



SOCIAL MEDIA
EDITORIAL & DESIGN CRITERIA
FOR CATEGORIES #132 – 137, 141-142, #180-181

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
7=above average

3=below average
9=very good

5=average
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.

132, 135, 141, 180 Best Use of Social Media

- Is the content easily sharable via multiple social media networks?
- Are readers engaged in contributing content to the publication?
- Does the content help build a reader relationship?
- Is the content intriguing enough that it directs readers to the publication or Website?
- Is content clear, easy-to-read and grammatically correct?
- Does the publication's sharing strategy produce tangible results in audience/circulation?
- Does the publication demonstrate innovation with new social media tools?
- Does social media enhance the overall experience of the publication brand?

133, 136, 142, 181 Best Social Media Community

- Does the content engage readers in meaningful conversations rather than promotion?
- Is the community active, reader-centric and relevant to the publication?
- Does the online community reflect the style and tone of the publication?
- Are print readers made to feel welcome and as if they are a good fit in the community?
- How well do the title's social-media communities extend its brand?
- Does the community create quality added-value for a print reader?
- Does the online community produce tangible results in audience/circulation?