



DOTTIE AWARD SOCIAL MEDIA
EDITORIAL CRITERIA
FOR CATEGORIES #425-426,428-435, 636-637,639-640,642-643,645-646, 725-728, 825-828,855-858

Please read the editorial profile for each entry before judging the entry.

Score your responses on a scale of one to ten in which:

1=unacceptable

3=below average

5=average

7=above average

9=very good

10=excellent

Do not use 0. Use whole numbers only, no fractions, decimals, pluses or minuses.

Place your single score for each entry in the "score" box on your judging form.

425,426

Best Use of Social Media

636, 637,
725, 825
855

Is content interesting, clear, easy-to-read and grammatically correct?
 Does the content help build a reader relationship? Are readers engaged?
 Does the sharing strategy produce tangible results in audience growth?
 Are they using social tools in an innovation manner? Sharing cross-platforms?
 Does social media enhance the overall experience of the brand?

428,429,

Best Social Media Community

639-640,
726, 826
856

Does the content engage readers in meaningful conversations rather than promotion?
 Is the community active, reader-centric and relevant to the brand?
 Does the online community reflect the style and tone of the brand?
 How well does the social-media communities extend its brand?
 Does the online community produce tangible results? How?

431,432,434

Best Blog or Series

435,642,643,
645,646
727, 728
827,828
857,858

Is the blog well-written? Does it convey a unique voice?
 Is the content authoritative and clear?
 Does the blog engage readers in discussion and support a sense of community around the subject area?
 Does it enhance the overall experience of the brand? Design consistency, voice and messaging?
 Do the interactive features work smoothly?