



2024 Circle of Excellence Awards Social Media Excellence of the Year Nomination Kit 6.1

***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 | e. Community/Property Manager Name |
| b. Management Company Name | f. Community/Property Manager Phone Number |
| c. Phone Number | g. Photo Representing Community's Website |
| d. Email | |

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.