



THE BEST SOCIAL AWARDS

ALL YOU NEED TO KNOW TO SUBMIT A CASE

In this document companies, governments and organizations will find all the information about submitting for the 10th edition of The Best Social Awards. We are here to help!

About The Best Social Awards — Business

The Best Social Awards —Business is an event surrounding The Best Social Awards. We reward the best work in the social media industry. Which social media campaigns, posts, brands and agencies have been leading in the past year? A professional jury will judge all the submitted cases. After their judgment, the nominees will be announced, and at the event we will reveal the winners.

Dates of Business categories The Best Social Awards #10

- Submissions period: October 11 - November 23
- Jury night (judging of the submissions by the jury): December
- Announcement of nominations: January
- The Best Social Awards: Beginning of 2024

Prices

From October 11th to November 16th 2023: fee of 275 euro (excluding VAT).

From November 17th to November 23rd: fee of 325 euro (excluding VAT).

Would you like to know what you get if you submit a case? Find it [here](#).

Tips

1. Business cases are only treated if they come in via the 'submit' page. Need help? Send us an email to info@thebestsocialawards.nl.
2. The submission must have been originally published between May 26th 2022 and November 23th 2023. If your submission falls (partly) outside of this range, please contact us, we may be able to adapt a sleeve.
3. The submission must be made especially for social media. No transfers from, for example, print or TV commercials.
4. Consider in which category (or categories) a case fits, if you are not sure you can always contact us.
5. The conditions for submitting the case differ per category, please read them carefully.
6. Make sure that in the case PDF all points are covered from the category conditions, if something is missing it could mean that the case will be disqualified.
7. It is allowed to submit a case in multiple categories. A case for, for example, Beste Inhaker, may also compete for Beste Video, as long as they are submitted separately and meet the conditions of both categories.
8. There is no limit to the number of entries.
9. After submitting your entry(s), click on the shopping cart and fill in the address and billing information, if the shopping cart is not filled in, the entry will not be received.
10. You can find more detailed general terms [here](#).

Terms and information for each category

Want to get inspiration? Check out [here](#) all the winners and nominees from past years.

Beste Agency

Which agency has shown in the past year that they are on the front lines with their social media creativity? Who clearly emerges as the winner in the battle for the most innovative content and buzzworthy campaigns and posts?

What do you need to send in?

A PDF with:

- Agency and brand information
- Motivation
- 5 bullet points that describe your agency
- Top three cases from the past year including visuals
- URL to cases (if available)
- URL to case video (if available)
- URL to your social media channels and website

Please note: the PDF document should not exceed 2 pages.

Beste AR/VR-toepassing

With VR and AR you can immerse yourself in a completely new world for a while. Which company utilizes VR or AR to add an awesome creative layer to social media? Who, with their unique ideas, made our virtual world spin 360 degrees?

What do you need to send in?

A PDF with:

- Agency and brand information
- Visuals of the case (if applicable, screenshots)
- Explanation and motivation
- URL to the case (if available)
- Mention of the social channels where it took place

Please note: the PDF document should not exceed 2 pages.

Beste Campagne (Best Campaign)

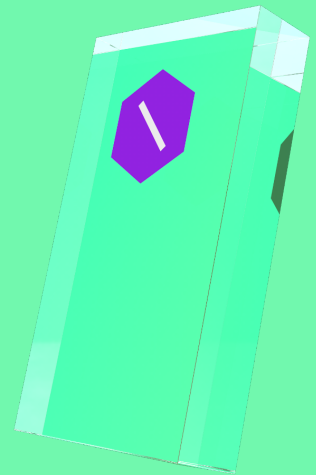
Which social activations and promotions stood out the most in the past year? What was the king of campaigns, only missing a crown to complete its work? Please note: the campaign must truly be centered around the use of social media.

What do you need to send in?

A PDF with:

- Agency and brand information
- Visuals of the case (if applicable, screenshots)
- URL to the case (if available)
- URL to the case video (if available)
- Mention of the social channels where it took place
- Reach and results
- Budget
- Target audience
- Mention of the entire team that worked on it
- Optionally, a WeTransfer link to the source file

Please note: the PDF document should not exceed 2 pages.



