

## Social Media Impact Campaign Award

### **Purpose:**

To recognize a local Chamber of Commerce that has demonstrated outstanding impact through the development and implementation of a social media campaign. This award honors initiatives that have used social 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 (or similar local/regional chamber organization) in the W.A.C.E. membership region.
  - The campaign must have been developed and executed within the past 12–18 months.
  - The campaign must use social media as a central channel (platforms such as Facebook, Instagram, Twitter/X, LinkedIn, TikTok, etc.).
  - The campaign may have supplemental channels (email, print, etc.), but must clearly show social media's role.
  - Materials submitted must be original (i.e. not previously submitted for another W.A.C.E. award in same category) and must include measurable outcomes.
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## Application Elements

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

<b>Component</b>	<b>Description</b>
<b>Contact &amp; Background Info</b>	Name of Chamber, location, contact person; size (membership count, staff size), budget (campaign-specific or overall marketing budget)
<b>Campaign Overview</b>	Name/title of the campaign; objectives/goals; target audience(s); duration (start date, end date)
<b>Strategic Plan &amp; Creativity</b>	Description of strategy: platforms used, content types (video, images, stories, reels, posts, live streams, hashtags, etc.), creative elements; budgeting decisions; staff or partner roles
<b>Implementation</b>	Timeline; content calendar; scheduling; community engagement tactics; promotion (paid vs. organic); how social media was leveraged in real time; adjustments made mid-campaign if any
<b>Outcomes &amp; Metrics</b>	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.
<b>Challenges &amp; Learnings</b>	What obstacles arose; what was tried, what worked and what didn't; what changes would be made next time; how lessons will inform future campaigns.
<b>Supporting Materials</b>	Sample social 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.
<b>Budget &amp; Resources</b>	Total campaign cost; staff time involved; whether any external vendors/partners were used; paid advertising spend vs. organic reach.

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## 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:

<b>Criterion</b>	<b>Weight</b>	<b>What Judges Will Look For</b>
<b>Clarity &amp; Relevance of Goals</b>	15%	Were the goals specific, measurable, achievable, relevant, and time-bound (SMART)? Did they align with Chamber's mission and community needs?
<b>Strategic Use of Social Media Platforms &amp; Creativity</b>	20%	Choice of platforms appropriate to target audience; creative content (graphics, video, stories); originality; adaptability; storytelling; use of new/trending formats.
<b>Execution &amp; Implementation</b>	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.
<b>Measurable Outcomes &amp; Return on Investment</b>	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.
<b>Engagement &amp; Community Impact</b>	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?
<b>Lessons Learned &amp; Sustainability</b>	10%	Reflection on what didn't work; how insights will guide future campaigns; whether the campaign or components can be sustained or scaled; the degree to which the Chamber has built capacity (staff or skills) through the campaign.