SEFAA

2025 Circle of Excellence Awards
Social Media Excellence of the Year
Nomination Kit 3

**Preparation checklist: Use this form for reference prior to submitting your online nomination. The following items are required to properly submit a valid online nomination.
** Please note a nominee will receive zero points for not submitting the criteria.

1. Nominator Information **(REQUIRED)**
   a. Name
   b. Phone Number
   c. Email

2. Community Information **(REQUIRED)**
   a. Community Name
   b. Management Company Name
   c. Phone Number
   d. Email
   e. Community/Property Manager Name
   f. Community/Property Manager Phone Number
   g. Photo Representing Community's Website

3. Marketing/Collateral **(20 POINTS)**
   a. Community Website Link
   b. Social Media Pages
   c. Online Advertising
   d. Submit the marketing plan for the community through online ads, social media, website, etc.

4. Narrative **(60 POINTS)**
   a. Provide a thorough narrative of the community's attributes that justifies their consideration for this award. Consider including the following:
      i. Virtual Engagement
      ii. Instagram Account
      iii. Social Media Plan & Results
      iv. Yelp Account
      v. Google Plus Account
      vi. Twitter Account
      vii. Facebook Page
      viii. Additional social media
      ix. LinkedIn Page
      x. Website Content
      xi. YouTube Account

5. Supporting Documents (November 2022 – October 2023) **(20 POINTS)**
   a. Upload a minimum of (5) supporting social media examples. We encourage you to include, design concepts, videos, analytics, and/or testimonials. Proprietary or internal information can also be attached and will not be shared with the public.

6. Additional Attachments **(OPTIONAL)**
   a. Nominees may submit additional documents (photos, videos, presentations, etc.) to further make their claim for this award.