

# Philippine Social Media Week AWARDS

## Criteria for Judging for the Social Media Excellence Awards

### **10% 1. Presence: Nominee should have an account/page on the network they are nominated for**

The company should have different social media platforms where they are able to reach consumers online. The content on those accounts should be appropriate, not aggressive towards groups, and show proper propriety leaning towards the user's mortality.

### **10% 2. Accessibility: The account should be accessible to the public**

This indicates that the account that the nominee has is accessible to the public. Being able to satisfy this factor means that they are capable of providing a better experience for everyone. One way to know this is that they are easily reached, in a way that they are able to cover the widest and most diverse audience.

### **25% 3. Creativity & Innovation: Demonstrate creativity in content distribution including use of images, videos, text etc.**

Creativity and Innovation are what truly makes businesses stand out from one another. This is because there are various ways of marketing their brand but what's important is those that influence and catch the attention of consumers. Therefore, the business should be capable of producing appealing advertisements and generating fresh ideas in order to create an impact to their viewers.

### **20% 4. Content: Develop and distribute fresh content**

Delivering fresh and creative content should be done because this will create an impression on the consumers. Undeniably, content marketing and social media work well together. This is why the business should be able to figure out which campaigns go best in the online world in order for them to be able to effectively connect their brand to the audience.

### **15% 5. Consistency: Should use network on a regular basis**

Consistency is key when it comes to social media presence – especially in terms of marketing. For their company to ultimately gain brand recognition, they should always be present in almost all their platforms. In essence, they should have a good balance in the number of posts that they release per day and at the same time, establish an excellent posting schedule that can consistently and strategically reach a huge number of audience.

### **20% 6. Engagement: Should interact and engage fans on a regular basis**

The presence of social media has changed the way of how communication works between consumers and businesses. A customer can now raise their concerns or ask information online, which has been really convenient for everyone. Thus, businesses should know how to interact well with consumers in the social stream. And, the businesses should be able to adequately answer the consumers' inquiries and concerns, should they be towards the business or its employees, for example.

**Total of 100%**