Section E5 Social Media Competition Scoring Sheet

Lodge Presenting: _____

Description: The Social Media Competition encourages each lodge to expand and refine their social media presence to better engage members, share timely information, and showcase lodge activities.

Presentation: One youth representative from each lodge will showcase a comprehensive presentation outlining their lodge's efforts in social media creation and distribution. Each presenter will be given 15 minutes to present all material that he or she has prepared. Presentations should include both quantitative and qualitative information that appropriately represents their lodge. A final copy of all presentation materials and documents must be submitted to the Section Secretary (secretary@e5.oa-scouting.org) prior to Section Conference in order to be used in the competition.

Scoring: After the presentation period, there will be a 5-minute period where the presenters can ask questions about the presentation; following the period for questioning, presenters will score the presentation. Any time period may be amended at the discretion of the Section Secretary.

Evaluation Criteria	Points Awarded	Max Points
Distribution		**30 Total**
At least twelve posts made during a lodge's program year, incorporating a mix between standard posts, reels, and/or stories		Yes = 10 No = 0
Posts are made consistently (at least once per month)		10 (-1 for each missed)
Posts include timely and relevant information (events, announcements, etc.)		Yes = 5 No = 0
Lodge actively posts on multiple platforms (e.g., Facebook, Instagram)		Yes = 5 No = 0
Layout		**35 Total**
Posts are visually appealing and use graphics, photos, videos, or other media effectively		15
Posts are visually balanced with clear use of space, images, and text		5
Posts follow a consistent theme/style aligned with lodge branding		10
Posts use platform-specific features appropriately (stories, reels, links)		5
Content		**35 Total**
Posts clearly communicate upcoming events, dates, times, and locations		10
Posts include lodge announcements, news, or updates		Yes = 5 No = 0
Posts feature event highlights or recaps		Yes = 5 No = 0
Content promotes lodge spirit, engagement, and participation		10
Posts are accurate and free of grammatical, typographical, and factual errors		None = 5 Few = 3 Major = 0
Total Points		**100 Total**