

PR News' Social Media Icon Awards Entry Form

Entry Deadline: December 5, 2014

Enter online at www.prnewsonline.com/SMIA2014

Detach and return with entry

Full payment must accompany all entries/entry packets. If you are paying by check, make a note as to how many entries you are paying for. Please ensure you complete all sections below and provide all required details with your entry. You can also enter at www.prnewsonline.com/SMIA2014.

Categories (check all categories being entered)

Facebook:

- Best Survey/Poll
- Community/Engagement
- Contests/Games
- Corporate-Community Partnership
- Crisis Management Campaign
- Event
- Marketing Campaign
- Photography
- PR campaign
- Profile Page
- Social Good Campaign
- Use of Video

Twitter:

- Best Tweet Content
- Best Use of Hashtags
- Campaign to Increase Followers
- Crisis Management Campaign
- Customer Service via Twitter
- Funniest Tweets
- Growth spurt
- Marketing Campaign
- Most Engaged Followers
- PR Campaign
- Profile page
- Promoted Tweet Campaign
- Social Good Campaign

Pinterest:

- Best Brand Presence
- Best Photo with high number of Repins/Likes
- Community/Engagement
- Ecommerce
- Marketing Campaign
- Most Creative Board
- New product launch campaign
- PR Campaign
- Social Good Campaign
- Wow! Photo

LinkedIn:

- Best Company Profile Page
- Best Content on a Company Page
- Best Group
- Employee Communications
- Marketing Campaign
- Media Relations
- Most Engaged Company Page
- Most Engaged LinkedIn Group
- PR Campaign
- Recruiting Campaign

Instagram:

- Best Contest
- Best Photo
- Best Use of a Photo
- PR Campaign

YouTube:

- Best Channel
- Individual Video
- Marketing Campaign
- PR Campaign
- Viral Campaign

Google +:

- Branding Campaign
- Circle Growth
- Content/Thought Leadership
- Use of Hangouts

** And the Rest:

- Best App
- Best Infographic
- Corporate Blog
- Foursquare presence
- Individual Blog
- Games
- Tumblr presence

Influencer ID Tool

- Innovative Product or Service
- Reputation Management Service
- Social Media Measurement/Analytics Tool

Best Social Media Team

CALL FOR ENTRIES



Entry Deadline: December 5, 2014
Final Deadline: December 12, 2014

RECOGNIZING INNOVATION IN SOCIAL MEDIA

Enter online:

www.prnewsonline.com/SMIA2014

Name of Campaign, Corporation or Executive

Name/Job Title

Company

Address

City State Zip

Phone Fax

E-Mail

Entry Fee

Entry: \$350 each \$350 each \$ _____
Late Entry fee: \$225 per entry \$225 each \$ _____
Total \$ _____

The late entry fee must be applied to each individual entry postmarked between December 6 and December 12, 2014.

*Payment in full must accompany the entry.

Payment options

Check (payable to PR News) Money Order Mastercard Visa American Express

Credit Card # Card Verification #

Print name of cardholder Exp.

Signature

Receipts: Toyin Salau at tsalau@accessintel.com
W9 Forms: Kathy Chestnutt at kchestnutt@accessintel.com
Entry fees are not refundable. Access Intelligence—Tax ID #52-2270063
One total payment for all entries is recommended.

Mail To:
Mary-Lou French | mfrench@accessintel.com
PR News' PR People Awards
Access Intelligence, LLC
4 Choke Cherry Rd, 2nd Floor
Rockville, MD 20850

RECOGNIZING INNOVATION IN SOCIAL MEDIA

You have followers, fans and likes, and people sharing your content, re-pinning your photos and chiming in daily. What you don't have – yet – is a Social Media Icon Award to add gravitas and extra credibility to your social media activities. Brought to you by PR News, the Social Media Icon Awards allow you to show off what you've done in the past 12 months and get recognized for all the hard work, interesting content and impressive results that you and your team have accomplished.

The winners of the Social Media Icon Awards will be profiled in PR News Online and at an awards luncheon in spring 2015.

AWARD CATEGORIES

The PR News Social Media Icon Awards are open to all communications, marketing and PR professionals in the categories below. You can enter yourself and/or colleagues. All entries will be held in strict confidence.

FACEBOOK:

- Best Survey/Poll
- Community/Engagement
- Contests/Games
- Corporate-Community Partnership
- Crisis Management Campaign Event
- Marketing Campaign
- Photography
- PR campaign
- Profile Page
- Social Good Campaign
- Use of Video

TWITTER:

- Best Tweet Content
- Best Use of Hashtags
- Campaign to Increase Followers
- Crisis Management Campaign
- Customer Service via Twitter
- Funniest Tweets
- Growth spurt
- Marketing Campaign
- Most Engaged Followers
- PR Campaign
- Profile page
- Promoted Tweet Campaign
- Social Good Campaign

PINTEREST:

- Best Brand Presence
- Best Photo with high number of Repins/Likes
- Community/Engagement
- Ecommerce
- Marketing Campaign
- Most Creative Board
- New product launch campaign
- PR Campaign
- Social Good Campaign
- Wow! Photo

LINKEDIN:

- Best Company Profile Page
- Best Content on a Company Page
- Best Group
- Employee Communications
- Marketing Campaign
- Media Relations
- Most Engaged Company Page
- Most Engaged LinkedIn Group
- PR Campaign
- Recruiting Campaign

