

Social Media Awards 2021

Best Picture of the Year

This award is for the best posted photograph of the year. Photographs will be judged on the quality of the image, how the moment is captured in the context of the post and description provided and how the audience has engaged with the image.

Forms of evidence to provide:

- Nominated photograph
- Link to the post of the photograph and caption
- If you have them the engagement stats related to the post.

Campaign of the Year

This is for the most captivating and well engaged campaign of the year. This can be for any campaign which sports clubs have been involved with across the year, including uea+sport guided campaigns such as Mental Health Awareness Day or club led campaigns.

Forms of evidence to provide:

- All links to the posts relating to the campaign which you are nominating.
- If you have them the engagement stats related to these posts.

Best club in supporting other clubs

In a year like no other this award is to recognise a club that has provided online support to the whole uea+sport community. This can be through sharing posts, commenting with words of encouragement on other clubs' posts or getting involved with other clubs' campaigns.

Forms of evidence to provide:

- All links to the posts/relative content which you have posted to support other clubs.
- If you have them the engagement stats related to these posts.

Fundraising post of the year

This is for the club who has used their social media platforms to promote their fundraising campaigns. The fundraiser could be a one-off event or an ongoing fundraising campaign.

Forms of evidence to provide:

- All links to the content which you have posted to the fundraising campaign which you are nominating.
- If you have them the engagement stats related to these posts.

Best Video of the Year

This is for the club who has produced the best video and posted this on their social media. The video can cover any subject relevant to the sports club and will be reviewed on it's fluidity, professionalism of creation, overall content and audience engagement.

Forms of evidence to provide:

- Nominated video in full
- Link to the post of the video and caption

- If you have them the engagement stats related to the post.

Best use of Instagram

This award is for the best use of Instagram across the year. This recognises a club who has posted consistently on their Instagram grid, utilised various forms of content when posting, made their content creative and eye-catching and has received a high audience engagement.

Forms of evidence to provide:

- All links to content which you think highlight the clubs best use of Instagram across the year.
- If you have them the engagement stats related to the clubs Instagram engagement across the year.
- Demonstration of increased Instagram followers.

Best use of Instagram Stories

This award is for the best use of Instagram Stories across the year. This recognises a club who has posted consistently on their Instagram Story, utilised various forms of content when posting on their story, made their content creative and eye-catching and has engaged with different Instagram story features.

Forms of evidence to provide:

- All links to content which you think highlight the clubs best use of Instagram stories across the year.
- If you have them the engagement stats related to the clubs Instagram story engagement across the year.

Best use of Twitter

This award is for the best use of Twitter across the year. This recognises a club who has posted consistently on their Twitter account, utilised various forms of content when posting, made their content creative and eye-catching and has received a high audience engagement.

Forms of evidence to provide:

- All links to content which you think highlight the clubs best use of Twitter across the year.
- If you have them the engagement stats related to the clubs Twitter engagement across the year.
- Demonstration of increased Twitter followers.

Best lockdown post

Throughout lockdown we saw some fantastic content on social media, this category is to reward this creative adaptability while normal sporting activity could not continue. How did your club adapt while we were in lockdown and what did you produce to keep your members engaged on your social channels?

Forms of evidence to provide:

- The links to the post which you are nominating for as best lockdown post.
- If you have them the engagement stats related to this post.

Social Media Club of the Year

The Social Media Club of the Year award will recognise the top three clubs for their social media content across the last year. The award will be based on the club's online activity throughout the

academic year, their creativity and how they have engaged with their members through posting on social media. We will also consider the consistency of content clubs have posted on both their Instagram and Twitter. Evidence of how much engagement your social media accounts have had across the past year is a good way to demonstrate how successful of a year you have had online, including increased followers.

Forms of evidence to provide:

- All links to content which you think highlight why the club you are nominating for social media club of the year should win.
- If you have them the engagement stats related to the club's different social media platforms.
- Demonstration of increased followers over all platforms.