

**IAFE HALL OF HONOR COMMUNICATIONS CONTEST AWARDS
PROGRAM CATEGORY 10 FORM (2021)**

Please provide all information requested on this form in the space allocated (no additional lines and or pages of explanation).

FAIR NAME: _____

FAIR STATE/PROVINCE: _____

DIVISION: ____ (see rules, based upon attendance)

Category 10 – Social Media

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.