



Social Media Presence Award

Official Nomination Form

Submission Deadline: February 1

Eligibility: All IRWA Chapters and International Committees with at least one social media account, except winners of this award for the past three years

Submission Email: stephanie@yasminstumplaw.com

Submission Items: Application, letter of nomination and supporting material

Winner Announcement: One winner will be announced at the Awards Luncheon during the Annual Conference

Award: Recognition plaque awarded to the Chapter or Committee

Description

Introduced by the International Marketing & Membership Committee (IM&M) in 2024, this award recognizes the outstanding social media efforts of IRWA Chapters and International Committees for their promotion of membership, education and designations while fostering a vibrant online community of right of way professionals. Nominations will 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/profession

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

Social Media Presence

Award Nomination Application

Nomination Information

Chapter or International Committee Name _____

Social Media Contact Name _____ Email _____

Cell Phone # _____ Chapter # _____

Social Media Account Links (include all accounts)

LinkedIn _____

Facebook _____

X (Twitter) _____

Instagram _____

TikTok _____

Snapchat _____

IRWA

Member Network

Other _____

Support Material

Applications should include a brief letter of nomination (maximum 500 words), and may include examples of social media posts, photos, analytics, video and/or any support material.

Nominator Information

Name _____ Chapter Position _____

Chapter # _____ Region # _____

Cell Phone # _____ Email _____