

SOCIAL MEDIA AWARD

Deadline for Nominations is Friday, June 30, 2017

In today's world, social media is a vital communications tool that enables organizations to communicate online with their key audiences anytime, day or night. In many cases, it is the hub of an organization's communication strategy. This award is designed to encourage local associations to elevate their awareness of social media as a vital communications tool that contains content that is current, accurate and relevant to the audience.

In addition to the social media having a focus on the local association, it should also be a reflection of the vision and values of Community Living. It should:

- Speak to local issues relevant to the audience,
- Connect to the broader Community Living network,
- Seek ways to engage visitors and build community,
- Speak to the services and supports offered as well as to the association side of the organization.

How recipients are chosen?

A selection panel is made up of members of the Community Living Ontario Awards Committee.

Each submission will be considered based on:

- Content that reflects the vision, values of Community Living, and is relevant to target audiences.
- Content is kept current and up to date.
- Pleasing to the eye, draws in the visitor.
- Easy to navigate and find information.
- Engages and encourages dialogue with visitors, raising the profile and awareness of the organization.
- Is it easy to read and understand?
- Consistent with and contains elements of Community Living Ontario's brand.

Where can I apply?

Send nomination form via email to: awards@communitylivingontario.ca or

**Social Media Award
Community Living Ontario
1 Valleybrook Drive, Suite 201
Toronto, ON M3B 2S7**

For more information, email: info@communitylivingontario.ca
Telephone: (416) 447-4348 or 1-800-278-8025

Nomination for Social Media Award

Association Name: _____

Telephone: _____

Social Media Site Address: _____

Name of Coordinator: _____

Please outline below how your social media meets the following criteria:

- Audience: Who is its intended audience?
- Content: Content that reflects the vision, values of Community Living, and is relevant to target audiences.
- Dynamic: Content is kept current and up to date
- Design: Pleasing to the eye, draws in the visitor
- Functionality: Easy to navigate and find information
- Interactive: Engages and encourages dialogue with visitors, raising the profile and awareness of the organization. Builds a community of supporters and Community Living “Champions,” and in turn may be used to generate new advocacy supporters, donations, volunteers, event support and brand awareness.
- Accessibility: Is it easy to read and understand?
- Consistency: Consistent with and contains elements of Community Living Ontario’s brand.

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