



## 2020 AAEA DIGITAL & SOCIAL MEDIA AWARDS

The 2020 AAEA Digital & Social Media Awards are sponsored by the AAEA through funding provided by:



Digital & Social Media entries will be judged based on creativity, quality and clarity; the success of the tactic in meeting objectives (results); appropriateness and perceived value of the information for the target audience; and the entrant's proficiency in the category. Entries should be entered as either **Publishing** or **Marketing Communications** entries.

### Digital & Social Media Entry Basics

- Go to [https://app.reviewr.com/s1/site//AAEA\\_Awards](https://app.reviewr.com/s1/site//AAEA_Awards) to log in and begin the entry process.
- An entrant may enter as many entries per category as desired in either section of DSM except in the Video Production categories where as many as three entries are allowed.
- In the Credits section of the entry page, list any special instructions about how to word the certificate or plaque if you win (if other than the names credited for the work).
- For all URLs, use a URL shortener like [goo.gl](http://goo.gl), [tinyurl.com](http://tinyurl.com), or [bit.ly](http://bit.ly) to shorten long links.
- **IMPORTANT:** The PDF with the objective, target audience and specific challenges or requirements for the design you would like the judges to know about is now done online. Fill out each required field in the entry form. You will not be able to submit your application if you have not filled out the required fields.
- See individual category descriptions below and online to see what is to be submitted for each category. Note: on our entry website, the Digital & Social Media Division categories are listed in a dropdown menu. If you have questions about what to enter, please contact Mary Kendall Dixon by phone at 706-407-2550 or by email, [mkdixon@asginfo.net](mailto:mkdixon@asginfo.net).

### Publishing Categories

*For those involved in editorial writing for commercial or custom publications, electronic or print.*

#### Cat. DP1: Podcasts

Enter an audio or video program produced solely to be downloaded to portable media players (iPods, iPads, MP3 players, etc.) or archived and streamed online. To enter video

and audio, paste the URL/Link from where the work is published or performed (YouTube, Vimeo, Issuu.com, etc.) in the URL/Link fields on the entry page. Do not upload MP3 or other A/V files directly. Type

log- in info in objectives section. See additional info online

#### Cat. DP2: Blogs

Enter a Web-based journal, or blog, whether part of a publication's website or standalone. (Publication articles/ columns that happen to also be posted online should be entered in the appropriate subject-matter category in the AAEA Writing Awards.) List URL(s) for 3 specific blog posts written by one person plus comments, posted between April 16, 2019, and April 15, 2020, or submit the posts and comments as a PDF. Type log-in info in objectives section. See additional info in category description online.

#### Cat. DP3: Websites

Enter an editorial website published by a publication. List URL(s) in the URL/Link fields on the entry page; type any log-on information a judge would need to view the content into the objectives section of the entry form.

#### Cat. DP4: Webinars

Enter media files of editorial content distributed using streaming media technology or provided for viewing/ downloading on a website. List URL(s) in the URL/Link fields on the entry page; type any log-in information a judge would need to view the content into the objectives section of the entry forms.

#### Cat. DP5: Social Media

Enter examples of the publication's use of social media, such as Facebook, Twitter, Foursquare, Google+, YouTube, LinkedIn, Instagram, etc. Submit screen captures/downloads or copies of key examples of their use. List URL(s) in the URL/Link fields on the entry page; type any log-in information a judge would need to view the content into the objectives section of the entry form.

#### Cat. DP6: Mobile/Tablet Technology Applications

Enter a smartphone or tablet application (app) offered by a publication. Submit PDF, JPEG or PNH of screen captures/ downloads and materials related to the app order page/ description. Provide URLs leading to apps in the URL/Link fields on the entry page, and include brief instructions on where and



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how to download the application in the objectives section of the entry form. Files of promotional or other materials related to the app may be uploaded as part of the entry.

### **Cat. DP7: Multimedia Story**

Enter an online story or series that uses multimedia tools such as audio, video and/or photo galleries as part of the narrative process. List URL(s) in the URL/Link fields on the entry page; type any log-in information a judge would need to view the content into the objective section of the entry form.

### **Cat. DP8: Video Production**

Enter one program/feature, special program/feature, documentary, or regularly produced program. Program/feature must have aired on a commercial/noncommercial broadcast station or on publisher's website or publisher's YouTube (or another video-publishing) channel. Please submit up to a 10-minute sample from the program/feature by providing the URL/link for video streaming or download. Please include any log-in instructions needed to view the video in the objectives section. Finally, if the program/feature is longer than 10 minutes, please denote the proper time data to ensure the 10-minute sample (at maximum) is accessible for evaluation purposes in the objective section. Limit to Three entries per publication/brand/organization.

