

**IAFE HALL OF HONOR COMMUNICATIONS CONTEST AWARDS
PROGRAM CATEGORY 17 FORM (2019)**

Please provide all information requested on this form in the space allocated (no additional lines and or pages of explanation) and place in your presentation binder/folder as the first two pages for Category 17. If you cannot do this in the "fillable PDF" format, please print and TYPE your responses.

FAIR NAME: _____

FAIR STATE/PROVINCE: _____

DIVISION: ____ (see rules, based upon attendance)

Category 17 – Social Media/Mobile Campaign(s)

a. Social Media Information/Statistics

| Social Media Type | current # of followers | % of growth from previous year |
|-------------------|------------------------|--------------------------------|
| _____ | _____ | _____ |
| _____ | _____ | _____ |
| _____ | _____ | _____ |
| _____ | _____ | _____ |
| _____ | _____ | _____ |
| _____ | _____ | _____ |
| _____ | _____ | _____ |
| _____ | _____ | _____ |

b. Mobile Campaign Information/Statistics

Give a brief overview of your mobile campaign. Acceptable inclusions are texting SMS, websites optimized for mobile phones/tablets, phone apps, mobile websites. Include statistics where relevant.

c. Tell about one or two best practice(s) for your social media and/or mobile campaigns. We're looking for the "wow" factor – something AWESOME that your fair did through your social media and/or mobile campaigns. Include the goals, strategy, execution process, target audience and results of each practice.