

### Best in Social Media (Sponsored by Irish Times Training)

This category recognises social media campaigns that utilise one or more social media channels to promote and build an organisation's brand and community. Our judges are looking for an engaging, innovative and compelling social media campaign that includes creative use of video, content and excellent communications.

#### Overview

- Objective
- Audience
- KPIs across all channels

#### Strategy

- Planning
- Budget
- Use of analytics

#### Innovation

- Creativity
- Use of new or emerging technologies

#### WOW Factor

- What sets this apart from other social media campaigns

#### Implementation & Results

- Performance results against objectives and strategy
- Reach Paid and Unpaid (Views, Impressions, Awareness, Recall etc)
- Engagement
- ROI
- Success at delivering overall business performance