

Social Media Contest

Deadline: May 31st, 2019

This contest is for best use of Social Media overall, through the platforms of Facebook, Twitter, Instagram, Snapchat and Pinterest. Chapters who enter need only have a minimum of one account, but will be granted an additional 10 points for all other platforms on which they maintain a regular presence.

Recognition will also be given for the best use of each individual platform: Facebook, Twitter, Instagram, Snapchat and Pinterest.

How to enter the Social Media Contest: Entries for this contest will be accepted from Dec. 1 until May 31. To enter, send an email to the NJCL Publications Chair, Kurt Ristroph, publications@njcl.org and the NJCL 1st Vice President, Aleah Malik, vp1@njcl.org as soon as your social media accounts are ready. Please include in your email:

1. The name of your local chapter
2. The state chapter with which your local chapter is affiliated
3. Links to each of your social media accounts
4. The name of the student who runs these accounts and his/her email address

If an account for another platform is created in the middle of the year, please send the Publications Chair and 1st Vice President an email.

These categories are limited to chapters in good standing; therefore, each chapter is held to at most one entry. Social media accounts must have been developed by JCL member(s) in good standing; however, these accounts may contain materials developed by previous students who are no longer JCL members.

There are two discrete areas in which social media will be judged:

1. **Currency of information.** To keep members informed and engaged, social media accounts should be frequently updated to cover recent events and provide information on upcoming activities. Each entry to the contest will be eligible to earn five (5) points per month (from December through May) for a total of 35 points. Currency points for the month of December, for example, will be accepted from Dec. 1 until Jan. 1. There is an extra 10 points for updating every month.

A chapter may enter the Social Media Contest without entering currency updates. However, if the chapter DOES wish to earn currency points, the student running the

accounts should email the NJCL Publications Chair during any month in which there are updates to the site. The email should include a list of links or other descriptions pointing to the accounts that have been updated or added during the previous month. To be considered for the five points, the email must be sent to the NJCL Publications Chair by 11:59 PM CST of the first day of the following month with the subject line: “NJCL Social Media Contest entry”. For example, to be considered for five points for February, the email must be sent by 11:59 PM CST on March 1.

Most platforms are able to be viewed through a link to the account: Twitter, Facebook, Instagram and Pinterest. However, entries for Snapchat must be downloaded by the user who runs the account and sent to the Publications Chair, either each month for currency points or by June 1.

2. **Social media execution.** The second facet of judging will take place during the months of May and June and will involve an in-depth examination of the accounts against various judging criteria as provided in the rubric below.

Engagement	Points
Posts encourage feedback from or interaction with followers	15
Number of likes, comments generated	15
Engagement with audiences outside JCL followers e.g. Linking to a classical studies organization, sharing a New York Times article on ancient Rome	15
Percentage of follower growth between initial entry and May 31	15
Total points	60

Content	Points
Relevant to JCLers and/or the classics	5
Diversity: style, genre, and subject of posts	15
Spelling, grammar, and quality of writing	10
Written or posted in an engaging manner directed more toward a web audience	15
Creativity: uses all aspects of the platform available	15

Total Points	60
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Use of Platforms	Points
Number of different platforms utilized: Twitter, Facebook, Instagram, Snapchat, Pinterest	50
Types of posts are appropriate for specific platform used	20
Total Points	70

Grand Total of Points	190
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Points received according to the chart above and monthly points awarded for 'currency of information' will be added to determine final placement of the entries. Judges have the discretion to deduct points for any inappropriate posts on or use of social media. Any questions regarding this contest should be directed to the NJCL 1st Vice President or the NJCL Publications Chair.