

Best Use of Social Media

Category description: The use of Facebook, Twitter, Instagram, YouTube or other social media channel to communicate with members and the public. Judged for effective use of the medium to convey the union message.

Submit only one social media channel (Facebook or Twitter or Instagram) with the name and URL of the page or feed. Cut and paste the URLs in the Explanation field below. An explanation is required.

Local name and number _____

Fewer than 500 people in unit **More than 500 people** in uni

Contact name for questions _____

Contact phone _____

Contact email _____

Names of pages/feeds _____

Publication date _____

Creator(s) name and title(s) _____

Audience _____

REQUIRED – Explanation of intent, frequency, outcomes, and any other relevant information: