

Social

Social Content & Marketing Categories

Activism

Social media services and platforms dedicated to public service and activism pursuits.

Arts & Entertainment

Social media services and platforms centered around the arts and entertainment world, including, movies, events, and video games.

Cause Awareness *

Social media accounts that promote a cause or cause-related events, activities, or organizations

Celebrity/Fan

Celebrity or fan social media accounts or experiences.

Contests & Promotions

Social media experiences for promotions and contests.

Corporate Communications

Social media accounts that serve as online identities for corporations, organizations, businesses or professional individuals.

Crisis Management *

Social media accounts that provide information, give directives, or offer support during a crisis.

Culture & Lifestyle

Social media services and platforms that promote education, learning, intellectual growth, and discovery.

Events

Social media accounts created or executed on behalf of an organization/institution or brand devoted to promoting and generating engagement around events and/or to promoting and hosting live events online.

Film & Television

Social media content dedicated to film and television.

Food & Beverage

Social Content devoted to the culinary arts, including reviews, recipes, how-to's, and general production information.

Health & Wellness

Social media accounts created or executed on behalf of an organization/institution or brand that are devoted to disseminating information about health and fitness and/or to promoting health-and-fitness related products or services.

Humor

Social media accounts dedicated to comedy or the art of laughter. These include accounts on behalf of publications, content creators, or the accounts of individuals.

Influencer Marketing

Marketing in which focus is placed on specific key individuals (or types of individual) rather than the target market as a whole.

Live Streaming

Experiences filmed live via a social media platform. Includes interviews, discussions, promos, concerts, and events.

News/Information

Social media services and platforms that provide news and information.

Polls & Surveys

Social media accounts that aid in constructing or improving of a poll or survey. Also includes accounts which feature existing polls and surveys.

Public Service & Activism

Social media services and platforms dedicated to public service and activism pursuits.

Sports

Social media accounts dedicated to sporting news, sporting culture, sports teams, sports statistics, sports data, sporting events, and sports history.

Travel

Social media content dedicated to travel and the travel industry.

Social Video Categories

Arts & Entertainment

Videos that promote art and entertainment including including film and performances.

Contests & Promotions

Social video content to promote or share contests and promotions.

Educational & Instructional

Includes how-to, instructional and informational videos as well as online learning content.

Events & Live Streaming

Video debuting on social media featuring streamed footage of events or live experiences.

Food & Beverage

Social video content created to promote food and beverage products and services.

Health & Wellness

Social video content to promote, educate or advance health and wellness.

How-to & DIY

Social video content to instruct, inform or educate.

Humor

Social Video to promote humor and comedic content of any nature.

News & Information

Videos that promote news and information.

Not-for-Profit

Social video content to promote or educate in regard to not-for-profit causes or organizations.

Political & Campaigns

Social video content created to promote, educate or advance political causes, agendas, candidates or campaigns.

Products & Services

Social video content created to promote or educate the audience on various products and services.

Public Service & Activism

Sports

Travel

Social video content related to travel and the travel industry.

Social

Influencer Marketing Categories

Beauty & Makeup

Endorsements or product placements from individuals and organizations who have a purported expert level of knowledge or social influence in the beauty and makeup industry.

Family & Kids

Endorsements or product placements from individuals and organizations who have a purported expert level of knowledge or social influence in family-friendly industries.

Fashion & Apparel

Endorsements or product placements from individuals and organizations who have a purported expert level of knowledge or social influence in the world of fashion and general apparel.

Fitness

Endorsements or product placements from individuals and organizations who have a purported expert level of knowledge or social influence in the fitness and exercise industry.

Food & Beverage

Endorsements or product placements from individuals and organizations who have a purported expert level of knowledge or social influence in the food and beverage industry.

Health & Wellness

Endorsements or product placements from individuals and organizations who have a purported expert level of knowledge or social influence in physical, psychological, and spiritual health and overall wellness.

Music

Endorsements or product placements from individuals and organizations who have a purported expert level of knowledge or social influence in the music industry.

Non-Profit

Endorsements or product placements from individuals and organizations who have a purported expert level of knowledge or social influence with non-profit organizations or associations.

Social Good

Endorsements or product placements from individuals and organizations who have a purported expert level of knowledge or social influence in the interest of the greatest benefit to a specific community, individual, or cause.

Sports

Endorsements or product placements from individuals and organizations who have a purported expert level of knowledge or social influence in the sports industry.

Technology

Endorsements or product placements from individuals and organizations who have a purported expert level of knowledge or social influence in the technology industry.

Tourism & Leisure

Endorsements or product placements from individuals and organizations who have a purported expert level of knowledge or social influence in the tourism, travel and leisure industry.

Social Campaigns & Series Categories

Arts & Entertainment

Social media content that is devoted to arts and entertainment. Entries in this category include content series and campaigns created for social.

Educational & Instructional

Social media content that is devoted to education and instruction. Entries in this category include content series and campaigns created for social.

Food & Drink

Social media content that is devoted to food and drink. Entries in this category include content series and campaigns created for social.

News & Information

Social media content that is devoted to news and information. Entries in this category include content series and campaigns created for social.

Public Service & Activism

Social media content that is devoted to public service and activism. Entries in this category include content series and campaigns created for social.

Sports

Social media content that is devoted to sports. Entries in this category include content series and campaigns created for social.

Social Features Categories

Best Art Direction

Only the art direction of the piece is judged.

Best Copywriting

Recognizing the craft of writing within a social media site or app.

Best Experimental & Innovation

Specifically for social media experiences considered innovative, groundbreaking, and cutting-edge.

Best Individual Post

Only a single post made by an account is judged.

Best Social Presence

Use of social media that shares in a company or individual's general social presence.

Best Use of Graphics

Only the use of graphics within the piece will be judged.

Best Use of Lens/Filter

Only the use of graphics within the piece will be judged.

Best Use of Photography

Social media experiences that feature the use of photography or the use of graphics.

Best Use of Stories

Only the use of stories by an account will be judged. Includes short-form and long-form stories.

Best Use of User-Generated Content

Only content posted that was generated through community collaboration will be judged.

Best Use of Video

Social media experiences that prominently feature the use of video.

Best Virtual or Remote Experience *

Only the remote or virtual experiences within the piece will be evaluated.

Dance *

Only accounts that feature dances, dance routines, or elements of dance will be evaluated.