

California Garden Clubs, Inc.
2021-2023 Evaluation Form
Deadline: Postmarked by December 1

No Book of Evidence. The 2021-2013 **CGCI Award Application Form (cover sheet) and MAXIMUM 3 sheets** of paper, front side only) is the entry. Place this evaluation form in an envelope and include with the entry.

Place this form in an envelope attached to the CGCI Award Application Form. It will be used by the judges.

52. SOCIAL MEDIA AWARD

1st \$75, 2nd \$50, 3rd \$25. To clubs

Sponsor: Carol Vallens

Eligible for PRGC Award 18A & NGC Award MAE-2B

Submit by **DECEMBER 1** to Social Media Chairman Pat Claves, 72946 Ken Rosewall Lane, Palm Desert, CA 92260-5905.

NOTE: Submit a CGCI Application Form and include the following information on a separate piece of paper (may take up to 3 pages, front side only): Social media page address (URL), who maintains site, how often updated and cost (if any), etc. Ease of navigation will be considered while judging (live online) from the page. Page must have at least a portion available for viewing by the public (not just club members). **Do not submit paper copies of the social media page.**

	<u>Points</u>	<u>Score</u>
SCALE OF POINTS:		
Meets deadline	5	_____
All Information is included on CGCI application form and on additional piece/s of paper (social media page address, who maintains site, how often updated and cost (if any), indicate if page is designed and managed by club member/s or if page was professionally designed (e.g., designed by former club member; currently maintained by Mary Smith, Club President, etc.).	10	_____
Presentation Design/appearance: attractive, engaging, easy to view. Cover photo or logo included.	15	_____
Achievement Club information present/easy to find. "About" page includes membership in District, CGCI, PRGC and NGC, and contact info for club.	15	_____
Content Educational, informative. Includes videos and links to educational sites including CGCI, PRGC and NGC, and includes reposts from NGC, PRGC, CGCI social media pages/newsletters/websites, etc.	25	_____
Promotion Promotes CGCI and NGC objectives. Include meeting notices (date, time, place and, if inviting public to attend, include contact info).	20	_____
Maintenance Updated regularly.	10	_____

Club _____

District _____

Claves 2022