

## ENTRY FORM

**CATEGORY:** Engagement on Social Media

**CATEGORY DESCRIPTION:** Two-way communication between the public and a local government, municipal department or municipal event on social media.

**SUPPORTING DOCUMENTATION SUGGESTIONS:** Screen shots of platform page with URL, three-five examples of interactions/comments, analytics, metrics, graphics, videos, social media policy, etc.

ENTRY TITLE	
JURISDICTION	
POPULATION	
SOCIAL MEDIA PLATFORM HANDLE	

What are the goals and objectives of your entity's social media presence (include reference to your social media policy)?

Using examples, describe the strategies your entity uses to manage social media to foster engagement.

Describe the supporting documentation submitted with this entry.

What is new, innovative or creative about your entity's use of social media?

Is your entity's use of social media successful (include your evaluation process and metrics)?