

FWSA 2022 Social Media Award Participation Instructions

As of March 1, 2022, submissions are open for the second Far West Ski Association Outstanding Social Media Award. All clubs and councils will compete together for this award initiated in 2021. Club or Council Facebook site admins can submit Insights files (for either a Facebook Group or Facebook Page) to socialmedia@fwsa.org as of any date between March 1, 2022 and March 25, 2022

- All clubs of FWSA member councils are eligible to submit a Facebook Insights file from their Facebook Page or Facebook Group to socialmedia@fwsa.org.
 - Please make sure to Download Data for the last 28 days of data into a comma-separated values (CSV) file format as of any day between March 1, 2022 and March 25, 2022.
1. To submit a separate Facebook Group for consideration, the Facebook Insights Group Data file is required to be downloaded and submitted as of any day between March 1, 2022 and March 25, 2022. Incomplete or untimely submissions will be disqualified.

To submit your Facebook Group entry, email the Facebook Insights Group Data file to SocialMedia@FWSA.org as of any day between March 1, 2022 and March 25, 2022.

2. To submit a separate Facebook Page for consideration, **BOTH** the Facebook Page Insights **Page Data** and Facebook Page Insights **Post Data** files are required to be exported and submitted as of any day between March 1, 2022 and March 25, 2022. Incomplete or untimely submissions will be disqualified.

See below for instructions on saving the Facebook Page Insights **Page Data** file [see attached **FB Page - All Page Data.jpg**]:

- Click **Insights** on lower left side of your Facebook Page Menu
- Click **Export Data** at the top of the screen
- Select **Page data**
- Select **Comma-separated values (CSV)** file format
- Make sure to **Export Data** for the last 28 days
- Save the **All Page Data** file with the default filename preceded with Your Club Name

See below for instructions on saving the Facebook Page Insights **Post Data** file [see attached **FB Page - All Post Data.jpg**]:

- Click **Insights** on lower left side of your Facebook Page Menu
- Click **Export Data** at the top of the screen
- Select **Post data**
- Select **Comma-separated values (CSV)** file format
- Make sure to **Export Data** for the last 28 days
- Save the **All Page Post Data** file with the **default filename** preceded with **Your Club Name**

To submit your Facebook Page entry, email both Facebook **Page Data** and **Post Data** files to SocialMedia@FWSA.org as of any day between March 1, 2022 and March 25, 2022.

Contact socialmedia@FWSA.org with any questions about the process to submit an entry for the Far West Ski Association Outstanding Social Media Award.