

## AUB 's Online Collaborative Participates in TAKREEM Social Media Contest

by Loulwa Kalache

The **TAKREEM Awards** program honors each year achievers in different categories for their outstanding stories and contributions in their communities. Thus, TAKREEM aims to find those high-fliers, celebrate their breakthroughs and depict the Arab world advancement and unison. Accordingly, the organizers of TAKREEM held the **TAKREEM Social Media Contest** event to group remarkable social media users in order to nominate exceptional Arab visionaries, whether individuals or organizations.

The event was held in the American University of Beirut on October 15, 2011, attended by around 20 social media users, covered by the Lebanese press, and sponsored by Nokia Lebanon, and Crepaway.

The organizers, Romy Chahine, Dana Nasrallah, and Assaad Thebian, presented an overview on the TAKREEM initiative, mission and the requirements of this event. First, the attendees had to nominate one person or NGO then use ONE social media tool such as but not limited to, Facebook, Twitter, YouTube, Flickr, PREZI, Slideshare, Klout, Wikipedia, Google Plus, in order to convince the judges (Ayman Itani, Liliane Assaf, and Loryne Atoui) and later the online community about the candidate by either scheduling tweets, creating a fan page, making a video, etc..

The presentations were videotaped and will be soon published by TAKREEM on their [facebook page](#), for online voting. Check [AUBOC's participation](#) and stay tuned to watch the video when the voting begins!



Contest participants with the Organizers of TAKREEM and CEO of TAKREEM Mr. Ricardo Karam  
(Photo courtesy of Takreem Initiative)



AUBOC's Participation in TAKREEM's Event  
(Photo courtesy of Takreem Initiative)



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