



TSM Social Media Award 2019

For companies nominating themselves*

To be awarded to the company that best embraces social media and uses it to powerful effect throughout their marketing strategy.

The judging panel will consider the following when deciding the winner; application presentation, innovativeness and use, originality of content, compelling nature of presence, interaction with audience and accuracy and engagement of information.

Entries close 5th December 2018

Company Name:
Telephone:

Contact Name:
Email:

1. Which social media platforms do you have? Please mark all that apply and detail the full URL's.

Twitter

Facebook

Pinterest

YouTube

My Space

Instagram

Vine

Linked In

Google+

Tumblr

StumbleUpon

Other

How do you maintain your social media presence?

In house

Contracted out

If in house is this done by one specific person and what proportion of the job role does this constitute?

Approximately how much time is spent per week on this?

Why do you use social media and how do you think it has added value to the business?

Where does your social media presence sit within your digital marketing strategy?

Do you sell direct to the public via social media sites? If so why, on which sites and how important is this in terms of value and presence?

Do you run competitions via social media?

If yes, what rules/regulations do you comply with?

How do you gauge the success of social media? Clicks, comments, shares, retweets, incoming links from target-audience websites? Please include full details.

Please explain why you think you deserve to win. (Continue on separate sheet if required.)

*** Please note your application may be done as a separate document rather than within this sheet but the information provided must answer all of the above**

Please return the completed form to BETA, East Wing, Stockeld Park, Wetherby, LS22 4AW or email to philippa@beta-uk.org by 5th December 2018.