



J.E.B. Stuart Award

Best Society Website / Social Media



2022 MOS&B BEST WEBSITE

This annual award is presented to the Society whose website / social media pages have been judged best in the Order. It should document the activities of the Society in the fulfillment of the goals and objectives of the Order. Sites will be judged on attractiveness, ease of use and uniqueness of appearance, documentation of current activities and meetings of the past year, theme, and overall interest.

Societies who wish to enter this competition should submit an electronic copy of this completed form to the National Awards Chair via email no later than 2359 hours on April 1st. First, second and third place winners will receive a certificate. First place winner will also be presented with flagstaff streamer (black with white lettering) noting their achievement.

Scoring will be based on generally recognized criteria for website/social media excellence.

Sites should be up-to-date, attractive looking, relatively fast loading, with easy navigation, and with the purpose of the site clearly understandable to a visitor. All pages should have title tags and navigation. Of course, valuable content is always a positive: information about joining the MOS&B for visitors, links to other useful sites, or features useful to members (upcoming events, ways to stay in touch, etc.)

While website/social media designs are a very subjective issue, perhaps more guidance can be gained from looking at some negative impressions from past evaluations, looking at a variety of sites:

- Color combinations too splashy or gaudy (black, red, yellow, green)
- Text too hard to read (e.g. red text on black background)
- Font sized too large or too bold
- Font faces not consistent between pages
- Color scheme not consistent between pages
- Pages with no navigation, or way to get back to previous pages
- Pages that area very slow to load
- Bad grammar or spelling, or lack of paragraph breaks
- Pop-up ads (while not specifically forbidden, they do not give a good impression)
- Sites that work in Internet Explorer, but not in other browsers (Firefox, etc)
- Sites that obviously were created years ago and have had little or no updates since

ALL sites MUST have a "Members Only" section which requires user ID and password to protect PII on these sites.

Grading of sites will be as follows (90 possible points):

- | | |
|--|----------------------------------|
| 1) Color Combinations – 15 Pts | 4) Overall Appearance – 15 Pts |
| 2) Textual Matter – 15 Pts | 5) Content – 15 Pts |
| 3) Pictures (w/proper captions) – 15 Pts | 6) Members Only Section – 15 Pts |

Entries will be automatically disqualified for inappropriate language or content portrayed.

Type of Entry (Check One): **Web Page** **Social Media Page**

Link to Web Page or Social Media Page _____

Society _____ Society Commander's Name _____

Webmaster / Editor _____ Email: _____

"Members Only" Temporary USERID _____ Password _____

Newsletter Editor's Name _____

Will the nominee be present at the Annual Awards Luncheon? Yes No

Will the nominee be present at the Annual Awards Luncheon? Yes No

Contact Person's Name: _____ Email _____

E-Mail completed form, USERID & Password to:
Awards Committee Chairman at awards.mosb@gmail.com