INSTAGRAM:

- Best Contest
- Best Photo
- Best Use of a Photo
- PR Campaign

YOUTUBE:

- Best Channel
- Individual Video
- Marketing Campaign
- PR Campaign
- Viral Campaign

GOOGLE +:

- Branding Campaign
- Circle Growth
- Content/Thought Leadership
- Use of Hangouts

** AND THE REST:

- Best App
- Best Infographic
- Corporate Blog
- Foursquare presence
- Individual Blog
- Games
- Tumblr presence

INFLUENCER ID TOOL

- Innovative Product or Service
- Reputation Management Service
- Social Media Measurement/ Analytics Tool

BEST SOCIAL MEDIA TEAM

GENERAL ENTRY RULES: ELIGIBILITY

The Social Media Icon Awards are open to all individuals and teams worldwide at for-profit and non-profit organizations including: corporations, PR firms, public affairs and IR agencies, publicity firms, associations, government, and NGO teams, and sole practitioners. Vendors are also eligible to compete, either in the Technology category or on behalf of clients.

Eligibility Period—Judges will review each person's achievements from November 2013- November 2014. However, overall achievements over a period of time will be considered, and single, one-time campaigns with outstanding results will be equally considered

HOW TO ENTER

(You can mail your entry or enter online at www.prnewsonline.com/SMIA2014)

Compiling Your Entry

The following information must be listed on your synopsis:

- Category entered
- Title of entry (as it would appear on your award)
- Team members (on campaign)
- Key contact for entry
- Organization submitting entry
- Budget
(All budget information is strictly confidential and will not be published w/o expressed permission.)

Within your two-page synopsis (max 800-1200 words), please describe your campaign or PR initiative using the following subheadings:

- Objectives
- Strategy
- Tactics
- Execution
- Evaluation of Success/Results/ROI

Supporting materials should show evidence of the success of your work. It can be any of the following: sales figures, brand media coverage, clippings, photos, urls/web sites, research documents, and testimonials.

IF YOU ARE SENDING YOUR ENTRY

- Completed entry form
- Entry fee (payable to PR News)
- Three copies of your synopsis
- Three copies of any supporting materials, including testimonials

WHERE TO SEND ENTRIES

Mary-Lou French, PR News' Social Media Icon Awards, Access Intelligence, LLC, c/o PR News, 4 Choke Cherry Road, 2nd Floor, Rockville, MD 20850. Please indicate in the left corner of the package the categories you are entering.

ENTRY FEES

The price for each entry is \$350. Late entry surcharge of \$225 per entry. Payment in full must accompany the entry. Entry fees are not refundable.

Receipts: Toyin Salau at tsalau@accessintel.com

W9 Forms: Kathy Chestnutt at kchestnutt@accessintel.com

DEADLINES

All entries must be postmarked by December 5, 2014. For entries postmarked between December 6 and December 12, please add a \$225 late fee. No entries will be considered if postmarked after December 12. Award winners will be notified in early spring and will be honored during a luncheon in spring 2015.

SPONSORSHIP INFORMATION

For sponsorship of the PR News' Social Media Icon Awards and luncheon and the PR News issue, please contact PR News SVP & Group Publisher, Diane Schwartz at 212-621-4964 or dschwartz@accessintel.com.

FAQ

How are the entries judged?

Entries are judged by a blue-chip panel of corporate, agency, nonprofit and academic executives, as well as by the staff of PR News. We evaluate your entry based on creativity, innovation, sound planning implementation and results. Our most important criterion is proven success in aligning your strategic objectives with your end goals.

Who is eligible to win an award?

Any communications team or individual – corporate, agency, association, governmental agency or nonprofit – of any size is eligible to enter the Social Media Icon Awards Program.

When and where will the reception be held?

The winners and honorable mentions will receive their Social Media Icon Awards in spring 2015 during an awards luncheon.

How do I increase my chances of winning an award?

Emphasize the goals of your campaign, as well as your campaign's achievements in your synopsis. Provide as many concrete and specific examples of success as possible, and explain clearly and succinctly your research, planning, implementation and measurement of the campaign.

When will I be notified about the status of my entry?

You will be contacted by PR News staff regarding the status of your entry online if you are named a finalist in the awards program. Finalists are notified 30-60 days in advance of the Social Media Icon Awards ceremony.

Must we include our campaign budget?

It's not a requirement, but it helps the judges to better compare your campaign against other entries. Include at least a reasonable budget range. The judges always take into account the campaign budget relative to the goals and outcome. All information is confidential and will not be published.

What is your Tax ID Number?

52-2270063

Our blue-chip panel of judges will judge your entry on the benchmarks listed in the "Compiling Your Entry" section.

NATIONAL AND INTERNATIONAL RECOGNITION

PR News' Social Media Icon Awards winners will gain:

- A crystal award
- Recognition in PR News
- Recognition in press releases and e-letters
- Recognition in the event program guide



ENTRY DEADLINE: DECEMBER 5, 2014
LATE DEADLINE: DECEMBER 12, 2014
AWARDS LUNCHEON: SPRING 2015

Enter online: www.prnewsonline.com/SMIA2014

Additional questions?

Contact PR News Marketing Coordinator, Kristina McHale at kmchale@accessintel.com; 301-354-1609.