

Category:

- Resident Participation

Questions:

- How well does the entry reflect an understanding of its target audience?
- How effective is the program in addressing its objectives and achieving its goals?
- Rate the strategy, tactics, measurements, and timeline used for the program.
- How well does the program show creativity and innovation in its efforts?
- Rate the overall success of the communications or marketing program.
- Single Post, Campaign, Overall Strategy
- Weight .15
- Does social media support campaign objectives, events or overall communication tactics for organization?
- How effective is the entry in increasing engagement/followers/fans/hits/etc.?
- Rate the overall look and feel of the entry. (Evaluate the effectiveness of its graphic design.)
- How well does the writing fit a digital format?
- Rate the effectiveness of the entry's use of the social media platform