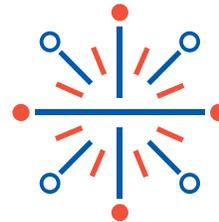
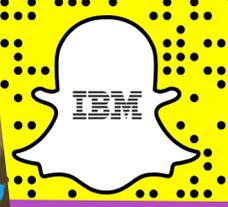


PRNews' Social Media **AWARDS LUNCHEON**

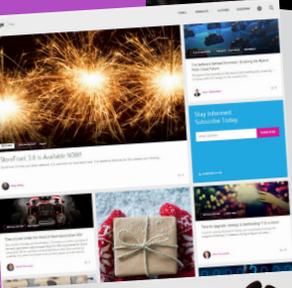
Tuesday, May 2, 2017 | The Yale Club, NYC

#PRNews





63% of girls don't know anyone who works in IT.
#MakeTechHerStory



NET Fusion
Blending science and nutrition to better understand your disease
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Chinet
Written by Leslie Marshall | 11 November 18 at 4:52pm
Sweeten the holidays without the stress with this easy baked apple crisp

VANILLA

Watch How to Make Inside Out Apple Crisp
Everything you love about a classic apple crisp, but inside a baked apple, to recreate this easy recipe.

MYCHINET.COM

332,064 people reached

154K Views

Like Comment Share

Virgie Smith, Carol Wollley Bennett and 583 others

1,003 shares



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Spoiler Alert: 54% of women say they aren't attracted to men with body hair
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DANGEROUS WOMAN TOUR
WITH SPECIAL GUESTS
Little Mix
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More than fun.
Serious business.



PRNews' Social Media Awards

Finalists

Digital Leader

- **Ryan Nawrocki**, Maryland Transit Administration
- **Sid Shuman**, PlayStation
- **Bex Young**, World Wildlife Fund

Best App

- **Beekeeper Group** – Lobby Day
- **Kanyon** – WeBubble
- **Texas Mutual Insurance Company** – Safety in a Box

Best Social Media Team

- **BSN SPORTS**
- **Cisco Talent Brand Team** – WeAreCisco
- **CLS Strategies**
- **Coldwell Banker Real Estate**
- **Hawkins International Public Relations**
- **Klick Communications**
- **maurices Social Media + PR Team**
- **People for the Ethical Treatment of Animals**
- **PwC Social + PR Team**
- **Smarty Social Media**

Best Blog

- **451 Marketing** – Ericsson Careers Blog
- **Association for Library Service to Children** – ALSC Blog
- **Blue Cross Blue Shield of Michigan** – Building Connections to the Brand Beyond the (Insurance) Card
- **Citrix** – Corporate Blog Overhaul
- **DEVENEY Insights**
- **Fuze & PAN Communications** – Fuzing Together a Cohesive Brand Message: Voice, Video, and Messaging on Company Owned Blog
- **Novartis Pharmaceuticals AG/Creation** – MS: No Filter
- **UCLA Health Digital Marketing** – UCLA Health Connect



A DAY IN THE LIFE OF A FUZER 



GET INSIDE YOUR USER'S HEAD. PLAN FOR THE FUTURE.

Empower your people to get more from their day with the right UC technology at their fingertips.



BLOGGING TEAM SPANNING THE GLOBE



Best Infographic

- **CompTIA** – 7 Steps to Success with Server+
- **CompTIA** – 8 Skills You'll Master When You Earn Your A+ Exam
- **FleishmanHillard on behalf of Northside Hospital** – Zika Infographic
- **Fuze & PAN Communications** – A Day in the Life of a Fuzer Infographic
- **United Technologies Celebrates 20th Anniversary of the Employee Scholar Program**

Facebook Best Facebook Live Campaign

- **Blast Marketing & PR** – The Great Chicago BBQ Tour
- **CompTIA** – #MakeTechHerStory Facebook Live Broadcast
- **Dixon Schwabl** – RBC Heritage Facebook Page Breaks the News that the Tournament is Staying on Hilton Head Island
- **HomeAway.com** – #EiffelTowerAllYours
- **IBM** – Live on Facebook
- **Mohegan Sun** – 20th Anniversary
- **Outdoor Channel/Sportsman Channel/Outdoor Sportsman Group** – Integrated Media – Facebook Live Interactive Roundtable Discussion: OUTDOORS ARMED TO VOTE presented by MyOutdoorTV.com

