



## SOCIAL MEDIA EDITORIAL CRITERIA FOR CATEGORIES #132 – 137

**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 sheet.**

### **132, 135 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 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?

### **134, 137 Best Publication Blog**

- Is the blog well-written?
- Does it convey a unique voice?
- If it includes tutorial content, is it 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?
- Is the content easily accessible in a way that adds both depth and breadth to the topic?
- Do these types of content integrate smoothly in terms of design consistency and branding?
- Do the interactive features work smoothly?