A. General Perspective
With SNAME being an ever-growing community, Microsites are a key asset to engage members. Students Sections are the first-place young students learn about SNAME- activities, networking, and the opportunities available to members.

This year, the Microsite Competition is designed to both inspire and challenge each student section to produce content for their sites and get student members engaged. We want to keep this community growing! Student section’s overall internet presence should not be constrained at the microsite but try to expand and establish its presence in social media in order to increase engagement and traffic to their site.

B. Grading System
The competition will focus on 5 main points:

Essential SNAME info (20%)
This Category is mandatory! Entries will not be valid without this info on the site. Provide all the essential information about SNAME to both members and non-members. As an official SNAME Student Section, include:
- What is SNAME?
- SNAME in your university (your student section and officers)
- Student member benefits
- Activities of SNAME
- Information about Young Professionals
- Link to the SSC site and social media accounts

Visual Identity (20%)
Be creative and produce images, logos, poster and other material to be used on the site and the social media accounts. First, you can start by creating a logo for your student section by combining your university colors or logo with the logo of SNAME or some other naval architecture-oriented picture. You can also use your university colors for the site. Take pictures of your events, members, and other interesting things around your area. Be creative and you can create some hype around your section!

Content Creation (25%)
Your site will have visitors and you should give them reasons to come back. Create a real presence for your community on the web. Create stories, let your members write articles. Even share with your site visitors your SNAME experience! You shall keep the SSC updated on your content and they could share one of your posts or articles!

Social Media (25%)
Create and maintain an account for your student section on all major social media platforms. We generally recommend Facebook, LinkedIn, Twitter and Instagram, but you have the freedom to use whatever platforms you want. Make sure to use graphics you created and post links to the stories on your site. Our goal is for our social media followers to become site followers as well. The judgement in this category will be based both on the number of followers and the frequency of updates.

Community Building (10%)
The SNAME website platform consists of Social-based communities. Each section is a community and every member can join their sectional community. Have your members register on SNAME.org and become a member of your sectional community. The judgement here will be based on the number of members of each community.
**SPECIAL CHALLENGE:** For this year you are asked to create a Video (or an automated Power Point presentation) that briefly describes SNAME and demonstrates your Section's activities, related or not to the marine industry, to the world!

Every Student Section that **delivers** this video/presentation will be awarded with a $+10\%$ bonus in his total points, for the microsite competition. Also, the **best** video/presentation will get a $+20\%$ bonus and the **top 3** will be **posted** on the SSC social media and microsite!

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