Beste Copywriting

From advertising copy to wordplay: it's important to keep your copy on point on social media. Which impressive piece of copywriting rose above the rest last year and deserves a spot at the digital VIP table?

What do you need to send in?

A PDF with:

- Agency and brand information
- Visuals of the case (if applicable, screenshots)
- Explanation and motivation
- URL to the case (if available)
- Mention of the social channels where it took place

Please note: the PDF document should not exceed 2 pages.

Beste Influencer Campagne (Best Influencer Campaign)

A familiar face in a campaign leads to more reach, but only with the right person. Which campaign was such a perfect match with the influencer that the average dating show would be jealous? Who had the best creative campaign with a well-known content creator?

What do you need to send in?

A PDF with:

- Agency and brand information
- Visuals of the case (if applicable, screenshots)
- URL to the case (if available)
- URL to the case video (if available)
- Mention of the social channels where it took place
- Reach and results
- Budget
- Target audience
- Mention of the entire team that worked on it
- Optionally, a WeTransfer link to the source file

Please note: the PDF document should not exceed 2 pages.

Beste Community Management

Which company turns up the volume online, and speaks out when it counts? Who's rocking strong comments and vibing perfectly with their audience?

What do you need to send in?

A PDF with:

- Agency and brand information
- Description of the Community Management post(s) and strategy
- Visuals of the case (if applicable, screenshots)
- URL to the case (if available)
- Target audience
- Mention of the social channels where it took place

Please note: the PDF document should not exceed 2 pages.

Beste Inhaker (Best Newsjacking)

Which company took over the internet with sharp and timely reactions to current events, even before you had your first coffee? What was truly the most phenomenal, funny and creative news hacker ('inhaker') that made you spit out your coffee from laughter or applaud?

What do you need to send in?

A PDF with:

- Agency and brand information
- Visuals of the case, if applicable, screenshot(s)
- Explanation and motivation
- URL to the case (if available)
- Mention of the social channels where it took place

Please note: the PDF document should not exceed 2 pages.

Beste Innovatie (Best Innovation)

New filters, videos, apps, live streams or things you didn't even dare to imagine: who had the courage to color outside the lines? Which innovative, leading-edge cases shone the brightest when it comes to using social media?

What do you need to send in?

A PDF with:

- Agency and brand information
- Visuals of the case (if applicable, screenshots)
- URL to the case (if available)
- URL to the case video (if available)
- Mention of the social channels where it took place
- Purpose of the innovation
- Description of the innovation

Please note: the PDF document should not exceed 2 pages.



Beste Merk (Best Brand)

Which brand was really on fire on all social channels last year and managed to put out the digital fires with their creativity? Who took over as the fire brigade and set other brands on fire with their flaming content?

What do you need to send in?

A PDF with:

- Visuals of the social media pages (up to 5 examples of content)
- URL of the social media pages
- Purpose of the social media brand (up to 150 words)
- Target audience of the brand
- Summary of the social media strategy (up to 300 words)
- Statistics of the pages (monthly reach for the past year, number of followers, etc.)
- Motivation: why does your brand deserve an award? (up to 300 words)
- Mention of the entire editorial team

Please note: the PDF document should not exceed 2 pages.

Beste Merk op Instagram (Best Brand on Instagram)

Most brands can't get enough of Instagram these days. But which brand is so strong, that even Rico Verhoeven would take a step back digitally? And who is nearly unbeatable when it comes to original and interactive content?

What do you need to send in?

A PDF with:

- Visuals of the Instagram page (up to 5 examples of content)
- URL of the page
- Purpose of the page (up to 150 words)
- Target audience of the page
- Description of the editorial concept (up to 300 words)
- Page statistics (monthly reach for the past year, number of followers, etc.)
- Motivation: why does your page deserve an award? (up to 300 words)
- Mention of the entire editorial team

Please note: the PDF document should not exceed 2 pages.



