Western Association of Chamber Executives

Digital Campaign Award (formerly Social Media Impact Campaign)

Purpose:
To recognize a local Chamber of Commerce that has demonstrated outstanding impact through the development and implementation of a digital media campaign. This award honors initiatives that have used digital media creatively and strategically to achieve measurable goals—such as membership engagement, event attendance, public awareness, advocacy, or community development.

Eligibility:

- Applicant must be a Chamber of Commerce in good standing as a member of W.A.C.E.
- The campaign must have been developed and executed within the past 12–18 months.
- The campaign must use digital media as a central channel (platforms such as Facebook, Instagram, X, LinkedIn, TikTok, etc.). Short-form reel videos may be included as an element of the campaign (separate from Video award).
- The campaign may have supplemental channels (email, print, etc.), but must clearly show digital media's lead role.
- Materials submitted must be original (i.e. not previously submitted for another W.A.C.E. award in the same category) and must include measurable outcomes.
- Campaigns/Content submitted for this award should support a campaign or initiative with a specific purpose beyond general chamber awareness.

Application Elements

Applicants should provide the following components in their submission. All information should include supporting documentation where applicable.

Component	Description
Contact & Background Info	Name of Chamber, location, contact person; size (membership count, staff size), budget (campaign-specific or overall marketing budget)

Component	Description
Campaign Overview	Name/title of the campaign; objectives/goals; target audience(s); duration (start date, end date)
Strategic Plan & Creativity	Description of strategy: platforms used, content types (video, images, stories, reels, posts, live streams, hashtags, etc.), creative elements; budgeting decisions; staff or partner roles
Implementation	Timeline; content calendar; scheduling; community engagement tactics; promotion (paid vs. organic); how digitall media was leveraged in real time; adjustments made mid-campaign if any
Outcomes & Metrics	Quantitative results: reach/impressions; engagement (likes/shares/comments/retweets/etc.); follower growth; click-throughs; conversion metrics (e.g. membership sign-ups, event registrations, donations, leads); other KPIs tied to goals. Qualitative results: testimonials, feedback, media coverage, community impact. Comparisons to prior baseline if available.
Supporting Materials	Sample digital media graphics/posts/videos; screenshots; hyperlinks to live campaign pieces; media (images/videos) where appropriate; calendar or content plan (if available); budget breakdown of campaign-specific spend.
Budget & Resources	Total campaign cost; staff time involved; whether any external vendors/partners were used; paid advertising spend vs. organic reach.

Judging Criteria

Submissions will be evaluated by a panel of communications and marketing professionals (or W.A.C.E. members with relevant expertise). The panel will use the following weighted criteria:

Criterion	Weight	What Judges Will Look For
Clarity & Relevance of Goals	15%	Were the goals specific, measurable, achievable, relevant, and time-bound (SMART)? Did they align with the Chamber's mission and community needs?

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Strategic Use of Digital Media Platforms & Creativity	30%	Choice of platforms appropriate to target audience; creative content (graphics, video, stories); originality; adaptability; storytelling; use of new/trending formats.
Execution & Implementation	15%	How well the campaign was organized and executed; adherence to timeline; consistency in messaging; appropriate use of paid vs. organic tactics; adjustments made in response to metrics or feedback.
Measurable Outcomes & Return on Investment	25%	Evidence of impact: metrics data; whether the outcomes met or exceeded goals; how effectively resources (time, money, staff) were used; cost per result if available.
Engagement & Community Impact	15%	Did the campaign stimulate interaction (comments, shares, user-generated content)? Did it affect the community beyond metrics — e.g. awareness, behavior change, advocacy, local partnerships?