** 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)**