Facebook Best Marketing Campaign

- **Albertsons Companies** – Stock Up Sale
- **Gold PR + Social Media** – Invisalign Confidence In Action
- **Hawke Media** – Smooth Tech
- **Intuit** – #QBTeamDream
- **King Media** – Tabor Hill USA Today 10Best Vote Campaign
- **Newlink** – MTV Super Shore
- **O.openVAPE** – Keep it Curious
- **Regence BlueCross BlueShield Health Plans** – Fearless Nation Awareness Campaign for Pacific NW
- **Schneider Electric** – Electrical Contractors Campaign



- **TLC Marketing** – Lift Off With Lilly
- **TopFire Media** – i9 Sports Drives Franchise Growth through Facebook

- **Parallel Wireless** – Telefonica Connecting the Unconnected Announcement
- **PepsiCo** – The Search for Hidden Figures

- **Monterey County Convention & Visitors Bureau** – Hiking in Monterey County
- **Schneider Electric** – Pick Your Power Trip
- **Silverton Casino Hotel** – Poke Draft

Facebook Best PR Campaign

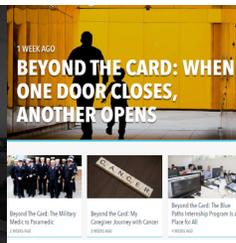
- **BodenPR** – Más All Day Breakfast, Más Acceso
- **Dignity Health** – #TakeBackYourMorning: Challenging Americans to Start their Day in a New Way
- **Gatesman, Inc.** – StarKist #Charlie4prez
- **Genentech & Weber Shandwick & FleishmanHillard** – Genentech's Cancer Awareness Month Patient Photo Series
- **Hiebing** – Culver's #FarmingFridays
- **Horizon Media** – Mobile Hello

Facebook Best Promoted Post

- **Genentech & Weber Shandwick & FleishmanHillard** – Genentech's Cancer Awareness Month Patient Photo Series
- **Liquid Interactive** – Mack Shop Holiday 2016
- **Live Nation Entertainment** – Guns N' Roses Reunion Tour: Facebook Canvas Announce Campaign
- **MAPR.agency** – Shelby American Collection Video

Facebook Campaign to Increase Followers

- **PJ Lhuillier Group of Companies** – Cebuana Lhuillier Road to 2 Million Facebook Page Likes
- **USA Track & Field** – USATF Grows Social Media Footprint At 2016 Olympic Games



Facebook Community / Engagement

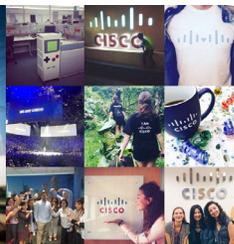
- **DEVENEY** – Meril Grand Opening
- **Digital Air Strike** – Brown Automotive Group Facebook Campaign
- **Live Nation Entertainment** – Demi Lovato & Nick Jonas Facebook Live Q&A
- **MBB+ with the Chinet Brand** – Social Media Playbook
- **Playa Hotels & Resorts** – Hyatt Zilara Cancun
- **ROAR Groupe** – Stop Selling, Start Engaging: The Story of Arby's Social Marketing
- **Society of Manufacturing Engineers** – #MFG #LoveNotes

Facebook Contests / Games

- **HISTORY** – Vikings 3D Prophecy
- **Idea Grove** – Zombie Dispatch
- **Live Nation Entertainment** – Game of Thrones: Live Concert Experience Sweepstakes
- **United Heritage Credit Union** – 2016 Austin City Limits Music Festival Giveaway
- **Voto Latino and Fuse Media** – Crash The Parties

Facebook Social Good Campaign

- **AARP** – Take A Stand
- **The Brandon Agency** – Save Our Nurses
- **CTisus** – Making Radiology Education Accessible to World
- **ForRent.com** – #30DaysOfGifting: Giving Back This Holiday Season
- **Kaplan Test Prep** – Kaplan Cares
- **PepsiCo** – The Search for Hidden Figures
- **Philips Sleep and Respiratory Care** – #BreatheBoldly
- **Seminole Hard Rock Hotel & Casino Tampa** – Philanthropy Efforts
- **TaskUs** – #BeBetter Road Safety Tour
- **United Network for Organ Sharing** – Bucket List: UNOS Public Service Ad Campaign



Facebook Use of Video

- **C+C and BECU** – Sue’s Surprise
- **Global Visi Media** – Unity
- **Hennessy** – Bottle Alchemy
- **HISTORY** – Vikings 3D Prophecy
- **Houston Community College** – Game of Tuition: A Song of Education and Learning, Episode 1
- **HSS I Hospital for Special Surgery** – Gabrielle’s Story
- **IBM** – 360-Degree Research Labs
- **KCETLink Media Group** – Ballot Brief: California Propositions in a Minute
- **National Association of Insurance Commissioners** – “Bad Breaks” Social Media Campaign with Celebrity Spokesperson RJ Mitte

- **Novartis Pharmaceuticals Corporation** – NET Fusion
- **Las Vegas Convention & Visitors Authority** – Vegas 360 Video
- **Raytheon Company** – Veterans Day Facebook Campaign
- **Ruby Tuesday** – Shy Girl Video
- **Waldorf Astoria Hotels & Resorts**
- **The Woodlands Convention and Visitors Bureau** – The Woodlands in a Minute
- **World Wildlife Fund** – An Underwater Chorus of Wildlife

Instagram Best Contest

- **DEVENEY** – #ChampionsofChildrens
- **Ruder Finn on Behalf of NBC** – Cleveland Hustles #PitchLeBronContest
- **Southeast Toyota Distributors** – #TriPrius Campaign
- **United Heritage Credit Union** – 2016 Austin City Limits Music Festival Giveaway

Instagram Best Marketing Campaign

- **Cisco Talent Brand Team** – WeAreCisco
- **Sparkloft Media** – Alaska Airlines “Weekend Wanderer” Campaign
- **UCLA Health Digital Marketing** – People of UCLA Health



Instagram Best PR Campaign

- **Diamond Public Relations** – Kidfluencers in Cancun
- **Fairfield University** – Welcome to the #Stags20 Class
- **PepsiCo** – The Search for Hidden Figures
- **Playa Hotels & Resorts** – Turquoise Experience at Hyatt Ziva Cancun
- **Veuve Clicquot x LaForce** – Veuve Clicquot Journey 2016
- **Weber Shandwick & Mars Petcare** – Mix Mania

Snapchat Best Snapchat Campaign

- **Cisco Talent Brand Team** – WeAreCisco
- **Everywhere Agency** – #CoxSmartHome Snapchat Activation
- **IBM on Snapchat**
- **Las Vegas Convention & Visitors Authority** – DJ Khaled Launches Vegas Snapchat
- **Live Nation Entertainment** – Ariana Grande Snapchat Tour Campaign
- **Live Nation Entertainment** – Florida Georgia Line Snapchat Takeover
- **Seminole Hard Rock Hotel & Casino Tampa** – Making Strides Against Breast Cancer Filter

Twitter Best Marketing Campaign

- **A&E Television Networks** – Critics' Choice Awards Social Suite
- **Citrix** – Synergy Submission
- **Esurance** – Pass It On
- **Everywhere Agency** – UPTV's #GilmoreTheMerrier Twitter Activation
- **Marina Maher Communications** – P&G Thank You, Mom Creating Virality to Dominate a Crowded Conversation
- **Weber Shandwick & M&M'S** – 2016 Flavor Vote



Twitter Best PR Campaign

- **CropLife America** – #AgLoudAgProud
- **CyrusOne** – Bringing the Sky for the Cloud to Twitter
- **iMiller Public Relations** – iMPR Gives Thanks: iMPR 30 Days of Gratitude
- **Insightpool** – UPS PR Identifies and Engages Hyper-Targeted Influencers Using Insightpool
- **Level 3 Communications** – DDoS and Cyberattacks Explained
- **MassMedia Corporate Communications** – McDonald's Eggs for Education
- **PepsiCo** –The Search for Hidden Figures
- **SSPR Public Relations** –Twitter Central to ATS DRIVE Awareness Success

