

**THE SUBMISSION DUE DATE IS APRIL 15**

**SUBMIT HERE YOUR SOCIAL MEDIA HERE:** [goo.gl/fKHdaq](http://goo.gl/fKHdaq)

**Based on best use of Social Media overall, through the platforms of Facebook, Twitter, Instagram, and Snapchat.** Chapters that enter will only need 1 platform to submit, but are free to enter more than 1 for an additional 5 points for each one, where they must keep a regular presence.

**Recognition will be given for the best usage of Social Media overall,** so the more platforms a chapter has, will better their chances!

**How to enter the contest:** Chapters will submit a form through a Google Forms (which will be made editable for chapters if they decide to create another platform for their JCL)

**Judging:** This contest will be judged based on 2 areas. Chapters will be divided by SMALL, MEDIUM, AND LARGE. (Extra small and small will combine, medium will be one, and large & extra large will be combined)

- 1. Currency of Information-** The main purpose of a chapter's SM should be to keep their members engaged and informed. These platforms should be regularly updated to cover recent events and provide information for upcoming events/meetings.
- 2. Social Media Execution-** This will be based on how chapters keep their platforms relevant to JCL/the Classics (what kind of posts are posted), and creativity/aesthetics. This will also include the different platforms utilized!

**Judging will start from posts posted on October 1, 2018**

**#GJCLSTATE19:** This will be the official hashtag for State Convention this year, so tell your chapter to use this while posting content DURING STATE CONVENTION for extra bonus points! (The maximum is 5 points and each tag is worth 1 point.) Don't forget to tag us on all our social media as well!

**FOR SNAPCHAT:** Please send screenshots to [historian@gjcl.org](mailto:historian@gjcl.org) of your stories and the amount of people that have viewed them with the header of *GJCL SM CONTEST*, your name, and chapter!

<b><i>Area of Critique</i></b>	<b><i>Maximum # of points</i></b>	<b><i># of points earned</i></b>
<b># of Social Media Platforms</b>	<b>20</b>	<b>/20</b>
<b>Relevancy to JCL/Classics</b>	<b>25</b>	<b>/20</b>
<b>Creativity/Aesthetics</b>	<b>25</b>	<b>/20</b>
<b>Engagement</b>	<b>30</b>	<b>/30</b>
<b>Total</b>	<b>100</b>	<b>/100</b>