

COMMUNICATIONS AND SOCIAL MEDIA AWARD

Deadline for nominations is Friday, June 28, 2019

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.

2018 Recipient: Community Living Sarnia-Lambton



In the photo (from left to right): Raina Flexhaug, Chris Beesley, Bob Vansickle (Supervisor of Employment Transitions at Community Living Sarnia-Lambton), and James Taylor.

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.

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