

The Grand Social Media Award 2017

The Public Relations Committee of the Grand Lodge of Iowa A.F. & A.M. encourages Lodges to establish and maintain a robust presence on Facebook as a leading social media platform. The Grand Lodge has established this Grand Social Media Award to recognize those Lodges that have exemplary social media outreach. Social media posts may be for the purpose of communicating directly with Lodge members, may feature accounts and photos of recent and upcoming Lodge activities, as well as highlight items of general Masonic education and interest. Additionally, the committee will take into consideration for merit any Twitter accounts as employed by a Lodge as supplemental to their social media activities.

If your lodge has a Facebook Page, send the page address (as well as any supplemental Lodge Twitter account names) for consideration by July 31, 2017 to [**PublicRelations@gl-iowa.org** pending establishment of address]

Lodges with outstanding social media presence will be recognized at the 173rd Annual Communication of the Grand Lodge of Iowa which will be held in September of 2017 in Davenport. The top three Lodges in this category as determined by the Public Relations Committee will receive recognition at the Annual Communication.

Compulsory Facebook requirements for The Grand Social Media Award:

- ✓ Lodge name and number prominently displayed
- ✓ Lodge meeting place with street address available in “About” section
- ✓ Stated Meeting day and time clearly posted
- ✓ Accurate Lodge contact information (email and/or phone) in “About” section

Additional elements to be considered for merit:

- ✓ Relevant, attractive and inviting cover photo
- ✓ Relevant and properly formatted profile picture or graphic.
- ✓ Regular and consistent posts detailing activities of the Lodge
- ✓ Actively maintained calendar
- ✓ Actively maintained list of upcoming events
- ✓ Pictures or videos of Lodge events and activities
- ✓ Posts of general Masonic interest or education
- ✓ Link to Lodge website if applicable or a link to the Grand Lodge website

Twitter account activity to be considered for additional merit:

- ✓ Tweets promoting upcoming Lodge events
- ✓ Tweets of general Masonic interest.
- ✓ Quantity of account followers.

For more information, contact Public Relations Committee Chairman, Thomas Cox, at [PublicRelations@gl-iowa.org] or contact the Grand Secretary’s Office of the Grand Lodge of Iowa at (319) 365-1438.