

CALL TO ACTION!

AAUW of MICHIGAN “VOICES ON THE ISSUES”



Contest Guidelines

AAUW of Michigan “Voices on the Issues”, a monthly discussion series, kicks off on Tuesday, February 22.

Branches and branch members are encouraged to participate. And, to incentivize member engagement, AAUW of Michigan is sponsoring a contest to recognize and award (TBD) the branch that **posts the highest number of combined comments/tweets/blogs using Facebook, Twitter and the AAUW of Michigan blog** by midnight Monday, April 25, 2011.

This month’s topic: **Women and the 14th Amendment – Response to Justice Scalia**

March/April topic: **Equal Pay Day – Pay Check Fairness**

Discussion series goals:

1. Have fun – express yourself and enjoy the social media process!
2. Engage in cyber activism.
3. Dialogue with AAUW of Michigan members and non-members on public policy and other issues that affect women and girls.
4. Raise awareness and visibility about AAUW and AAUW of Michigan.
5. Participate, learn and share information using social media.
6. Increase membership.

What you need to do to participate:

You will need to sign up for Facebook, Twitter and/or the AAUW of Michigan blog to participate. And, then choose your preferred platform to engage in the social media conversation.

Contest Rules:

1. AAUW of Michigan members and non-members are eligible to participate in the contest.
2. Non-members must indicate branch affiliation to be included in the contest counts.
3. Branches must enter a minimum of 10 comments/tweets/blogs each week to be an eligible participant in the contest.

4. Introduce each blog post/FB comment/Tweet with your **BRANCH NAME** and on Twitter include the hashtag **#the14th**.
5. Posts must be entered under designated **discussion topic** tabs setup at each of the social media sites (Twitter participants must include **BRANCH NAME** and the hashtag **#the14th** in their tweets.)
6. Blog posts on the AAUW of Michigan blog must be entered under the designated topic tab.
7. Branch name can be abbreviated, just make sure it is easy to decipher.
8. **Please Be Respectful.** Many of topics may inspire passionate discussion/debate. Passion we love! Rudeness will not be tolerated. Participants engaging in rude personal attacks their comments will be removed and they will be blocked from the pages.

BLOG – AAUW of Michigan blog:

1. Request a username & password from Janet Watkins.
2. Click on AAUWMI Blog link from the AAUW of Michigan website navigation menu.
3. Log in to the blog from the navigation menu on the left side of the screen below the word **Meta**.
4. Select **Write** or **Write New Blog Post** from the dashboard menu
5. Give your blog post a title
6. Type comments in the white space below the toolbar located under the Title.
7. Include links, photos, and video if you desire.
8. Preview your post by clicking **Preview** located in menu bar on the right.
9. Blog post will open up in a new window tab.
10. Click out of the preview window and return to the **Write** screen and edit post, if necessary.
11. Click **Post** blog located in menu bar on the right
12. Log out of the AAUW of Michigan blog (upper right corner click Sign out



Tip:

- Write your post in Word and cut & paste it into the blog Write window.
- Adjust spacing as required.
- Always Preview your post before the final posting.
- If you are not ready to post your blog, click SAVE this Post. You will be able to come back later to finish writing and posting it.

To participate on Facebook:

1. Log in Facebook
2. Enter **AAUW of Michigan** in the search bar
3. At the AAUW of Michigan Facebook page click>**Discussions** located in the menu on the left side of the FB page.
4. Click the topic tab Women and the 14th Amendment: Response to Justice Scalia
5. Enter BRANCH name in the comment box and follow it with your comments. experiences, facts, photos, video, statistics, links to articles and blogs, links to AAUW and AAUW of Michigan websites, YouTube, links to other websites, etc., related to women and the 14th Amendment.



Tip:

- Use search engines like Google to research topical information.
- Write comments in Word first then cut & paste them into the Facebook comment box.
- Use TinyUrl.com to shorten link lengths.
- Keep video length to 10 minutes.
- If your comment is lengthy, consider writing a short summary with a link from Facebook to the AAUW of Michigan blog, where the full comment can be read. Excellent way to use multiple social media sources.

Twitter participation:

1. Sign in to your Twitter page.
2. Enter your tweets
3. Include your **BRANCH name** and the hashtag **#the14th**.
4. Don't forget to use TinyUrl.com to minimize link character lengths.



Tip:

- Compose your tweets in Word first.
- Search for your links in advance and shorten them at TinyUrl.com
- Copy and paste the links into your pre-written message & check word to verify you haven't exceeded 140 character max and then copy & paste the message into Twitter.

Metrics

Janet Watkins, AAUWMI Technology Director & Social Media Coordinator will moderate the discussions. A combination of all blog posts/FB posts and tweets will be counted toward monthly totals. Analytics provided by Facebook, Twitter and the Wordpress will be used to track branch participation. A dashboard with contest standings will be published and posted at the AAUW of Michigan website at the end of each month's discussion.