

COMMUNICATIONS AND SOCIAL MEDIA AWARD

Deadline for nominations is Friday, June 29, 2018

In today's plugged-in world, it can sometimes be difficult for a member organization's mission and activities to be communicated effectively with stakeholders. This award recognizes the outstanding achievement of organizations that use social media, newsletters, and/or websites to foster positive, socially-relevant information and messaging among people supported, families, and the broader community.

Who is eligible to apply?

This award is open to member organizations that have demonstrated excellence in promoting messages of inclusion and community involvement through a combination of social media, newsletters, and/or their websites. Submissions in any or all of these areas are encouraged.

How are recipients chosen?

A selection panel comprised of members of the Awards Committee.

Newsletter and social media submissions should:

- Be original and of high quality;
- Clear, accessible language;
- Speak to current, local issues relevant to the audience;
- Connect to the broader Community Living movement;
- Seek ways to engage readers and build community;
- Speak to services and supports offered;
- Demonstrate sensitivity to language and labeling of people; and
- Be pleasing to the eye and draw in readers/visitors.

Website considerations should:

- Contain a wealth of information on the organization's programs and advocacy, and be easily readable and navigable for people of all abilities.

Where to apply?

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

Communications and 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 Communications and Social Media Award

Name of organization: _____

Telephone: _____

Social media site address(es): _____

Website: _____

Names of editors/coordinators/web designers:

For newsletter submissions:

If submitting newsletters, the enclosed issues should have been published over the past year.

For social media and website submissions:

Please outline below how your social media channels meet the following criteria:

- A specific audience;
- 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 (website);
- Easy to navigate and find information (website);
- 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; and
- Consistent with and contains elements of Community Living Ontario’s brand.

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

Communications and 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