

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

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### 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 <b>Public</b> . For Stories, ensure the screenshot is marked " <b>24h</b> " to prove the post stayed up for the full duration.
Top Commenter	FB, IG, TikTok	Comments must be <b>relevant and positive</b> . (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:

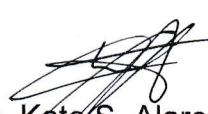
- **₱500 Starbucks Gift Certificate** per category winner.
  - **Total Monthly Prize Pool:** ₱3,500 worth of GCs.
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## VI. Important Reminders


- **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.

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