



THE
SOCIAL MEDIA MARKETING
AWARDS

Recognising Excellence in Social Media Marketing

**Best Student
Social Media
Campaign**

Call for Entries

Entry Deadline April 24 2021

The Social Media Marketing Awards honours the best in the social media marketing industry, celebrating achievements whilst highlighting the excellent work being done in social media.

These awards are presented by the Social Media Marketing Institute and are judged by an independent awards jury, made up of leaders from the social media marketing industry.

Benefits of Winning a Best Student Social Media Campaign Award

Some of the benefits of winning an award are:

- National recognition as one of the best new up and coming Social Media Marketers
- Improved visibility as you prepare to enter the social media industry
- Receiving your award in front of the leaders in the Social Media Industry
- Receive a nominee badge to use on your websites, social media and resume
- Being presented with a trophy that you can display as a reminder of your achievement
- Helping to highlight the quality of your education program at your university or RTO.

Entries for the Awards open on January 20th 2021 and the entry deadline is April 24 2021.

It is free for students to enter.

Award finalists will be notified following judging of the SMMA entries on July 1 2021. Winners will be announced on September 16 2021.

Award Category

10. Best Student Social Media Campaign

This category seeks to recognise the best social media campaign carried out by a student studying at a university or Recognised Training College (RTO). To be eligible for this category, students can be part-time or full-time but not working full-time in the social media or marketing industry.

Students can work in teams of up to 3 people to deliver the campaign.

The Brief:

Adolescence is hard enough without the challenge of a serious illness or disability.

Designed to combat loneliness and isolation, [livewire.org.au](https://www.livewire.org.au) connects teens and young people (12-20) experiencing serious illness or disability, through a safe online community. It helps teens navigate life with a serious illness, support each other and most importantly, to focus on the positives of what they can do, not what they can't.

Your brief is to help the Starlight Foundation raise awareness for the Livewire program

To learn more about the Starlight Foundation or the Livewire program, please click on the following link:

<https://www.livewire.org.au>

Best Student Social Media Campaign

This category is judged based on 3 criteria:

1) Overview - In no more than 500 words, please provide an overview of the social media campaign you have put together. This will include the SMART objectives of the campaign and who the campaign is targeting (personas)

2) Creativity and content - The jury is looking for the creative use of social media to grow and engage audiences. In no more than 1000 words, please explain the creativity of the concept, the key messages, hashtags and creativity of execution. Include examples of the content you would use in this campaign. Images and/or videos can be submitted. Videos can be no longer than 3 minutes.

3) Budget and measurement - In no more than 500 words, please explain your budget and how you would track the success of your campaign and measure your results.

Scoring

Overview- 30%

Creativity and Content - 50%

Results - 20%

If you have any questions, please email Mireille Ryan at mireille@smminstitute.com.au.

Best Student Social Media Campaign

How to Enter

- Upload your entry using our secure awards platform
- Click on the link below to access our secure Awards platform. If you have not entered before, you will need to register -

<https://socialmediamarketingawards.awardsplatform.com>

Entry Rules

1. Entry Deadline - The awards website will begin to accept entries on Wednesday 20 January 2021 and will close Saturday April 24 2021.

2. Who May Submit Entries - The Social Media Marketing Awards program is only open to individuals or teams who are a current student at a university or RTO based in Australia or New Zealand.

3. About Each Entry - Entry is electronically via the awards website ONLY. Please do not send any physical entries as they will not be put forward to the Awards Jury for judging. To enter, please go to www.socialmediamarketingawards.com. Any videos featuring the work to be judged should only be via You Tube or Vimeo link. Please only include the work being entered on the video. Videos must be no longer than 3 minutes. There should be no more than six files per entry. Each file must not exceed 20MB. Allowed file types are JPEG, PDF, MP3. Please ensure each file submitted is of good quality and is viewable on a computer screen.

4. Changes to Entries - You are able to make changes on your entries up until the closing date of 24 April 2021. After that date, the only thing you are able to change is the name of the entrants, which will incur a \$200* admin fee.

Top 10 Tips for Writing a Winning Entry

Tip 1: Make sure you address all the criteria

Tip 2: Write concise and compelling summaries - you only have limited words in which to address the criteria so make sure you are concise and to the point. Structure your entry. Tell a story.

Tip 3: Articulate the challenge or problem that needed to be solved.

Tip 4: Stick to the Word Counts - Judges have lots of entries to review so please stick to the word count. If the word count is 500, any additional words in that section will not be included.

Tip 5: Provide videos and images to support your entry

Tip 6: Have your entry proof read - sometimes you can look at something many times and not see errors. Ask other people to proof read and offer feedback for your entry. Make sure you allow plenty of time for this process so you do not miss the entry deadline.

Tip 7: Get feedback for your entry from your lecturer or tutor. They will help you to make sure you have address all criteria.

Tip 8: Fill out your entry on a word document before transferring it to the online entry form - you don't want to spend time writing an awesome entry, only to have the computer crash when you submit it.

Tip 9: Allow plenty of time to submit your award entry - Make sure you have included all your information and evidence. Don't put pressure on yourself and wait until the last minute. Under pressure you will not submit your best entry.

Tip 10: Enjoy the process. This is a chance to have industry experts from around the world to view your work and give feedback.