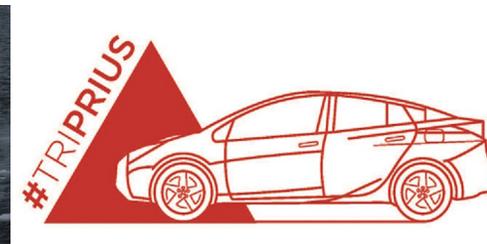
- **Takeda Oncology** – #3PointsforPatients
- **UN Foundation** – Earth To Marrakech

Twitter Best Tweet Content

- **DigitalGlobe** – Indy 500 Anniversary
- **Edelman on Behalf of Activision** – Modern Warfare Remastered Reveal (“Poop Emoji”)
- **State Street Corporation** – Emoji This: Financial Regulations for the Rest of Us
- **Takeda Oncology** – #3PointsforPatients

Twitter Best Use of Hashtags

- **Center for Audit Quality** – #AuditorProud
- **gyro** – #SecureMyUpgrade
- **Hofstra University** – #HofDebate16
- **Syracuse City School District** – #SCSDFirstDay
- **UN Foundation** – #GiveAGIF
- **Weber Shandwick & M&M'S** – #MakeMLaugh For Red Nose Day



Twitter Campaign to Increase Followers

- **Loyola Marymount University** – Talkin' Twitter with @LMUSnyder
- **Nexon America and Wonacott Communications** – Putting Community at the Forefront, an Icon Looks to Redefine A Competitive Videogame Genre & the Way We Market Games

Twitter Promoted Tweet Campaign

- **Marina Maher Communications** – P&G ThankYou, Mom Creating Virality to Dominate a Crowded Conversation
- **Preferred Connect Insurance Center** – California Breweries
- **U.S. Travel Association** – Election 2016 Industry Positioning: "Travel. More Than Fun. Serious Business."

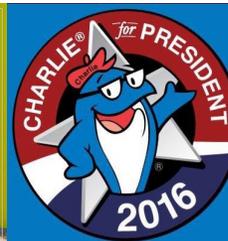
Twitter Social Good Campaign

- **Kronos Inc.** – Get Social, Give Back: Paws for Veterans
- **PepsiCo** – The Search for Hidden Figures
- **Takeda Oncology** – #3PointsforPatients
- **Weber Shandwick & M&M'S** – #MakeMLaugh For Red Nose Day

Twitter Most Engaged Followers

- **HGTV** – Fixer Upper Season 3 Social Media Campaign
- **Palo Alto Networks** – Navigating the Digital Age: The Definitive Cybersecurity Guide for Directors and Officers

CRASH
THE
IPARTIES
2016 ELECTION
A PROJECT OF FUSE AND VOTOLATINO



Use of Technology

- **BodenPR** – Escucha Digital Brand Newsroom
- **CIG** – CDOT Breathalyzer Program
- **Maryland Transit Administration** – Launch of WTTZ-FM 93.5
- **United Technologies Celebrates 20th Anniversary of the Employee Scholar Program**

YouTube Best PR Campaign

- **Porter Novelli** – Live from drupa 2016: Reinvent Your Possibilities
- **Rinck Advertising** – Colman's Mustard Hannah Hart Influencer Campaign
- **Sparkloft Media** – #MeetSouthAfrica
- **Weber Shandwick with the Milk Processor Education Program** – BUILT WITH CHOCOLATE MILK: Chocolate Milk Makes a Splash with USA Swimming Partnership

YouTube Individual Video

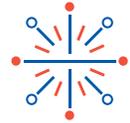
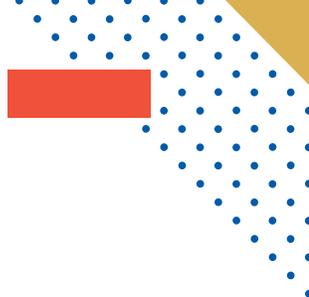
- **Coyote Logistics** – Who is Coyote?
- **Maryland Transit Administration** – Express BusLink Launch
- **Nexon America and Wonacott Communications** – LawBreakers: Between Our Guns Trailer
- **Ruby Tuesday** – Shy Girl Video
- **Weber Shandwick & M&M'S** – 75th Anniversary: #CelebratewithM

Congratulations!

If you'd like to order additional awards for your teams, please contact Mary-Lou French

mfrench@accessintel.com • 301.354.1851





PRNews

**Congratulations to all
the winners and
honorable mentions!**

