A. General Perspective

With SNAME being an ever-growing community, Microsites and Social Media are a key asset for membership engagement. Students Sections are the first place students learn about SNAME activities, networking, and membership opportunities. We want to keep this community growing!

This year’s competition asks student sections to develop their microsite as a source of essential information where members and non-members can discover the benefits of joining the SNAME community. Beyond that purpose, microsites should lead viewers to your section’s Social Media pages. Be engaging! Share your story!

B. Grading System

The competition will focus on 4 main points with a bonus challenge:

1. Essential SNAME info (25 points)

This category is mandatory! Entries will not be valid without this info on the microsite. Provide all the essential information about SNAME to both members and non-members. As an official SNAME Student Section, include:

- What is SNAME? (4 pts)
- SNAME at your university (information about your student section and your officers, catalogue of the student officers’ name and email) (5 pts)
- Student member benefits (3 pts)
- Activities of SNAME (4 pts)
- Information about SNAME Young Professionals (YP) + a link to the SNAME YP Microsite (2 pts)
- Link to the Parent Section Site (2 pts)
- Links to your Social Media Accounts (3 pts)
- What is the SSC (+ a link to the SSC site and social media accounts) (2 pts)

You will be evaluated on the completeness of this information and how comprehensible it is.
2. **Visual Identity (25 points)**

Be creative and produce images, logos, posters and other material to be used on the microsite and the social media accounts. The microsite should be clear and easy to navigate.

- Create 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. (**+ 10 points - logo**)
- Post pictures of your events, members, and what makes your student section unique! Create some hype around your section! (**+ 10 points - event posters, + 5 points - other material**)

3. **Content Creation (40 points)**

**Microsite (5 points)**

You should give your site visitors reasons to come back. Create a real presence for your community on the web. Create stories, write articles, and post about your student community and parent section’s events. Even share with your site visitors your SNAME experience!

**Social Media (35 points)**

Create and maintain social media accounts for your student section. We generally recommend Facebook, LinkedIn, Twitter and Instagram, but you have the freedom to use whatever platforms you want. **Bonus points (+ the chance to be featured) go to sections that reach out to the SSC about their activities (e.g. emailing us, tagging us in posts).**

- Inform people about your events and activities as well as remind them about deadlines (i.e. SNAME Scholarship, SMC Registration, etc.). (**+10 points if you inform about all SNAME deadlines**)
- Make frequent and quality posts. (**+15 points**)
- Have and gain followers (**+10 points if the number of followers equals the number of members**)

4. **Community Building (10 points)**

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 registered on SNAME.org and become a member of your sectional community. (**+5 points if all members have joined**)
- Have at least three posts in your SNAME community within the year (**3 points**)

**Student Microsite Competition Rules revised on April 13th, 2020 by Myrsini Papaioannou - SSC Electronic Media Chair**
• How many new members/followers each student community has compared to the number of members/followers in the beginning of the year (i.e. new members/old members)? (2 points to the student section with the most new-members ratio)

**SPECIAL CHALLENGE (bonus +10):** Create a Video (or an automated PowerPoint presentation) that briefly describes SNAME and demonstrates your Section’s activities to the world!

• Add photos or videos from your section’s events, initiatives and members etc.
• Concentrate on the previous school year but also include general info about your section (e.g. established year, number of members, photos of the board).
• Include information about the benefits of being a SNAME member.

The top 3 will be posted on the SSC social media and microsite!

All Microsites are automatically entered to the competition (no submission necessary). Please provide a roster with your submission, contact cslone@SNAME.org, to obtain a roster. Judging will take place in early September 2020. Winners will be announced at SMC 2020.

Winners’ prizes are as follows:

1st - $500 | 2nd - $250 | 3rd - $125 | Best Content Creation - $125

Questions? Contact SSC Electronic Media Chair: Myrsini Papaioannou at mirppn@gmail.com