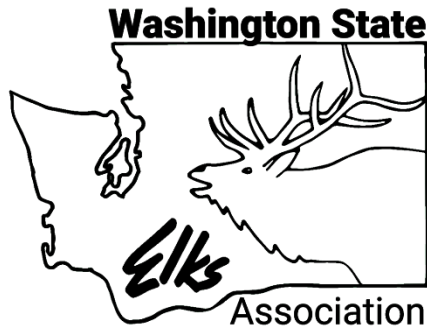


WASHINGTON STATE ELKS ASSOCIATION
PUBLIC RELATIONS COMMITTEE

BENJAMIN BRADEN
Online Presence Contest Administrator

For WSEA Local Lodges



7759 Dibble Ave NW
Seattle, WA 98117
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**To: Washington State Elks Association Vice President(s), Program Advocates & Local Lodges:
The following has been approved by the Washington State Elks Association Executive Committee.
Local Lodge Online Presence Contest**

Recognizing the importance of engaging both our membership and communities to build more active lodges, retain more active members and bring in more members from our communities, the Washington State Elks Association, through our Public Relations committee present the Online Presence contest. Local Lodges that keep their membership and community informed and aware of current lodge events & programs, community activities & projects along with State & Grand Lodge programs through an online presence including: the Lodge elks.org virtual page, a Lodge website & Social Media such as Facebook, Instagram, Twitter, will compete against other Lodges to win.

There will be a single Online Presence winner per District that will be awarded a framed certificate. The State lodges will also be scored against each other for special State Online Presence, Virtual Homepage & Lodge Website award certificates and award checks.

All state lodges will be judged in this contest and all are encouraged to complete a copy of the online presence information form and submit it to Internet & Technologies coordinator to make sure that lodge pages are not missed in the scoring.

Each lodge's online presence will be accessed between the close of the Washington State Elks Association Winter Convention and May 15th by the Website Contest Judges.

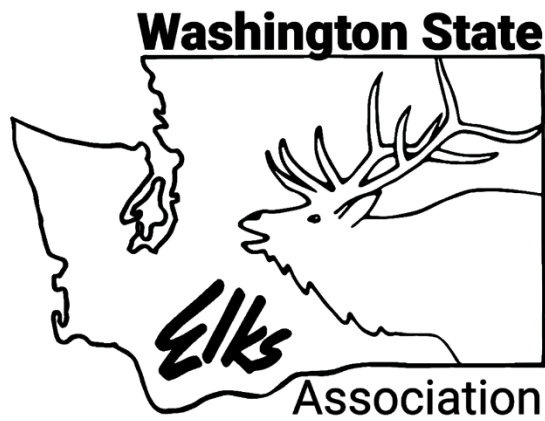
The Judging Criteria for the Contest is as follows:

- **Content**-News of Local lodge programs & events and the timeliness of this content
- **Presence**-Lodge presence on various social media outlets
- **Relevance**- timeliness of information and consistency of information posted
- **Graphics**- Overall continuity of sites; Use of photographs or graphics
- **Relaying the story Elkdom-telling your Lodge's story**- Spreading our message, that "Elks Care, Elks Share!" through pictures and words.

Specific judging criteria is available on waelks.org/resources/

All inquiries to: Benjamin Braden, WSEA Internet & Technologies Coordinator, 7759 Dibble Ave NW, Seattle, WA 98117 E-mail: benjaminbraden@aol.com

Washington State Elks Association Public Relations & Internet Committee



LOCAL LODGE WEBSITE AWARD

~ *Online Presence Information Form* ~

Each lodges Elks.org virtual Page is automatically entered in the contest

Web Page Address (not your elks.org page): _____

Facebook Page: _____

Instagram: _____

Twitter: _____

Local Lodge Name & Number _____

Address _____

Phone & Email Contact _____

Authorized Signature _____, Title _____

(Name printed) _____

~ Register before & during the WSEA Winter Convention ~

Entry to: Benjamin Braden
WSEA Online Presence Contest
7759 Dibble Ave NW
Seattle, WA 98117

E-mail: benjaminbraden@aol.com