Beste Merk op TikTok (Best Brand on TikTok)

From comedic imitations to serious messages: everything is possible on TikTok. But which brand managed to quickly jump on the trends in the past year? Who sprinted to grab their followers' attention within the first three seconds?

What do you need to send in?

A PDF with:

- Visuals of the TikTok page (up to 5 examples of content)
- URL of the page
- Purpose of the page (up to 150 words)
- Target audience of the page
- Description of the editorial concept (up to 300 words)
- Page statistics (monthly reach for the past year, number of followers, etc.)
- Motivation: why does your page deserve an award? (up to 300 words)
- Mention of the entire editorial team

Please note: The PDF document should not exceed 2 pages.

Beste Merk op YouTube (Best Brand on YouTube)

Which brand managed to stand out on YouTube and deserves a thumbs-up for it? Who kept their audience engaged with cool and informative video content?

What do you need to send in?

A PDF with:

- Visuals of the YouTube page (up to 5 examples of content)
- URL of the page
- Purpose of the page (up to 150 words)
- Target audience of the page
- Description of the editorial concept (up to 300 words)
- Page statistics (monthly reach for the past year, number of followers, etc.)
- Motivation: why does your page deserve an award? (up to 300 words)
- Mention of the entire editorial team

Please note: The PDF document should not exceed 2 pages.



Beste Podcast

Who can talk the talk and also has something substantial to say? Which podcast connected with social media and went all out to engage listeners? We are looking for podcasts where social media channels are effectively used to amplify the podcast's business message.

What do you need to send in?

A PDF with:

- Agency and brand information
- Explanation and motivation (make sure you explain to the jury why this podcast has a strong social media element)
- Reach and results
- Target audience
- Motivation: why does your podcast deserve an award? (up to 300 words)
- Mention of the entire team that contributed
- Description of the editorial concept (up to 300 words)
- URL to the podcast
- WeTransfer link to a maximum of 5 episodes (if available) of the podcast
- Mention of social channels used to promote the podcast

Please note: The PDF document should not exceed 2 pages.

Beste Positive Impact

Which company has a heart for the business and stands up for a societal message on social media? Who took a stand for diversity, embraced inclusivity, and fearlessly tackled societal issues with a critical post or campaign?

What do you need to send in?

A PDF with:

- Agency and brand information
- Visuals of the case or post (if applicable, screenshots)
- URL to a case (if available)
- URL to a case video (if available)
- Mention of the social channels where it took place
- Clarification of the statement
- Motivation and target audience
- Mention of the entire team that worked on it
- Optionally, a WeTransfer link to the source file

Or for a PDF related to an account or channel:

- Visuals of the relevant channel or account (up to 5 examples of Best Positive Impact content)

- URL of the page
- Purpose of the page (up to 150 words)
- Description of the editorial concept (up to 300 words)
- Motivation: why does your page deserve an award? (up to 300 words)
- Mention of the entire editorial team

Please note: The PDF document should not exceed 2 pages, and the submission should relate to diversity and inclusion.

Beste Talent

Which social pioneer, aged 30 or younger, turns their talent and ambition into original and effective content? Who will be this year's rising star in the social media industry?

What do you need to send in?

A PDF with:

- Name of the talent
- URL of the LinkedIn profile
- Current company of employment
- Photo
- Motivation, including examples of work (max 300 words)

Please note: The PDF document should not exceed 2 pages.

Beste Video

What was the video with the most impact, the most beautiful message or the most original approach? Which images from creative minds are still etched in your memory?

What do you need to send in?

A PDF with:

- Agency and brand information
- Visuals of the case (screenshots, etc.)
- Explanation and motivation
- Purpose of the video (up to 150 words)
- URL to the case (if available)
- WeTransfer link to the video (if available)
- Mention of the social channels where it took place

Please note: The PDF document should not exceed 2 pages.

QUESTIONS?

Contact us at
info@thebestsocialawards.nl.

GOOD LUCK!



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