



**IEEE PES CHAPTERS
SOCIAL MEDIA CONTEST
2022**

IEEE PES Social Media Committee

Luis Felipe Gaitan Cubides

luis.f.g@ieee.org

Power & Energy Society®



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1. Objective

The primary aim of this contest is to promote IEEE PES on the social media channels, increase branding, image, presence, and collect social media contact information about the most active IEEE PES Organizational Units (OUs): Professional and Student Branch Chapters.

2. Eligibility

The contest is open to all the IEEE PES Professional and Student Branch Chapter who share any kind PES activity: Conferences, meetings, technical tours, student activities through an official Web Site and other social media resources like Facebook, Twitter, Instagram, LinkedIn, etc.

The IEEE PES Chapters Social Media Contest has two categories: the student chapter and professional chapter category.

3. How to Participate

The information has to be sent through this [form](#)¹ with the following information:

- PES OU Name, Country and IEEE Region
- PES OU Web Site²
- PES OU Email address²
- PES OU Facebook page²
- PES OU YouTube Channel or another online video-sharing platform ¹
- Other PES OU social media (Twitter, Instagram, LinkedIn, Collabratec, etc.)
- Details of the nominator:
 - Name
 - IEEE Membership Number
 - Email
 - IEEE volunteer position³

¹ The form is: <https://sprw.io/stt-faabcc>

² If it's available

³ This is only reported if you currently hold a position in the unit you are applying for.



4. Rules and guidelines

The PES Membership and Image VP will select special group of judges who will choose the winners with the following guidelines:

4.1. Web Site

The goal of a website is to convey information in a manner useful to the reader, similar to the goal in writing a paper. The scores by evaluation items of Web Page are:

Item	Score
Content	30
Navigability	20
Originality	20
Overall Presentation	10
Portability	20

Content

Your site is an IEEE PES website and PES should be the focus.

The website should have, somewhere, local contact information for the OU officers and the website administrator. Each page in the website should have contact information of the people in charge of each event.

A good website may have current, past, and future OU activities, information on other IEEE units, how to join as a Student or professional member, and other information that each OU considers relevant.

Navigability

All links should be up-to-date and working.

No "under construction" links should be present. Off-site links will not be evaluated, though a large number of broken off-site links may be in the judging consideration.

The easiness finding the information and the going through the web site sections will be in the judging consideration.

Originality

Originality is somewhat subjective but is an important quality of a superior website.

There are two types of originality; the first type is the content presented and the second type is the presentation of the content.

Most Student Branch websites typically include information on their officers, IEEE itself, and so forth. This information could be enhanced by adding interesting information about your OU, engineering, IEEE, etc.

Overall Presentation

Presentation will be judged not only on its originality but also how well it "works" with the content to provide the user with a pleasant viewing experience.

Use of good presentation elements, such as color, fonts, tables, etc., can enhance information on a website. Presentation reflects style and it may be a judging consideration.

Portability

The web pages should be relatively portable across different browsers and at the mobile version, including a good text and graphical resolution.

4.2. YouTube Channel or another online video-sharing platform

Item	Score
Content	60
Originality	40

Content

The video-sharing channel should have local contact information for the PES OU at the Description.

The technical video quality of the videos in the channel (resolution) may be in the judging consideration.

The appropriate description of each video is fundamental and part of the judgment score. Those videos who explain who to become an IEEE member or the benefits of IEEE and their societies will have special consideration by the jury.

Originality

It refers to the edition of the videos. Special animation will have special consideration by the jury.

4.3. Another Social Media Account

The scores by evaluation items for another Social Media Account are:

Item	Score
Content	60
Originality	20
Overall Presentation	20

Content

The Social Media Account should have local contact information for the PES OU.

In the case of the Facebook fan page, if each OU activity has a photo album, the OU will have a special consideration.

The Social Media Account which shares the PES Fan Page Post, and the posts of another OU of their section or region may be awarded up to bonus points in this category.

It will be appreciating an active Social Media Account with a good number of posts per week.

All links included at the posts should be up-to-date and working. Off-site links will not be evaluated, though a large number of broken off-site links may be a judging consideration.

Originality

It refers to the presentation of the content. Special text and phrases to promote the events, the IEEE/PES membership or the PES contests and programs are the focus of this item.

Overall Presentation

It refers to the use of all the Social Media account tools

4.4. Finals results

Finally, when the judge finished the evaluation of each item, they get the final result by the average score, after that, we will take the final score of each chapter by all the judges and the final result will be the average of the evaluation of all the judges. The winners will be the best scores. Web sites have a unique score, Video Platforms and Social Media Channels will average with the score and number of platforms/channels reported.



Prizes

The prizes for PES OU winner are:

Professional Chapters

First Place

\$1,000 USD and a Winner Certificate (PDF) suitable for framing

Second Place

\$800 USD and a Winner Certificate (PDF) suitable for framing.

Third Place

\$500 USD and a Winner Certificate (PDF) suitable for framing.

Student Chapters

First Place

\$500 USD and a Winner Certificate (PDF) suitable for framing.

Second Place

\$400 USD and a Winner Certificate (PDF) suitable for framing.

Third Place

\$250 USD and a Winner Certificate (PDF) suitable for framing.

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Important Dates

- Submission deadline: June 26th 23:59:59 Greenwich Mean Time (GMT)
- Notification of Acceptance: July 3th 23:59:59 Greenwich Mean Time (GMT)
- Winner announcement August 7th 23:59:59 Greenwich Mean Time (GMT)

Notification of Potential Winners

The Winners will be notified by e-mail within 10 days of the selection date. If a Winner does not acknowledge acceptance of the Prize within 10 USA business days after being notified that he or she is a Prize Winner, another Prize Winner will be chosen using the same procedure specified above.

Requirements of Prize Winner

A Prize Winner may be required to sign and return an affidavit of eligibility and liability and publicity release, wherever lawful, as a precondition to award of the Prize. If a Prize Winner fails to sign and return the requested documents to Sponsor, that Prize Winner may be disqualified, and the Prize will thereafter be awarded to an alternate, randomly-selected Prize Winner from the remaining valid entries using the procedure specified above.

Contact Info

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