



Best Use of Social Media

Introduction

The category is open to all businesses or agencies that can present the full an in-depth description of their Social Media activity or campaign and relate the executions to an overarching creative and business strategy.

Engagement

Entrants should demonstrate:

- Regular updates - The Social Media Pages should be kept fresh and up to date with a sufficient frequency of posts (at least once a day)
- Functionality - interactive components (including comments, audio, video, etc.) must be effective and functional
- Interactivity – The owner(s) should reply to comments and queries in a timely manner
- Attention to detail – Content should be relevant, clear and devoid of common grammatical mistakes
- A clear understanding of their target audience with regards to appropriate messages and overall tone used

Strategy

Entrants should demonstrate:

- Knowledge of consumer base and method of identifying their target audience
- Evidence of short-term and long-term objectives and how they achieved them.
- A unique stand-out feature that sets their campaign/activity apart from other Social Media Pages

Measurable Results

Entrants should demonstrate:

- Performance results against objectives and strategy
- Performance targets and KPI's to support the campaign
- A clear outline of the results achieved to demonstrate the success of the campaign
- Evidence of value added services to your customers as a result of the campaign

Feedback

Entrants should demonstrate:

- Process for gathering and analysing customer and staff feedback – How they have utilised feedback as a measure of success
- An example of testimonials from clients and/or page visitors
- The learning that occurred during the campaign or activity based on this feedback.