

NYSUT Communications Awards 2017

Class R II

Local: RC 43

Category: Best Use of Social Media

Publication/Website: New York State United Teacher Retirees In Florida

URL: https://www.facebook.com/New-York-United-Teacher-Retirees-In-Retirees-In-Florida-166355720080638/?ref=aymt_homepage_panel

Judges' Comments:

A good start, use the posts to offer a commentary on local or broader news and information and encourage participation. The idea is to create a dialogue that helps understanding and builds relationships.

This is a good Facebook page that retirees are commenting on and using to share their thoughts on national issues.

NYSUT Communications Awards 2017

Class R III

Local: RC 7

Category: Best Use of Social Media

Publication/Website: NYSUT Retiree Council 7 Facebook Page

URL: https://www.facebook.com/Nysutretireecouncil7/?ref=aymt_homepage_panel

Judges' Comments:

A good start, use Facebook to offer "local" commentary on posts from other sources or generated by the local. Think about it as an opportunity to invite people into a conversation to share perspective, help with understanding and encourage relationship building.

Here's another good Facebook page with lots of potential. You'll find the more you put into it, the more you will get out of it.