

Best in Social Media—Institutional & Media Relations

Description

Gold, Silver, and Bronze awards may be given in each subcategory to recognize best practices using social media within new and established programming. Eligible programs may come from any area of institutional advancement. Programs may be on-going or new in November 2010 – October 2011, but must have been in place long enough to have produced well-documented results. You may also enter best uses of social media in the following categories: [Alumni Relations Programs: Creative Use of Technology and New Media](#) and [Fundraising Programs: Technology Applications and Creative Use of New Media](#).

Judging Criteria

Judges will evaluate your program on:

- How well your entry supports your overall institutional and/or communications efforts
- Content
- Usability
- Innovation
- Understanding of target audience(s)
- Budget and use of available resources
- Plan to evaluate program
- Results