A picture containing brush

Description automatically generated

ENTERING DETAILS

Category:

|  |
| --- |
| BEST USE OF SOCIAL MEDIA |

Entry title:

|  |
| --- |
| Click or tap here to enter text. |

City, nation, or place this entry relates to:

|  |
| --- |
| Click or tap here to enter text. |

Entering organisation:

|  |
| --- |
| Click or tap here to enter text. |

AWARD ENTRY

|  |
| --- |
| **Section One: The Challenge/background**  In no more than **200 words**, please set the context for your entry. Provide the background for the challenges or opportunities for your place and why there was a need to create and implement this social media strategy. |
| Click or tap here to enter text. |

|  |
| --- |
| **Section Two: The Strategy** In no more than **300 words**, please outline the strategy you developed. The jury will be keen to understand how you defined the audience for your strategy and why; and why you set up the particular partnerships and/or chose particular channels of communication and/or tools that you did. They will also want to hear what KPIs you set for your approach. |
| Click or tap here to enter text. |
| **Section Three: The Implementation**  In no more than **300 words**, please describe how the strategy was implemented over the qualifying period [1 March 2019 – 31 July 2020]. The jury will be keen to understand any challenges you faced and overcame, and/or any lessons you may have learned along the way. |
| Click or tap here to enter text. |
| **Section Four: The Results**  In no more than **200 words**, please provide details of the results achieved. The jury will expect to see that these results relate to your objectives and will be interested to hear how you plan to take this strategy forward. |
| Click or tap here to enter text. |

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SUPPORTING EVIDENCE

When submitting your entry, you will have the opportunity to provide up to three supporting pieces of material. These should not be a lengthier description of your entry, but rather images, or videos, or links to websites, or pdfs of documents used to communicate your strategy etc. which the judges can peruse.

Please indicate what evidence you are submitting:

|  |  |
| --- | --- |
| Evidence | What evidence are you submitting? [Please provide a specific file name or a link if applicable] |
| 1 | Click or tap here to enter text. |
| 2 | Click or tap here to enter text. |
| 3 | Click or tap here to enter text. |

|  |
| --- |
| *When you are happy with your entry, please email it to* [*awards@citynationplace.com*](mailto:awards@citynationplace.com) *along with your supporting evidence. All entries must be submitted before 10 September 2020 to be considered. Shortlisted entries will be announced on 1 October 2020 and the winners will be announced at the virtual City Nation Place Global conference in November.* |