

TO : ALL EMPLOYEES
FROM : MARKETING DEPARTMENT
SUBJECT : SOCMED EMPLOYEE ENGAGEMENT
REF : MKTG-MA-26-1-002
DATE : JANUARY 13, 2026
CC : ALL DEPARTMENTS

I. Objective

To encourage all employees to actively support Kolin's official social media content through meaningful and consistent engagement.

II. Campaign Details

- **Start Date:** January 2026
- **Participants:** Open to all Kolin employees.
- **Winner Announcement:** Monthly during the General Assembly (GA).

III. Award Categories & Platforms

Category	Platforms	Key Mechanics
Top Reactor	FB, IG	Like or react to official posts published within the campaign month.
Top Sharer	FB, IG	Shares must be Public . For Stories, ensure the screenshot is marked " 24h " to prove the post stayed up for the full duration.
Top Commenter	FB, IG, TikTok	Comments must be relevant and positive . (Spam, duplicate, or emoji-only comments will not be counted).

IV. Submission of Entries

To ensure all engagements are tracked accurately, participants must submit their entries for validation:

- **Proof of Engagement:** Participants must collect **screenshots** of their likes, shares, and comments.
- **Submission Channel:** Submit your entries every **30th of the month** via this link: <https://forms.gle/RJGaTjohfvMpbwMJ8>
- **Requirement:** Upload all collected screenshots into the designated section of the form as official proof of entry.

V. Monthly Prizes

A winner will be selected for each category and awarded:

- **₱500 Starbucks Gift Certificate** per category winner.
- **Total Monthly Prize Pool: ₱3,500** worth of GCs.

VI. Important Reminders

- **Authenticity:** Any form of fake engagement or spamming will result in immediate **disqualification**.
- **Visibility:** Shared posts must remain visible until winners are officially announced.
- **Finality:** Prizes are non-transferable. In case of a tie, the Marketing Team's decision is final.

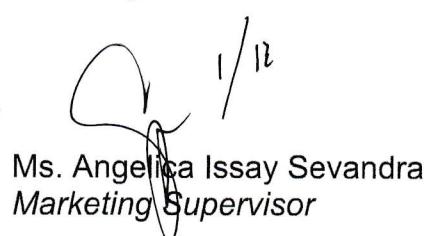
Let's boost Kolin's digital presence together! Keep those screenshots ready and mark your calendars for the 30th.

Prepared by:



1/19/20
Ms. Kate S. Alarcon
Marketing Assistant II

Noted By:



1/19
Ms. Angelica Issay Sevandra
Marketing Supervisor

Approved By:



Mr. Oliver M. Filoteo
President / CEO