1 deadline can be included in the following year's awards.

Eligibility for the Five Star Award requires clubs to submit entries for each of the four awards: public awareness, newsletter, social media, and website.

Newsletter Star Award

Clubs and districts that publish print or email newsletters are eligible for the outstanding newsletter achievement awards, presented at the SNR Annual Conference. Criteria for the award reflect that the primary audience for newsletters is club members, and that the purpose of newsletters is to inform, involve and inspire recipients regarding club activities and the Soroptimist mission.

Criteria

Newsletters will be judged using the criteria below:

1. Newsletter Content (50 points)

- Club calendar, and articles on club and member activities
- President's message or editorial
- Sierra Nevada Region, SIA and SI news
- Community, national or international articles related to Soroptimist mission

2. Professional Appearance (30 points)

- Attractive and easy to read format
- Use of graphics, art, and photos
- Use of SIA, SNR, SI logos, emblem and/or mission statement
- Table of contents and publishing information

3. Distribution List and Production Description (20 points)

- Current club membership
- Club website and social media sites
- SNR E-Blast
- Your District Director
- SIA Communications Director at SIAHQ@soroptimist.org
- Other interested parties (e.g. Friendship Links, past and potential members, service beneficiaries, other community groups)
- The description of how your newsletter is produced or generated, including the person or committee responsible for the newsletter and how information is submitted or gathered

Submission Process

1. Email one copy each of **three** issues from the period March 1 through February to fivestar@soroptimistsnr.org. (PDF attachments are preferred.)
2. Describe your Distribution and Production Description (see #3 above). You do not need to indicate specific email addresses in your distribution list, but please clearly list the categories or key people to whom your newsletter is sent.
3. Please describe **how** each issue of the newsletter is developed (committee, editor, submission of articles, etc.)
4. Include the name of your editor, their email and phone number.

Questions? Contact JoyceBrown-blastsnr@soroptimistsnr.org

Website Star Award

Clubs and districts that maintain a website are eligible for the Website Star Award. Websites are often a person's first point of entry into your club or district. Not only are websites a source of information for the visitor, but also are tools to generate publicity. To bring visitors back to your website, it is important that the design of the website is clear and simple, the content is interesting and current and the website technically works as a visitor would anticipate.

Criteria

The Website Star Award will be based on the design, content, and usability of your website.

Design (25 points)

- Does the site reflect its objectives?
- Is the design clear and simple?
- Are the colors, graphics, photos, fonts and other elements clean and readable?
- Is there a consistent look and feel throughout the site?
- Does the navigation appear on all pages and is it easy for users to move around the site?

Content (50 points)

- Is the content organized such that users can easily find what they need?
- Does the Home Page contain the Soroptimist logo, mission statement and tagline "Best for Women"?
- Are there sections on club and Soroptimist programs, membership, events, and how to contact the club/district? Is there a secure section for members?
- Are there links to and/or content about other levels of Soroptimist (i.e. SI, SIA, Region)?
- Is the information current and updated?

Usability/Technical (25 points)

- Does each page have a Title, META tag with keywords and keywords repeated in the content?
- Are all internal and external links working and current?
- Is the site viewable with major web browsers: i.e. Internet Explorer, Safari, Firefox, Chrome?
- Have ALT tags (Alternative text) been provided for all images and photos?
- Do the pages and/or images load quickly?
- Is the site web compliant to standards set forth by W3? (see www.W3.org)

Submission

Email the following information to fivestar@soroptimistsnr.org by March 1. ***Be sure to include all the information requested.***

- Submitting Club or District
- Website Address
- Contact Person: name, email address, and phone number
- What is the objective for your website? (50 words)

Questions: Please contact **Danielle Kennedy**, webmistress@soroptimistsnr.org.

Social Media Star Award

Clubs that use Facebook and other social media to promote awareness of Soroptimist International and club activities are eligible for this award. The more your club uses these pointers, the more successful your club will be in using Facebook and achieve more points toward earning this award.

Criteria

Facebook

- Your club information should be posted in the 'About' section. This should include your mission statement, overview of your club, where you meet, contact information, etc.
- Soroptimist Logo is displayed as your profile picture.
- Cover photo reflects an active and vibrant club.
- Created A Page as a Non-Profit Organization to take advantage of Insights & Promoting.
- Have an address that can easily direct people to your page.
- Your reach: number of 'Likes' that you have? If you have setup a Personal page, the number of 'Friends'; Group page, the number of 'Members'.
- Posting of Photos, events, and wall posts on a regular basis.
- Tagging of people in your photos and commenting on what is happening.
- Extending invitations to your fan base.
- Posting results from special events, awards and other topics.
- Followers commenting on posts you make.
- Sharing news from other Soroptimist International organizations including Live Your Dream.
- Keeping a professional image of your organization.
- Have a committee to monitor and post social content.

Other Social Media

Let us know about other media used to extend your message, such as: Twitter, LinkedIn, Meetup, Blogs such as Tumblr or others, Instagram or other.

Submission

1. Include the **link** to your Facebook web address along with the following information in your email:

- Club Name
- Name of contact person, email address, and phone numbers
- List of other social media strategies and links to those.

2. Attach the results from your Insights results for last 90 days, only for Organization pages. (See the directions below)

Questions? Contact Social Media Star Award Coordinator, **Babette Maiss**, socialmedia@soroptimistsnr.org.

Instructions for obtaining your Facebook web address:

- Login to your Facebook account
- Go to the page you manage.
- Highlight the text in the address bar of your browser. Copy this text. Paste it into your submission email.
- Example text: <https://www.facebook.com/Soroptimst.SierraNevadaRegion/>

Instructions for **Insights results** (last 90 days only for Organization pages)

- The administrator of the page can access the Admin Panel above the cover photo on your page. Click on **Insights** at the top of the screen. You will be taken to the Overview page. Near the Page Summary, select **Last 28 days** and wait for the screen to refresh. Print this page to PDF and attach to your submission.
- Click on **Reach** on the left of the screen. Click on the **1Q** link to show the last 90 days. Print this page to **PDF** and attach to your submission.
- Attach these two PDF files to your email submission.

Innovative Public Awareness Star Award

This award recognizes clubs that use publicity to help create good public relations for Soroptimist International in their communities and within the region. It can be traditional publicity or 'outside the box' public awareness.

Criteria

Entries will be judged on the following criteria:

1. How was your method innovative in raising awareness of your club and Soroptimist?
2. How successful was your method? Did it have a measurable outcome?
3. How can your efforts be duplicated by other clubs to further the Soroptimist mission?

Submission

Email the following information to fivestar@soroptimistsnr.org by March 1. ***Be sure to include all the information requested.***

In 200 words or less (emailed) describe your methods or programs for getting publicity/raising public awareness for your club. Send only your 200-word description. If additional information or support is needed, the Region Advisor will contact you.

Include in your email:

- Name of Club or District
- Website Address
- Contact Person
- Contact Person E-mail address
- Contact Phone Numbers
- Best time to reach