
2019-2020 Public Image Awards – Criteria for Judging:

Each component scored 1-10 with 10 being highest:

Website:

Visual Appeal

Clarity

Up to date information

Ease of navigation

WOW factor

Social Media:

Visual Appeal

Clarity

Up to information

Ease of navigation

WOW factor

Bulletin

Visual Appeal

Clarity

Up to date information

Ease of navigation

WOW factor

Total score (average of all the above)