## **Marketing Communications Categories**

*For those involved in marketing communications (i.e., public relations, media relations, etc.) for a company, agency, trade association or other non-publishing organization.*

### **Cat. DM1: Podcasts**

Enter an audio or video program produced solely to be downloaded to portable media players (iPods, iPads, MP3 players, etc.) or archived and streamed online for public relations or promotional purposes. To enter video and audio, paste the URL/Link from where the work is published or performed (YouTube, Vimeo, Issuu.com, etc.) in the URL/Link fields on the entry page. Do not upload MP3 or other files directly. Type any log-in information a judge would need to view the content into the objectives section of the entry form.

### **Cat. DM2: Blogs**

Enter a Web-based journal, or blog, used for public relations, educational or promotional purposes. Provide URLs for 3 blog entries with comments, posted between April 16, 2019, and April 15, 2020. Or, submit PDF(s) of the posts & comments. type any log-in information a judge would need to view the content into

the objectives section of the entry. See Category description online for more information.

### **Cat. DM3: Websites**

Enter a website used to promote a company/association product or service. Can be for an internal or external audience. List URL(s) in the URL/Link fields on the entry form; type any log-in information a judge would need into the objectives section of the entry.

### **Cat. DM4: Webinars**

Enter media files of content distributed using streaming media technology or provided for viewing/downloading on a website. List URL(s) in the URL/Link fields on the entry form; type any log-in information a judge would need into the objectives section of the entry.

### **Cat. DM5: Social Media**

Enter examples of innovative use of social media, such as Facebook, Twitter, Foursquare, Google+, YouTube, LinkedIn, Instagram, etc., to communicate with audiences for public relations, promotional or educational purposes. List site URLs in the URL/Link fields on the entry form; type any log-in information a judge would need into the objective section of the entry form.

### **Cat. DM6: Mobile/Tablet Technology Applications**

Enter a smartphone or tablet application (app) used as of a public relations, promotional or educational program to reach an ag audience or to reach the general public on an agricultural topic. Upload PDF, JPEG, PNG and/or GIF files of materials related to the app order page/ description. Include brief instructions on where and how to download the application in the objective section of the entry.

### **Cat. DM7: Online Media Rooms/Media Kits/ Media Events**

Enter Web-based or digital media materials produced by a company, association, agency or organization to provide resources for working media. May include internal or external sites; the media room section of a website; electronic product information; special media events delivered primarily through the Web, etc., but not media kits sent by publications to advertisers. (Media kits or events using primarily traditional delivery methods should be entered in the appropriate AAEA MarComm Awards category.) List the URL(s) on the entry form where indicated and type any log-in information a judge would need into the objectives section of the entry. Upload supplementary PDF files as part of the entry as appropriate.



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### Cat. DM8 Video Production

Enter one program/feature, special program/feature, documentary, promotional segment or regularly produced program. Please submit up to a 10-minute sample from the program/feature by providing the URL/link for video streaming or download. Please include any log-in instructions needed to view the video in the objectives PDF. Finally, in the event that the program/feature is longer than 10 minutes, please denote the proper time data to ensure the 10-minute sample (at maximum) is accessible for evaluation purposes in the objectives section. Limit to Three entries per publication/brand/organization.

### DIGITAL AND SOCIAL MEDIA CHECKLIST

- Is at least one member of your staff a current AAEA member?
- Was your entry published in print or online between April 16, 2019 and April 15, 2020?
- Have you listed the appropriate name(s) in the Credits section? In the event of a winning entry, this is the information that will be on the plaque or certificate. If you want only the agency or company to appear on winning entries, please provide this information in the Comments section.

### Questions about what or how to enter?

For all Divisions and any general award questions, contact  
Mary Kendall Dixon at 706-407-2550 or by email to  
[mkdixon@asginfo.net](mailto:mkdixon@asginfo.net)

NOTE: Any material submitted as URLs must remain available online through July 2019.

For all URLs, use a URL shortener like goo.gl, tinyurl.com, or bit.ly to shorten long links submitted as entries in any Division.

Join us for the 22<sup>nd</sup> Annual

## AGRICULTURAL MEDIA SUMMIT *in Kansas City, Missouri!*

**JULY 25-29, 2020**

The Agricultural Media Summit is a joint meeting of the American Agricultural Editors' Association, the Livestock Publications Council and the American Business Media Agri-Council. This industry-wide gathering of agricultural communicators offers one of the best opportunities for professional improvement and industry networking.

The AAEA 2020 Communications Awards will be presented during AMS.

For more information about AMS: [www.agmediasummit.com](http://www.agmediasummit.com)