

## WSEA Online Presence Award Program

### Lodge Online Presence Scoring Descriptions:

#### Elks.org Virtual Page (total possible points 62)

- 5 points for having a current (that month) news item
- 5 points for having hours open posted (Facilities)
- 1 point each for having all newsletters since April 1 of current Elks Year (max 12)
- 5 points for having Newsletters Password Protected for Elks Members (Not just lodge members & Not Public)
- 5 points for having the officers current
- 1 point each for current officer pictures (Exalted Ruler, Leading, Loyal & Lecturing Knight, Secretary, Treasurer, Chaplain, Tiller, Inner Guard, Esquire)
- 5 points for active and current lodge Calendar
- 5 points for having a facebook page link embedded in the main page, 2.5 points for a facebook link in the link section (max 5 points)
- Up to 10 points (subjective) for overall graphics, use of photos and design and extra content.

#### Lodge Web Page (total possible points 47)

- 5 points for having a lodge website
- 5 points for hours of operation and contact information easily located
- 1 point each for having a news item for each month since April 1st (max 12)
- 5 points for active and current lodge Calendar
- 5 points for having a facebook page link embedded in the main page, 2.5 points for a facebook link in a link section (max 5 points)
- 5 points for having a link to the Lodge Newsletters on Elks.org
- Up to 10 points (subjective) for overall graphics, use of photos and design and extra content

#### Lodge Facebook (total possible points 25)

- 5 points for having a presence on Facebook
- 5 points for having a public page not a group or person as the lodge presence  
\*\*Hover over the Like button and if it says like page then it's a public page
- 5 points for having activity (photos, comments, posts, etc...)
- 5 points for having lodge information (hours of operation, etc)
- 5 points for having events scheduled, 2.5 points if only recent past events show but no upcoming events

#### Instagram (total possible points 10)

- 5 points for having a lodge Instagram account
- 1 point each month for having a post for each month, January through May (Max 5 points)

#### Twitter (total possible points 10)

- 5 points for having a lodge twitter account
- 1 point each month for having a post for each month, January through May (Max 5 points)