



## Social Media Presence Award

### Nomination Application

The International Marketing & Membership Committee (IM&M) is pleased to invite IRWA Chapters and International Committees to apply for the Social Media Presence Award. IM&M will review the applications and select the winner, which will be announced during the 2024 Annual International Education Conference in Long Beach, California.

This award recognizes the outstanding social media efforts of IRWA Chapter and International Committees for their promotion of membership, education and designations while fostering a vibrant online community of right of way professionals.

This application, along with all supporting information and material, should be sent via email to IM&M Chair Jake Farrell, SR/WA, at [jfarrell@oppd.com](mailto:jfarrell@oppd.com) by February 1, 2024, to be eligible for this award. All Chapters and International Committees with at least one social media account are encouraged to participate.

### Submissions for this award should be via letter of nomination with the following information included:

- Chapter or International Committee name.
- Contact information, if applicable, for the social media account manager, Chapter president or International Committee chair.
- **ALL links to ALL social media accounts** associated with the Chapter or International Committee being nominated including, but not limited to:
  - LinkedIn
  - Facebook
  - X (f/k/a Twitter)
  - Instagram
  - TikTok
  - Snapchat
  - IRWA Member Network
- Applications may include examples of social media posts, photos, analytics, video and/or any other support material along with the letter of nomination.
- Submissions must be 500 words or less.

**Nominations shall be judged on the following criteria:**

1. Promotion

- How well does the nominee overall promote:
  - IRWA as an organization
  - Membership
  - Education (SR/WA and other designations)
  - Chapter, Region and International events
  - Right of way industry

2. Consistency

- Is the nominee's presence on one or more social media platforms consistent?
- Does the nominee post an average of one or more times a week on each social media platform?
- Does the account receive consistent engagement?
- If the nominee utilizes more than one social media account, does the information contained within the accounts align with each other?
- Is the information on social media consistent with the corresponding nominee's website?

3. Creativity and Innovation

- How does the nominee show creativity in the posts or use of social media account(s)?
- Does the nominee use fun graphics, photos, videos or memes?
- What other innovative uses has the nominee shown through its social media account(s)?

4. Engagement

- Does the nominee have engagement and interactions with posts?
- Is the nominee responsive to questions or comments on the posts?
- Has the nominee engaged other IRWA Chapters, Regions, International Committees, etc., with posts and/or tags?
- Overall engagement and steadiness of the nominee's social media practices across accounts